



## How Sizmek increased Choice Hotels ROAS by 2,106%

### GOAL

Increase hotel  
bookings and  
ROAS

Choice Hotels International currently franchises more than 6,200 hotels, representing more than 500,000 rooms, in more than 30 countries and territories. Ranging from limited-service to full-service hotels in the economy, mid-scale, and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally.

Sizmek worked with MMGY Kansas City to optimize online campaigns for diverse U.S. properties to increase online hotel bookings and ROAS. Specifically, MMGY Kansas City looked to Sizmek to help capture the avid traveler, whether it's business or family, and succeed in a crowded online marketplace for travel.

Sizmek direct response advertising deployed across social and mobile channels to help Choice Hotels increase awareness among vacation family travelers and appeal to key demographics in a crowded online marketplace.

With Sizmek, Choice campaigns were able to learn and improve, revealing that the ideal audience for Choice Hotels tended to be:

- Business travelers
- Vacation and leisure travelers
- Retired, mature couples
- Avid online travel shoppers
- Families with household incomes of \$50K-plus

### SOLUTION

Deploy Sizmek for  
direct response on  
social and mobile  
(tablet)

Sizmek enabled Choice Hotels to:

- Achieve nearly 35,000 conversions (room reservations made) in the campaign's first five months
- Increase ROAS 2,106%
- Increase exposure and presence on Facebook

## RESULTS

Increased ROAS  
2,106%

"We tested Sizmek for Choice Hotels nearly three years ago, and soon thereafter they became a principal partner for all Choice Hotels, regional efforts. We have since increased budgets, with growth in cross-channel initiatives. We're currently seeing ROAS of 2,106%."

**JESSICA COX,**  
MEDIA SUPERVISOR, MMGY GLOBAL

### About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).