How ResortsandLodges.com increased revenue 24% for this Waterpark Resort

Business Case Study

Client: **Waterpark Resort** | Location: **USA** | Units: **300** | Category: **Full Service Resort**

Previous Services:

PPC Management: Outsourced Agency
Display / Remarketing: Outsourced Agency
CRM: NAVIS
EMAIL: Reach
WEBSITE: In-House

Annual Cost: >$200,000

R&L Business Solutions Bundle:

PPC Management
Display / Remarketing
Conversion Optimization
Database Building
ResortsandLodges.com Campaign
CRM: TRACK PULSE
EMAIL: TRACK PULSE
WEBSITE: In House

Annual Cost: $150,000
Annual Savings: $50,000+

Objectives

- Increase Top of Funnel traffic and broaden reach

- Increase Brand ROI and drive more direct bookings

- Decrease Pay Per Click Costs without decreasing website traffic

- Increase quality of traffic and online booking conversions

- Replace Navis with TRACK Pulse cloud CRM and Email Marketing

- Increase email subscribers from current website traffic

- Save money and diversify online presence

- Increase overall revenue (had seen year over year decreases in 10 of 12 months in 2016)

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30 Day ResortsandLodges.com Snapshot

- Platinum Campaign
- Drove 2,278 Direct new visitors to brandsite.com for top of funnel exposure
- 33% conversion on inbound calls
- $984 avg. tracked conversion
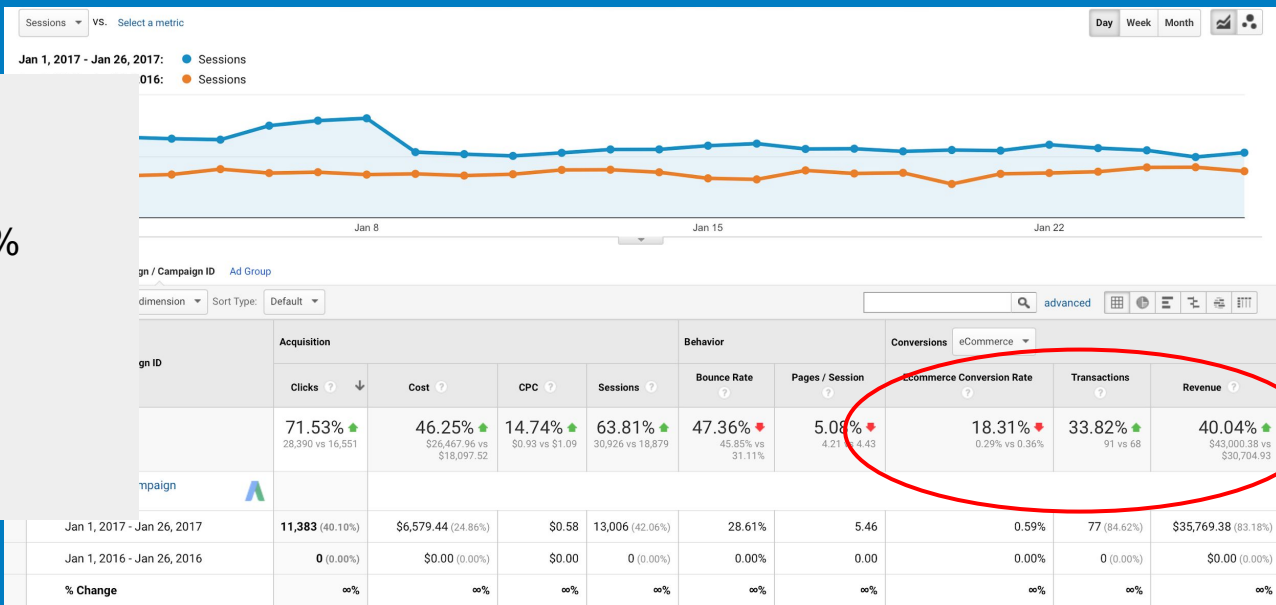- #2 Referral source of new guests

