

CASE STUDY

Increasing Monthly Reservations with Email Remarketing and Onsite Engagement

How Cybba helped Denihan Hospitality cut through the noise of New York City's highly competitive hotel market.

OVERVIEW

Denihan Hospitality Group has a prestigious set of boutique hotels in New York City with an extended online presence across multiple sites. Given NYC's highly competitive hotel market, Denihan sought a solution to stay ahead of its competition by finding opportunities to get visitors to commit on a reservation page.

The group partnered with Cybba to achieve just this: a complete re-marketing program that increased bookings to fill room occupancy during high need periods across all hotels under the Denihan Hospitality Group brand.

OUR APPROACH

Email Remarketing: Cybba's re-marketing strategy included a series of targeted, personalized email campaigns with unique offerings for all Denihan's NYC brands, including The James, The Surrey, and Affinia Hotels. Denihan saw tremendous success with the email campaigns, leading to higher booking conversions.

Onsite Engagement: With Cybba's onsite solutions, Denihan executed targeted messaging at exactly the right time: as customers were about to leave its site. Upon their intent-to-exit, Cybba fired a panel overlay that directs visitors to complete reservation bookings.

CONCLUSION

With Cybba's re-marketing and onsite technologies, Denihan was able to not only create greater awareness for product offerings, but also increase recovered revenue by **122% month over month**.

RESULTS

36:1

ROI

\$5.5M+

in recovered revenue

"Partnering with Cybba has been a no-brainer. The equation is easy: using Cybba's technology equals more revenue - simple as that."

- Digital Content Manager,
Denihan Hospitality Group

