

ATELIER de Hoteles

This success story, starring ATELIER de Hoteles -a Mexican hotel chain renowned for its innovative resorts and "artisan hospitality" concept- perfectly illustrates the potential of these campaigns. With a strategic investment and a clear focus on incrementality and optimization, the goal was to attract new users unfamiliar with the brand and boost their direct revenue.

 www.atelierdehoteles.com

Paula Cortés

Digital Marketing Manager
Latam MIRAI

"There are three key elements in this success story: Mirai's strategy, Koddi's optimization, and ATELIER de Hoteles' growth projection. The client understands that metasearch is not just a sales channel but also a visibility opportunity. They focused on generating new demand with a highly profitable Cost Per Acquisition (CPA), and the results speak for themselves"

 www.mirai.com

Diego Del Vecchio

Chief Marketing Officer
ATELIER DE HOTELES

"Mirai's strategy and Koddi's precisely tuned bids kept our sponsored campaigns active and shining all year, attracting travelers who had never heard of the ATELIER de Hoteles brand, welcoming them with our 'artisan hospitality' and exclusive advantages for booking directly, and returning over ten dollars for every dollar invested. We generated completely new demand, making discovery no longer casual but feel inevitable"

CASE STUDY

+25% Incremental Revenue in Metasearch: the case of ATELIER de Hoteles. How users moved from inspiration to booking

Is it possible to capture new demand and transform it into direct profitability? ATELIER de Hoteles, in strategic collaboration with Mirai and our partner Koddi, has proven that it is. Over a seven-month analysis period (October to May), their implementation of Sponsored campaigns on Google and Tripadvisor generated an impressive 25% increase in bookings and revenue from the metasearch channel, significantly strengthening the brand's visibility.

THE CHALLENGE

ATELIER de Hoteles' objective was clear: **to discover the true incremental value of sponsored ads on Google's Travel Promotion Ads (TPA) and Tripadvisor Sponsored Placements (SP)**, beyond what standard metasearch campaigns already offered. Key objectives included:

- Reaching travelers at an earlier stage of the booking funnel.
- Attracting users who were not yet familiar with the brand.
- Generating incremental clicks, bookings, and revenue.
- Maintaining profitability.

A specific budget was allocated for this test to isolate and measure the unique contribution of these top-of-funnel placements.

THE APPROACH

The test was executed simultaneously on Google TPA and Tripadvisor SP, allowing ATELIER de Hoteles' properties to gain greater visibility in destination-specific searches, effectively reaching undecided travelers at the right time.

These sponsored campaigns did not replace standard metasearch activity but ran in parallel, ensuring that any observed performance improvements could be directly attributed to the incremental impact of the sponsored placements.

Performance was **evaluated by comparing it against baseline metasearch metrics during the same period**, clearly demonstrating the added value these campaigns brought in impressions, clicks, bookings, revenue and ROAS.

RESULTS

During the seven months of the campaign, ATELIER de Hoteles' sponsored ads on both platforms showed strong performance and clear incremental value:

TOTAL IMPRESSIONS	CLICKS	BOOKINGS	AVERAGE ROAS
+171%	+30%	+25%	+10.54%
An increase in impressions compared to the already solid pre-test baseline, extending reach to new audiences at the top of the funnel without compromising efficiency	Increase in metasearch traffic through Google TPA and Tripadvisor SP, demonstrating that increased visibility directly translates into new engagement higher up in the conversion funnel	Increase in direct bookings from metasearch, successfully converting users who otherwise might not have discovered or considered the brand	Both campaigns were exceptionally profitable, with returns well above market averages and demonstrating remarkable spending efficiency