

Oaks Hotels, Resorts & Suites



www.emarketingeye.com



CONTENT



Objective & Goals



Results

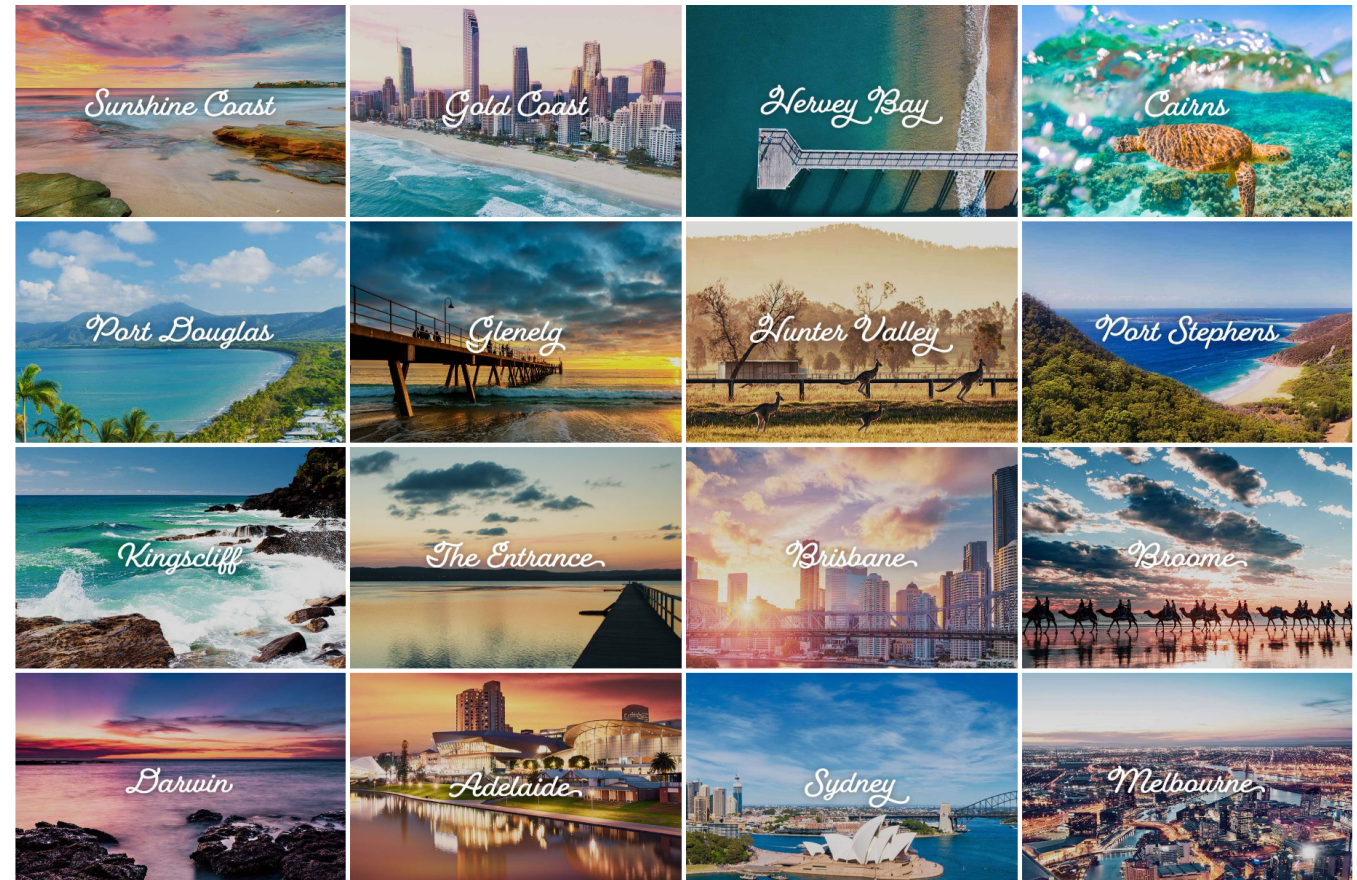


Budget

About Oaks Hotels, Resorts & Suites

Oaks Hotels, Resorts & Suites is one of Australasia's largest apartment style accommodation providers, managing a portfolio of over 55 properties across five countries including Australia, New Zealand, Thailand, the United Arab Emirates and India.

