

How Sandos is reducing cost per booking through smart bidding strategies applied on Google Ads



Sandos Hotels & Resorts is a young brand that has become a hotel industry leader with properties set among the best beach destinations in Spain and Mexico.

Mexico & Spain • www.sandos.com



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The challenge

Moving from manual bidding to smart bidding by enhancing the structure of the account and applying the right strategy to increase paid search effectiveness, without giving up on increasing account volume and controlling at all time the cost per booking.

The approach

Started changing the account structure with the recommendations for Modern Search and implementing smart bidding strategies. More relevant ads were delivered to the right audience, contributing to get more clicks at a less cost, and therefore increasing conversion rate and ROI.

Partnering with Mirai Digital Marketing

Sandos Hotels & Resorts partnering with Mirai Digital Marketing and Google team worked together on implementing huge changes at account level that significantly improved the performance of the Google Ads campaigns in the Resorts located in Mexico.

By unifying the data under a new account structure to maximize the number of impression per ad group, we generated new audience signals that are used by smart bidding strategies to deliver the more relevant ads.

The smart bidding strategy chosen for it was Target CPA, that forces to think of a cost per conversion, as a way to optimise.

Changes on attribution model were also important to drive marketing decisions and better performance.

The results

Thanks to the implementation of these changes, the main performance KPIs improved but the account has also been given a scalable structure that allows it to face future challenges with greater guarantees.

“Our challenge was to increase the profitability of the campaigns in these moments of uncertainty without losing control of the investment”

—Bárbara Balderas, Sandos Digital Marketing Manager

