

Milestone

Be everywhere your  
customers are



Marriott  
Digital  
Services

*Shaadi*  
by

MARRIOTT BONVOY™

## Shaadi by Marriott

**Website Key Features**

<https://www.marriottindiaweddings.com>



Shaadi  
by  
MARRIOTT BONVOY™

DESTINATIONS HONEYMOONS SERVICES GALLERY OFFERS GET INSPIRED

GET A CALL BACK

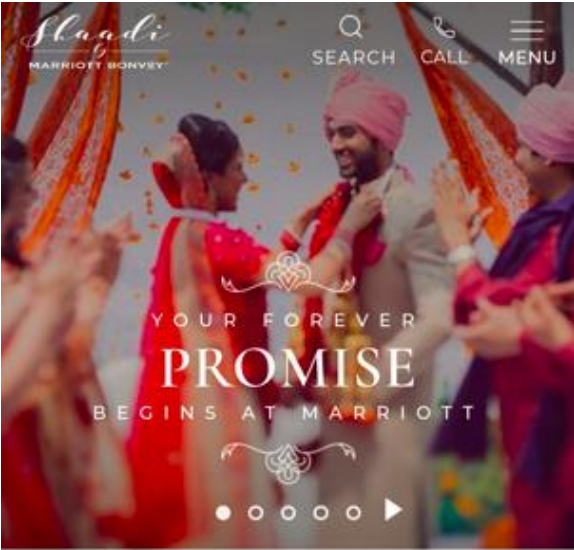
START PLANNING

YOUR FOREVER  
**PROMISE**  
BEGINS AT MARRIOTT





# Mobile First Design for Shaadi by Marriott with CTA



BEAUTIFUL DESTINATION WEDDINGS  
IN INDIA BY MARRIOTT  
INTERNATIONAL

## YOUR ROSE-TINTED DREAM WEDDING VENUE

You deserve a wedding venue as unique  
as you, and we at Marriott know how  
important it is for you to have the perfect  
celebration. Whether the grandest

[Read More +](#)

[START PLANNING](#)



## Dream Wedding Destinations in India

Whether you prefer idyllic hills or enjoy the  
spirited beaches in India, or whether you  
want your destination wedding in a majestic  
desert or the city that you first met in, we will

[Read More +](#)



## Wedding by The Hills

[START PLANNING](#)



## Wedding Offers by Marriott

Your wedding day is one of the most  
important days of your life. While you will  
want to fulfil every wedding dream, a little  
saving is always welcome. Learn more about

[Read More +](#)



[START PLANNING](#)

# Increase Weddings RFPs

## Start Planning



Destination

Select One



City

Select One



Venue

Select One



Occasion

Select One



Event Starting Day

Oct 04, 2022



Event End Date

Oct 05, 2022



Event Ends The Same Day.