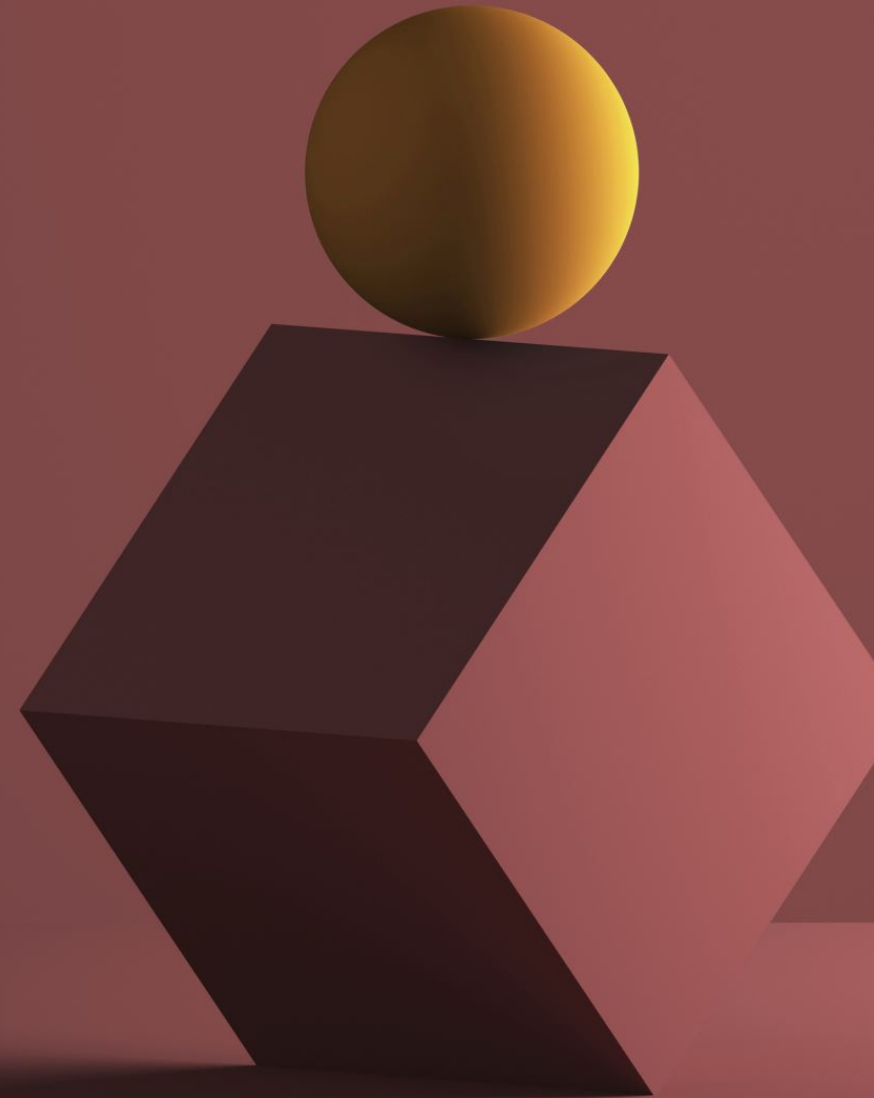
An industry leader in modern residential-style accommodations, Oaks Hotels, Resorts & Suites provide a home away from home for both savvy corporate travellers and leisure tourists alike.



