



# CASE STUDY

## DerbySoft Launches New Cross-Channel Campaigns

- July 2020

### OUTCOME

DerbySoft Produces +130% in booking volume and +5% in ROAS with a New Cross-Channel functionality.

*\*This case study is based on real data owned and managed by DerbySoft and the customer. It is meant to provide an example of DerbySoft methodology.*



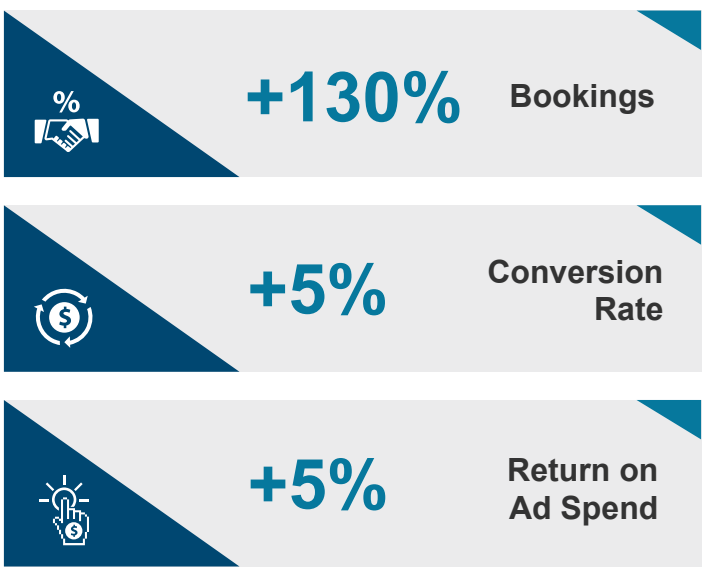
### CHALLENGE

Four Seasons Hotels and Resorts struggled with performance results in the Australian market.

Google is the main channel driving the most of the business for the chain.

TripAdvisor was generating a very low number of bookings with a ROAS below the target.

### RESULTS



### APPROACH

With the new DerbySoft functionality, it is now possible to merge campaigns targeting different channels under a single cross-channel campaign.

All the Placements included in the campaign will have the same shared target. In this case, DerbySoft merged the Google and TripAdvisor campaign targeting Australia-Desktop.

### About DerbySoft

DerbySoft enables travel companies to work together through technology and innovation since 2002, and currently offers solutions for the hospitality industry. DerbySoft offers solutions for Suppliers through the Digital Marketing Suite, which uses machine learning and rich data to drive high-performing digital marketing campaigns.

### About the Client

The DerbySoft client in this case study is **Four Seasons Hotels and Resorts**, an international luxury, hospitality company headquartered in Toronto, Ontario, Canada. Four Seasons Hotel and Resorts operates more than 100 hotels worldwide.