Event Attendees \*

Select One



Rooms Required

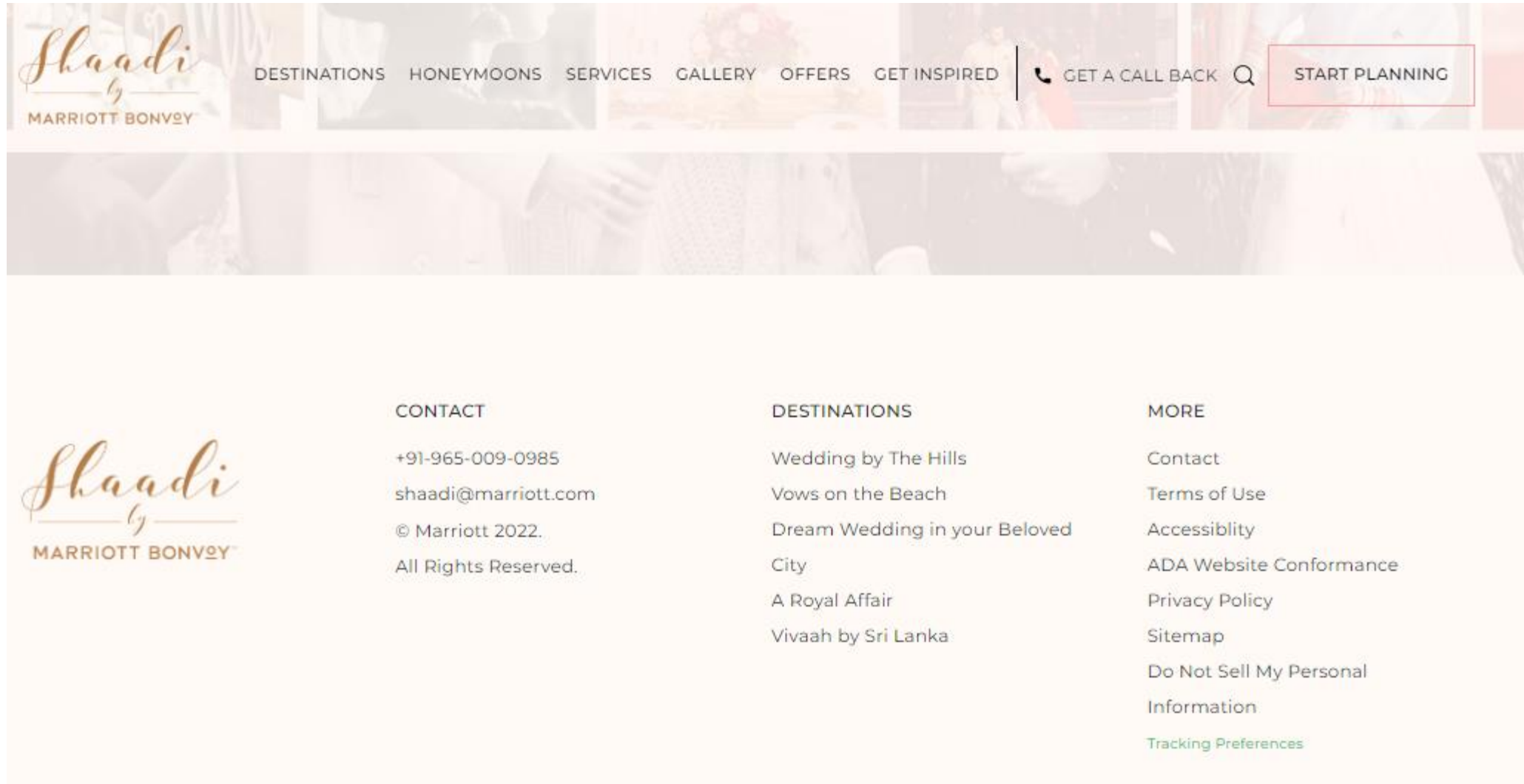
Select One



\* required fields

NEXT

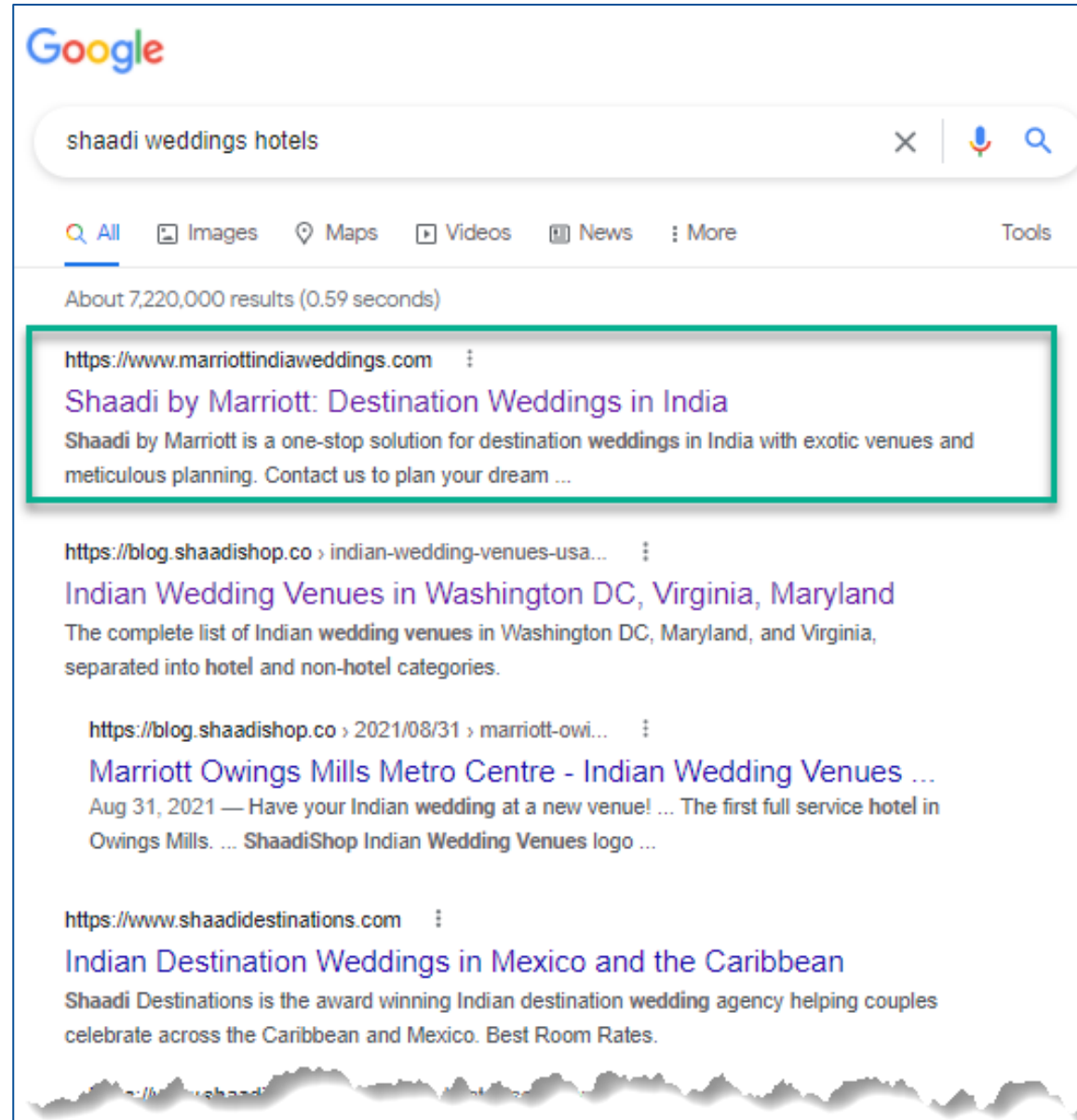
# Deliver Less Cluttered Navigation to Improve Conversion



# SERP Success For Invaluable Broad Search Term

- 1<sup>st</sup> Organic Position:  
“*shaadi wedding hotel*”