OBJECTIVES

Campaign Period : Jun – Nov 2020

- With the 50% budget cuts to invest wisely on selected channels
- Reach potential customers with customized messaging catering to the current demand
- Coming up with creative offers to reach out to the potential customers
- Daily monitoring to understand the shifts in the market demand

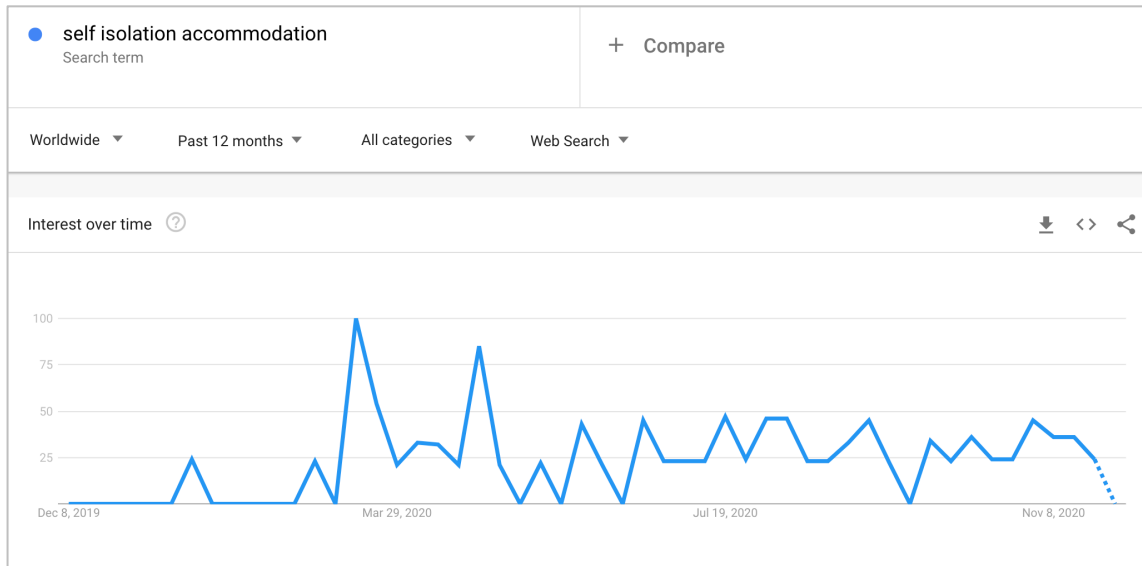


Campaign Period : Jun – Nov 2020

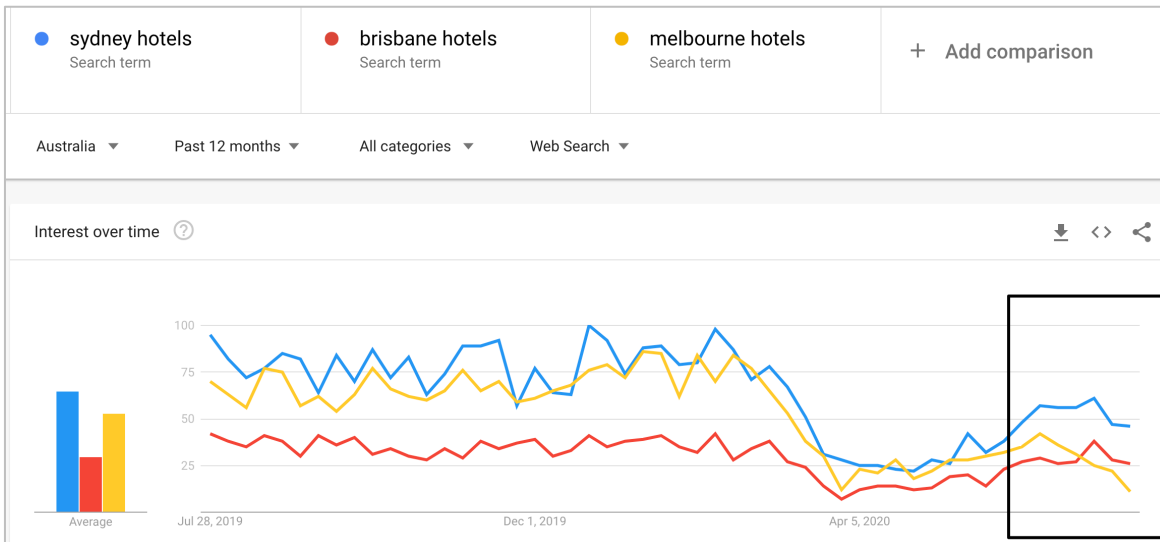
- Increase awareness and visibility generating 20M impressions in Australia & New Zealand
- Engagement/traffic generation of 200,000 visitors to the website
- To generate 800 bookings per month
- To generate a revenue of AUD 3M
- And to maintain a ROAS of 8

