



Best Western increases TV campaign awareness with integrated PPC

The Challenge

With over 4,000 locations in nearly 80 countries, Best Western is the world's largest hotel chain. To re-launch the brand in the UK, Best Western devised a TV advertising campaign that introduced the company to a younger audience. Make It Rain were tasked with maximising its impact through a highly tailored PPC initiative.

The Solution

Rather than just formulate a standard PPC campaign, Make It Rain decided that the best way to achieve the highest possible ROI was to ensure Best Western's presence during peak days and times.

This was then taken a step further. Make It Rain implemented day parting techniques, which ensured we were more aggressive during hours in which Best Western's TV spots were running. This close management meant we were able to keep budgets firmly under control as well as achieving maximum visibility when potential customers were most likely to be searching for Best Western.

The Result

The PPC campaign was successful in increasing the number of searches, both month-on-month and year-on-year. By painstakingly tying Best Western's TV presence directly to its PPC strategy, Make It Rain achieved a year-on-year increase of 108%: proof that TV and PPC together delivered a market that it hadn't previously engaged.



"Make It Rain show great understanding of our brand and the travel sector and maximize our competitiveness against the many aggregators and other hotel chains"

Jason Munslow
Head of Ecommerce and Distribution

