

Success Story

Adphorus
a SOJERN company

MakeMyTrip grows mobile hotel bookings by 20x with Dynamic Ads for Travel

MakeMyTrip is an online travel company that has pioneered the Indian travel industry with a vision to empower travelers. The OTA offers products across the travel spectrum, including bookings for rail and bus, flights, hotels, and holiday packages.

Goal

MakeMyTrip wanted to increase its conversions and maximize hotel bookings while maintaining its current cost per booking.

Challenge

MakeMyTrip was already running Dynamic Ads for Travel campaigns on Facebook, but they were interested in customizing suggestions for travelers who had already shown intent to book a hotel.

Solution

Adphorus' Customer Success Team worked with MakeMyTrip to refine their hotel retargeting campaigns. They first ensured that the Facebook pixel on its website and app were accurately identifying people who were considering a hotel booking. They then used this data on their DAT campaigns to retarget these users. Most importantly, they were able to take advantage of location data to retarget these potential travelers not only with the exact hotels they were looking at but also with other hotels in the same city or region.

Results

By retargeting potential travelers with personalized hotel recommendations, MakeMyTrip observed 20x growth in mobile bookings and 2x growth in website bookings. The ability to display a broader list of relevant hotel suggestions offered potential travelers more options and encouraged them to book. More importantly, MakeMyTrip was able to maintain its cost per booking on its website and drive bookings at half the cost on its mobile app.

2x

Increase in
Website Bookings

20x

Increase in
Mobile Bookings