TARGETS

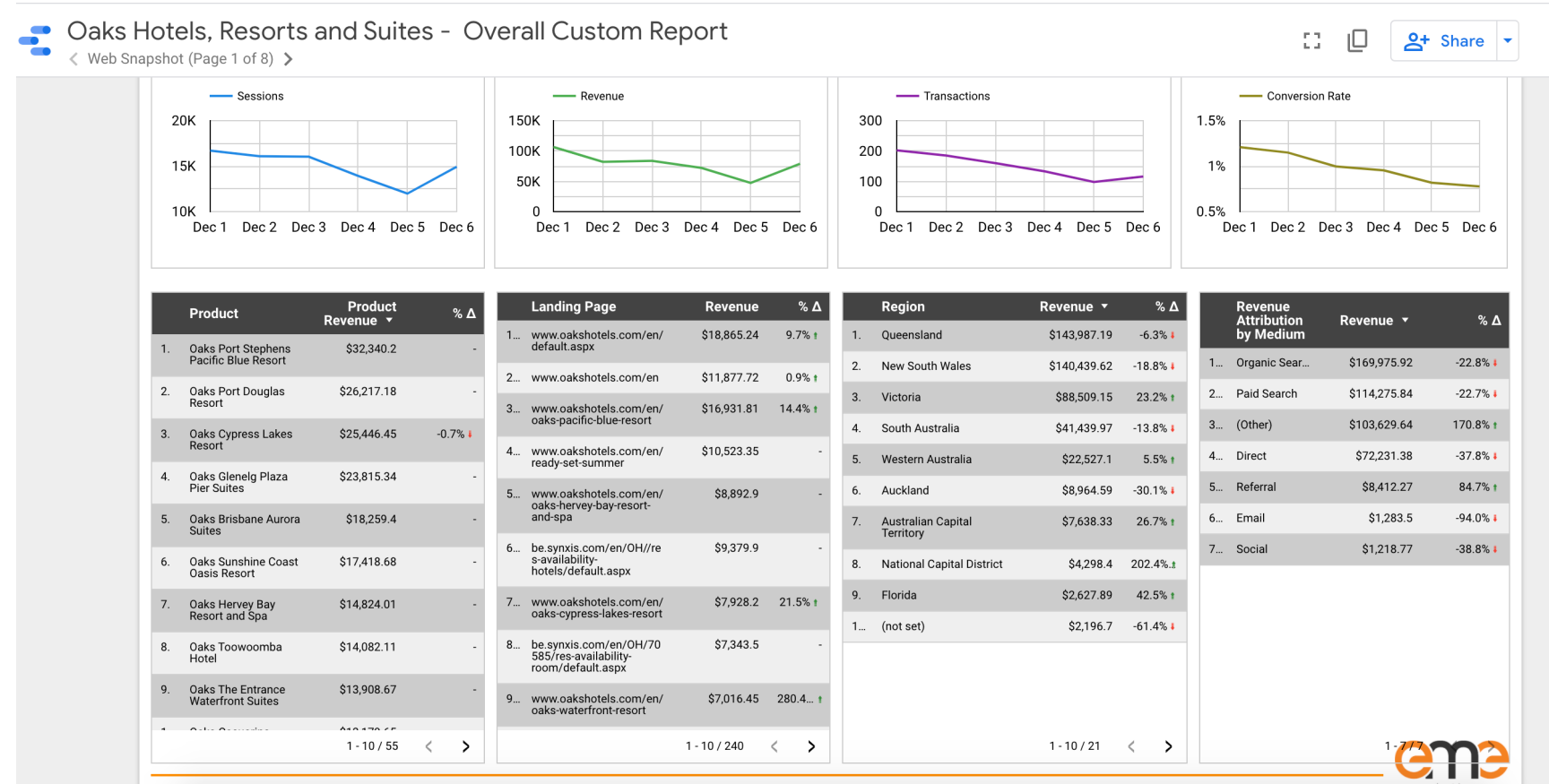
IDENTIFY CUSTOMER DEMAND



- Demand for Self Isolation Accommodation
- Increase in Social Media Engagement
- Pushing Offers and Messaging to cater to the demand