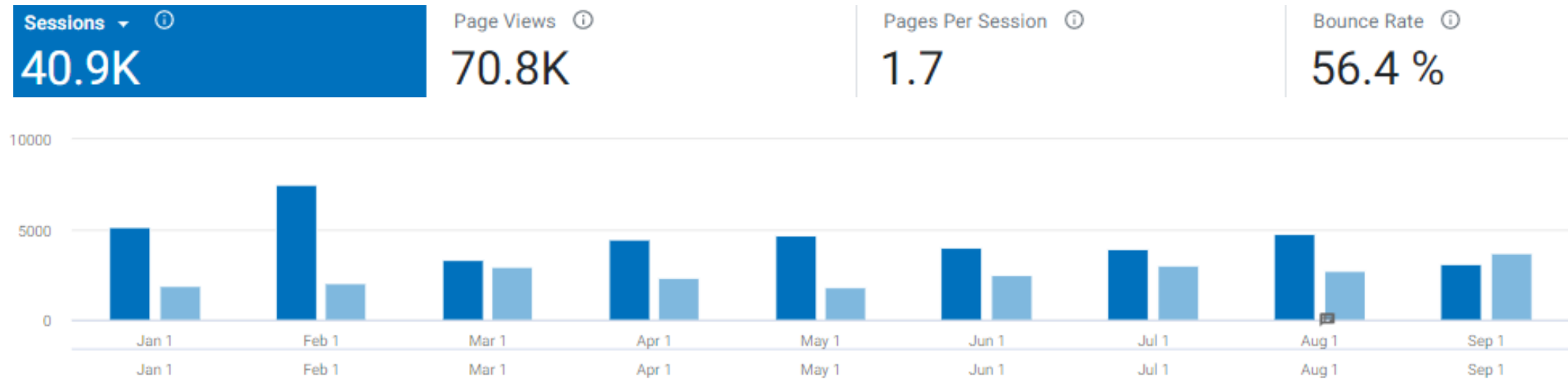
(“Shaadi” = Indian Wedding)



# Marriott Indian Weddings: +78% Increase in Website Visits (YOY)

## Increase in traffic and website engagement:

- Visits from organic sources: +72%; Page views: +88%; New users: +67%; Bounce rate: +10% improvement; Mobile traffic: +101%

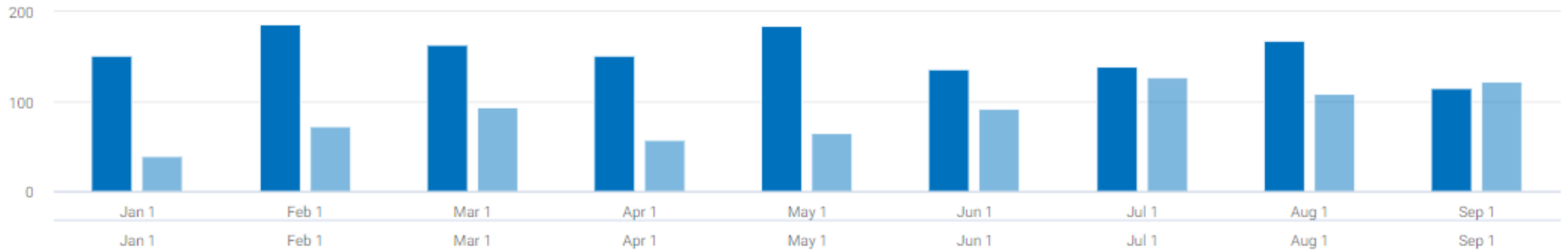


Data Source = Milestone Presence Cloud

Date Range: January to September 2022 compared to January to September 2021

# Marriott Indian Weddings: +79% Increase in Group Leads (YOY)

Group Leads ▾  
1.4K



Data Source = Milestone Presence Cloud

Date Range: January to September 2022 compared to January to September 2021



# Marriott Indian Weddings: +551% Increase in Website Visits (Comparing 2019)

## Increase in traffic and website engagement:

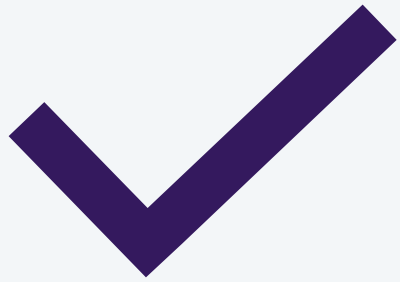
- Visits from organic sources: +421%; Page views: +359%; New users: +633%; Bounce rate: +9% improvement; Mobile traffic: +724%



Data Source = Milestone Presence Cloud

Date Range: January to September 2022 compared to January to September 2019

# Thank You



Gaurav Varma  
Director of Product Marketing  
Milestone Inc.



[gaurav.v@milestoneinternet.com](mailto:gaurav.v@milestoneinternet.com)