



Rokt platform delivers +700K referrals for hotel aggregator

THE OPPORTUNITY

A U.S. hotel aggregator wanted to build its database across North America, Australia, Singapore, and New Zealand. It also sought to increase brand awareness of and gain share of mind with consumers in an active buying mindset.

ROKT SOLUTIONS

Rokt used its email solution to drive newsletter memberships for the hotel aggregator from consumers who agreed to receive email communication from the brand. Through constant testing on the Rokt platform, findings indicate that hotel and accommodation brands require an incentive to see high engagement. The campaign drove initial consumer spend by providing a voucher upon email sign-up.

THE RESULTS

+700K

Referrals

5.8M

Number of Unique Consumers Who Saw The Ad

The hotel brand learned that different voucher values achieved different levels of success globally. In Singapore, a dollar value voucher (e.g., \$50 off), paid off five times faster than percentage value (e.g., 10% off). In Australia, the company found that using a percentage discount paid off two times faster.