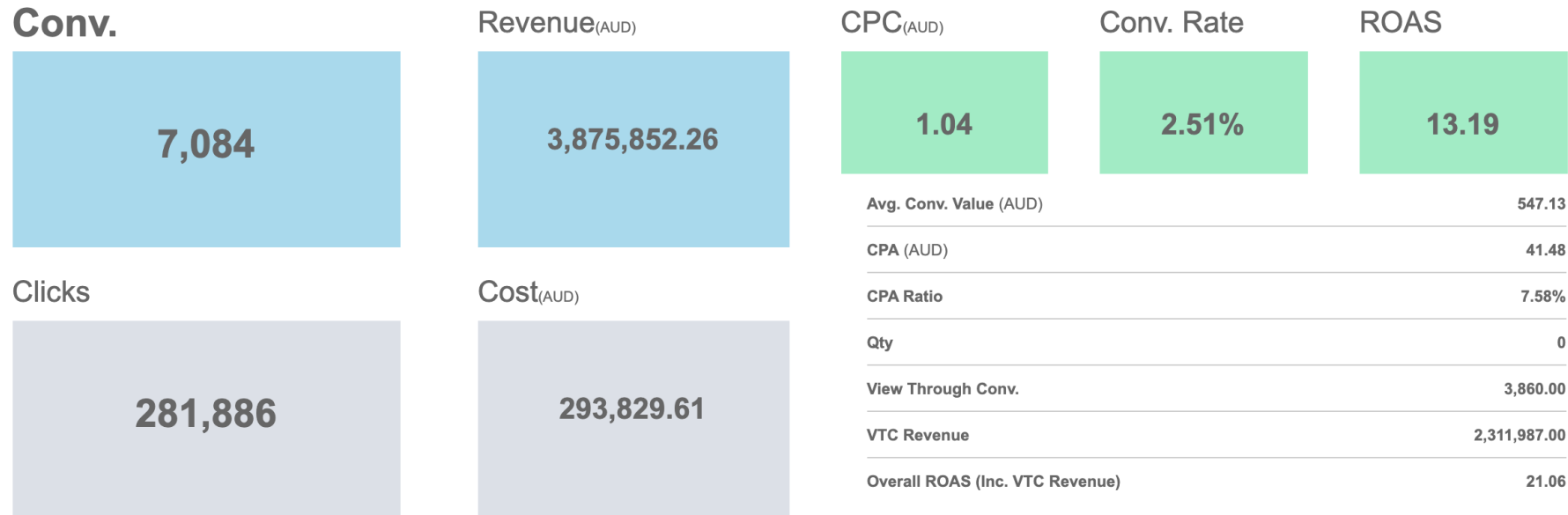


DAILY MONITORING



- Creation of Data Studio Reports to monitor the daily trends

OVERALL CAMPAIGN PERFORMANCE | JUN 2020 – NOV 2020



- The Campaign recorded 27Million impressions across Australia & New Zealand
- The campaign generated a total of 281,886 visitors to the website both New & Returing traffic
- The campaigns surpassed the per month Booking target of 800 & achieve 1180 per month; generating a total of 7084 bookings for the 6 months campaign period
- The total revenue of AUD 3,881,088 was generated from the campaign
- And the overall ROAS of 13:1 was maintained

FACEBOOK PERFORMANCE

YEAR ON YEAR;

