



**Client:** The Kessler Collection: Luxury Collection Hotels & Resorts

The Kessler Collection consists of more than 10 luxury hotels, resorts, and residential properties which serve as a comfortable home away from home.

**Situation:**

The Kessler Collection started Advertising using Google Adwords in April of 2012. Campaigns revolved entirely around Remarketing utilizing banner ads on the Display Network to retarget to people that had already visited the various property vanity websites.

With a complete redesign to all of the websites and the addition of Google Analytics in 2013, budgets were allocated to use SEM not only as a tool for Remarketing but as a tool to increase sales/bookings by promoting Room Rate Specials as well as Special Events and Packages unique to each property and location throughout the United States.

**Results:**

In order to maximize the new web design/landing pages and offers now available, new accounts were created and launched in Google Adwords in early 2013. These new campaigns, in addition to increased budget, produced over 7 times more traffic with just over 3.5 times more budget (averaging \$.90 CPC)! Branding has been outstanding this year serving ads more than 18 million times (Apr 1 – July 31, 2013) at an average CPM of only \$3.32 (April 1 – July 31, 2013).