Campaign Activity

| Impressions | Landing Page Visits | Website Visits | Phone Calls | | | | Email Inquiries | RFP Leads |
			Calls	Connected	No Answer	Busy		
15,136	2,488	2,278	27	27	0	0	0	10

Confirmed Sales

	Phone Rev. w/ Est. Ancillary	Online Revenue	Online Rev. w/ Est. Ancillary	Total Revenue	Total Rev. w/ Est. Ancillary	Avg. Call Revenue	Avg. Online Booking
	$3,936	NA	NA	$3,936	$3,936	$984	NA

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...ad Volume

	RFP Leads w/ Ancillary	Phone Leads	Phone Leads w/ Ancillary	Email Leads	Email Leads w/ Ancillary	Website Leads	Website Leads w/ Ancillary
	$15,394	$13,275	$13,275	$537	$537	$0	$0

...ion Data

Calls Unprocessed	Conversion Rate	Click to Call	Click to RFP	Lifetime Value	
15	33.33%	0.16%	0.40%	5 yr $74,640	
				10 yr $149,280	

Email Automation Snapshot

4.	RAL / Email/									
	Jan 1, 2017 - Jan 26, 2017	**888** (8.07%)	25.79%	229 (4.14%)	44.37%	3.68	00:02:32	0.45%	4 (18.18%)	$1,848.00 (22.67%)
	Jan 1, 2016 - Jan 26, 2016	**0** (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**∞%**	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%

			43.83%	4.50	00:03:04	0.37%	2 (9.09%)	$667.00 (8.18%)
			0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

- Added 2,400+ new email subscribers in 30 days
- Drove over 400 people back to brand website for over 3.5 sessions per user
- Generated incremental online and offline bookings at a more than 15:1 ROI

New Drip Campaign

48%
EMAIL OPEN RATE

16%
CLICK-THROUGH RATE
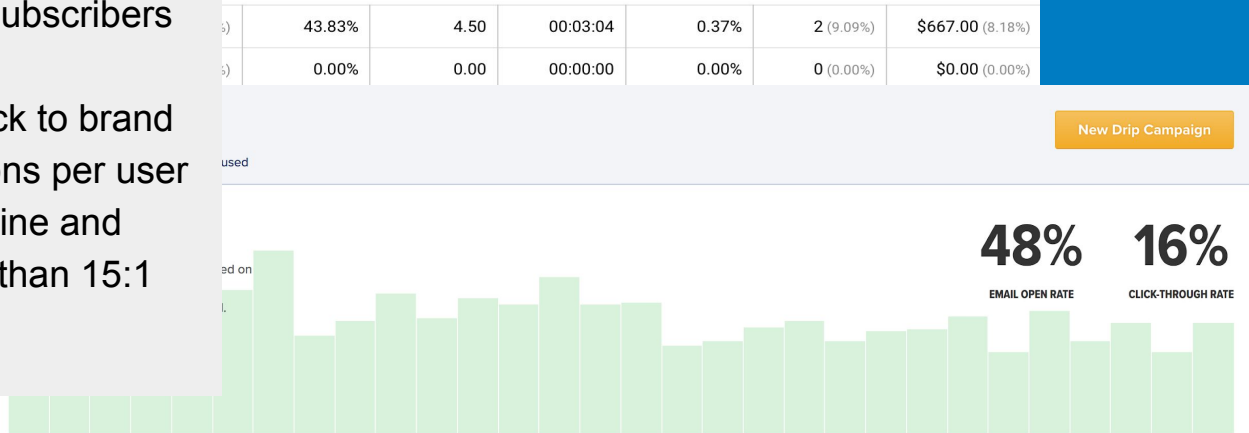
PPC Snapshot

- Decreased cost per click 14.74%
- Increased transactions 33.82%
- Increased revenue 40.04%