Revenue Increased by : 50%

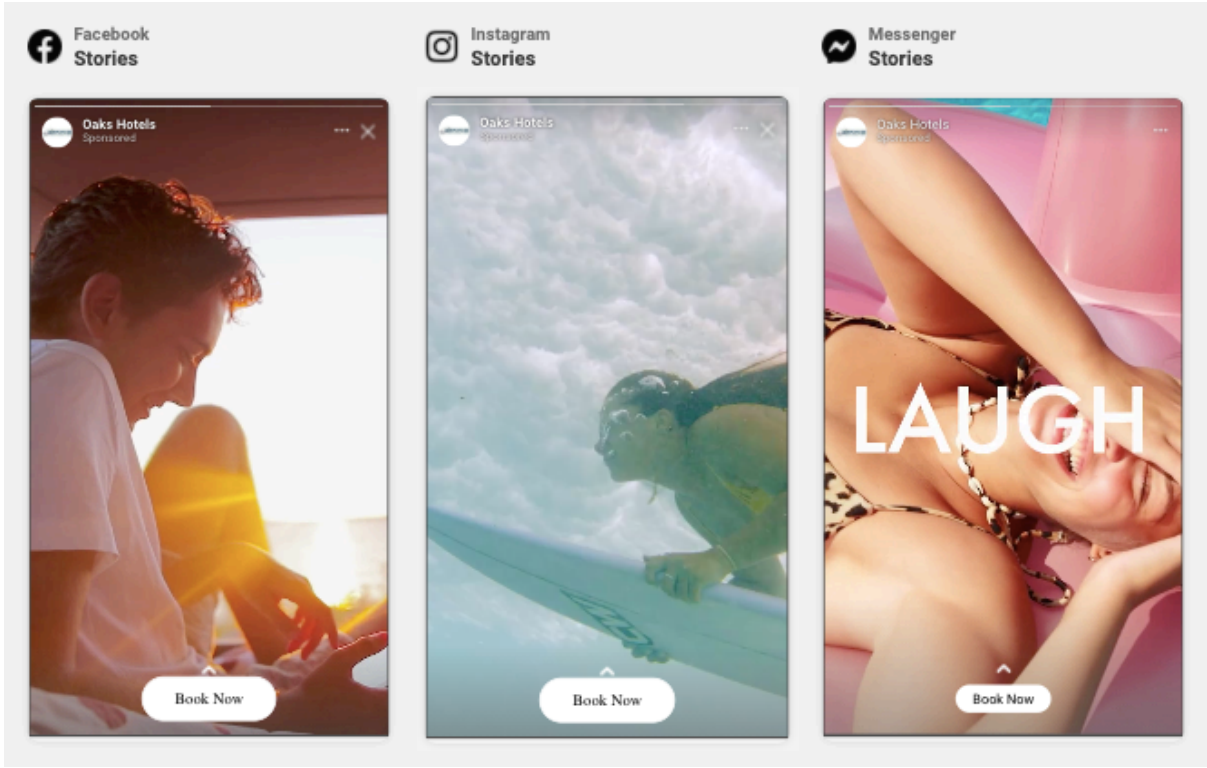
Bookings Increased by : 50%

Visitors Increased by : 380%

Increased Investment : 30%

Facebook	Impr.	Clicks	CTR (%)	Cost (AUD)	CPC (AUD)	Conv.	Revenue (AUD)	ROAS
Jun-2020 - Nov-2020	3,332,565	50,124	1.5	29,544.03	0.59	583	328,047	11.1
Jun-2019 - Nov-2019	1,589,331	10,418	0.66	23,135.77	2.22	395	218,187	9.43
% Change	109.68%	381.13%	127.27%	27.70%	-73.42%	47.59%	50.35%	17.71%

FACEBOOK CREATIVES



Oaks Hotels

Sponsored · 🌐

Will you be discovering the Great Ocean Road, creating memories at Luna Park, or soaking up the culture in Melbourne CBD? Plan a summer to remember with Oaks.

Explore Victoria & save up to 30%*

Book now, pay later + get free cancellation!

Explore-
DISCOVER
MELBOURNE

FROM
\$89
PER NIGHT

BOOK NOW

Oaks Hotels

Sponsored · 🌐

Calling all Melbournites! With travel back on the cards from 9 November, we can't wait to welcome you back into our inner-city hotels.

Limited time deal, 48 hours only,
Book now, pay later & get 40%* off your stay.

MELBOURNE STAY 2 NIGHTS

SAVE
40%*

Oaks Hotels

Sponsored (demo) · 🌐

Will you be discovering the adrenaline in Queenstown the culture in Wellington? Whatever the adventure, C there to bring you and your loved ones together again

*Flexible booking policies & free cancellation

*Save up to 30% by joining "Oaks Discovery"

Explore-
NEW ZEALAND

FROM
\$112
PER NIGHT

BOOK NOW

Book Now

Oaks Melbourne on Collins Hotel
Book Now & Pay Later

Book Now

Oaks Queenstown Shores Resort
Enjoy Savings Up to 30%

OFFERS

Self Isolation

Self Isolation Offer

Oaks introduced an offer catering to self isolation; "home away from home" providing attractive rates for stay longer offers and flexibility of Onsite food and beverage delivery.

Together Again

Together Again Offer

"Together Again Offer" was introduced, whether it's a family reunion, getting together for a missed special event or just spending time with each other again.

Click Frenzy

Click Frenzy Offer

Introduced a 48 hour Flash sales increase bookings and room nights during low performing months. Investment, messaging and channels all focused on the Flash Sale with countdown ads

Ready, Set & Summer

Ready Set Summer

With the Summer Holidays coming; "Ready Set Summer" Offer was launched to grab customers attention who are looking for long lazy days on a beach, splashes in the pool with the kids or dinners with loved ones to reunite.

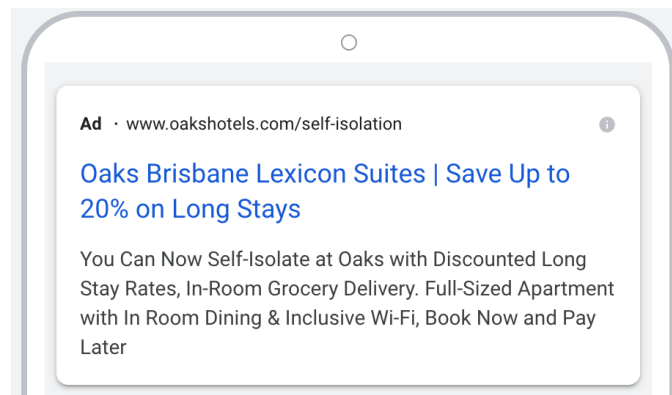
OFFERS

Flash Sale
Banner Creatives



Self Isolation

Oaks Cable Beach Resort | Save Up to 20% on Long Stays | Book Your Home Away from Home
www.oakshotels.com/self-isolation
You Can Now Self-Isolate at Oaks with Discounted Long Stay Rates, In-Room Grocery Delivery. Full-Sized Apartment with In Room Dining & Inclusive Wi-Fi, Book Now and Pay Later