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Online

		Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		12.97% ▲ 115,798 vs 102,505	2.26% ▲ 62.18% vs 60.81%	15.52% ▲ 72,004 vs 62,329	7.24% ▼ 38.43% vs 35.84%	11.73% ▲ 4.59 vs 4.11	1.50% ▼ 00:03:39 vs 00:03:42	13.32% ▲ 0.49% vs 0.43%	28.02% ▲ 562 vs 439	19.54% ▲ $254,635.23 vs $213,007.68
	%)	59.41%	18,930 (26.29%)	27.32%	5.65	00:04:45	0.57%	183 (32.56%)	$85,481.01 (33.57%)
	%)	58.95%	18,124 (29.08%)	26.61%	4.77	00:04:35	0.53%	164 (37.36%)	$74,621.23 (35.03%)
	%	0.78%	4.45%	2.65%	18.46%	3.59%	7.67%	11.59%	14.55%
	%)	59.67%	18,452 (25.63%)	45.85%	4.21	00:02:51	0.29%	91 (16.19%)	$43,000.38 (16.89%)

- 12.97% Increase in sessions
- 15% increase in new users
- 13% increase in conversion rate
- 28% increase in transactions
- 19.54% increase in revenue
- $41,628 increase in online revenue

Dates measured January 2017 vs January 2016

Call Center Revenue

REVENUE REPORTS
Compare same period with last year. MDT = Month To date. YTD = Year To Date

TOTAL REVENUE - YTD
24%
This Year: $647,226
Last Year: $521,781

REVENUE PER LEAD - YTD
2.4%
This Year: $435
Last Year: $445

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REVENUE BY MONTH

Total Revenue
Revenue Per Lead

2013   Jul-2013   Jan-2014   Jul-2014   Jan-2015   Jul-2015   Jan-2016   Jul-2016   Jan-2017

- Increased revenue 24%
- Total call center revenue increase $125,445 year over year
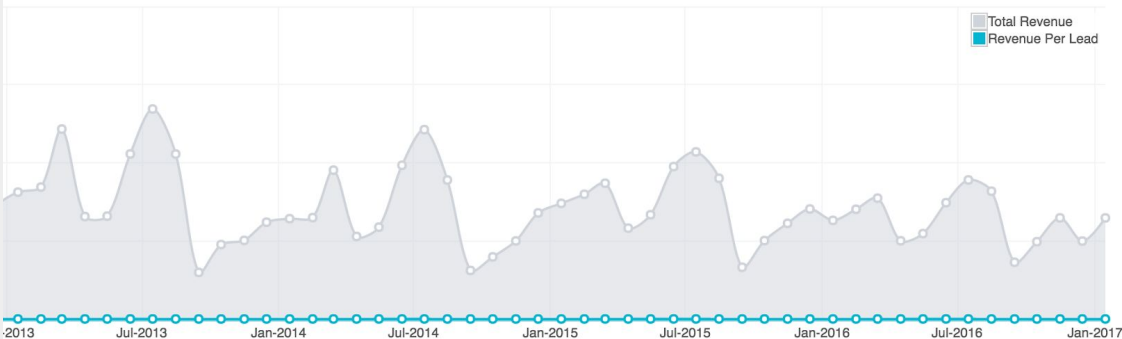
Overall Results - January 2017 vs January 2016

By bundling from multiple vendors to a 1 vendor solution and implementing **Resorts**and**Lodges**.com digital marketing strategy and execution, this 300+ unit Waterpark Resort has seen a 24% lift in revenue year over year, while saving money in management and service fees.

Online Booking Revenue Increase	Call Center Revenue Increase	Total Revenue Increase
⬆ **$41,628**	⬆ **$125,445**	⬆ **$167,073** (24%)

ResortsandLodges.com is a full service digital company out of the Twin Cities, MN. Our mission is to level the playing field for independent lodging companies and to help deliver amazing experiences to consumers. We offer full service digital marketing services (**Business Solutions**), **TRACK Pulse** cloud CRM and the **Resorts**and**Lodges**.com Marketplace online since 1998 with over 7 million annual visitors. ResortsandLodges.com has been in business since 2003 and serves more than 2,000 customers across North America.

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