Together Again
Banner Creatives



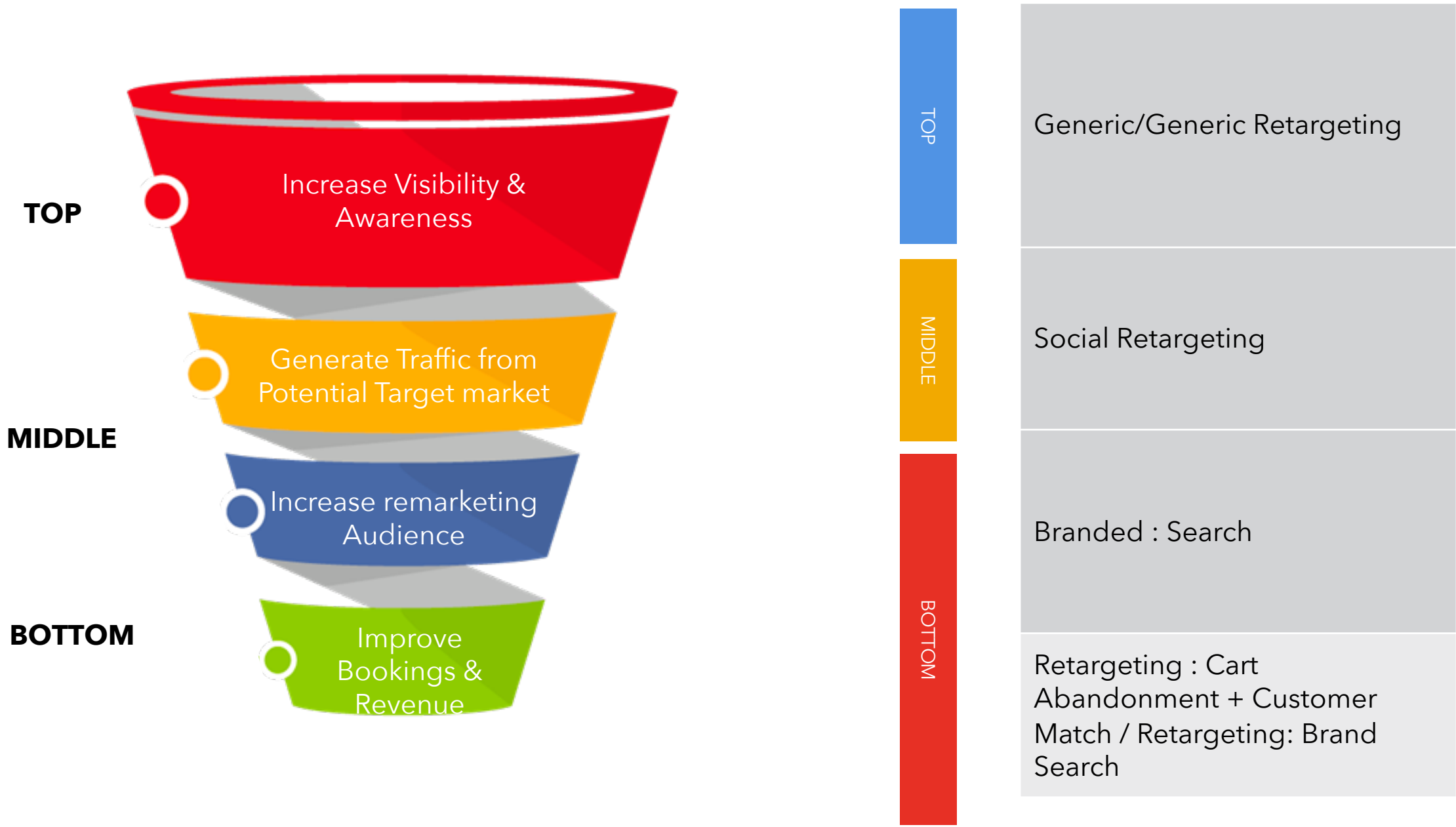
Ready, Set &
Summer

Oaks Hotels in Brisbane | Get Up to 30% Off* & Pay Later | Rate Starting From \$93
www.oakshotels.com/summer-sale
Plan Your Summer Getaway with Oaks Today, With Exclusive Deals Curated For You. Enjoy Up to 30% by Joining Oaks Discovery. Book Now with Confidence at Oaks

Oaks Townsville Gateway Suites | Get Up to 30% Off* & Pay Later | Rate Starting From \$114
www.oakshotels.com/summer-sale
Plan Your Summer Getaway with Oaks Today, With Exclusive Deals Curated For You. Enjoy Up to 30% by Joining Oaks Discovery. Book Now with Confidence at Oaks

Oaks Sydney Castlereagh Suites | Get Up to 30% Off* & Pay Later | Rate Starting From \$89
www.oakshotels.com/summer-sale
Plan Your Summer Getaway with Oaks Today, With Exclusive Deals Curated For You. Enjoy Up to 30% by Joining Oaks Discovery. Book Now with Confidence at Oaks

PPC APPROACH



BUDGETS, TARGETS & ACHIEVEMENTS

Area	Target	Achievement
Budget	AUD 295,000	AUD 294,225
Impressions	20M	27M
Clicks	200,000	281,886
Bookings	4,800	7084
Revenue	AUD 2,360,000	AUD 3,881,088
ROAS	8	13



THANK YOU