

# Barcelo.com

## “Client exceeded sales expectations by more than 100 per cent”

“The excellent results of our collaboration with Zieltraffic demonstrate the formula for success: taking the right online approach and having an agency that can execute it perfectly. But it can only work when client and agency interact with perfection.”

„--- Gabriel Candido, Subdirector de e-marketing---„

### About Barceló Hotels & Resorts

Barceló Hotels & Resorts ([www.Barcelo.com](http://www.Barcelo.com)) is among the 30 most successful hotel and travel sector companies in the world. Launched in 1931 in Palma de Mallorca, Spain, the hotel chain has stood for outstanding service and innovative spirit for more than 75 years. It is owned by the Barceló family.

The company owns, manages or franchises hotels with more than 30,000 rooms in 14 countries across the globe. Located in major European cities and resorts, Barceló Hotels & Resorts can also be found in Latin America and North America, Africa and Asia.

### Zieltraffic AG's challenge

Almost 30 percent of Germans specified the Internet as their primary source of information for travel decisions. Today, more than one-third of all reservations in Germany are made exclusively online, and a figure of 43 percent is expected in five years' time.<sup>1</sup> The figures are similar elsewhere in the world, too. Barceló Hotels & Resorts acknowledged this fact, entrusting Zieltraffic AG's Spanish subsidiary with the task of increasing the quantity of online bookings. Spain, Germany and Latin America were named as the target regions. The client already had experience with online marketing, but now sought professional guidance for an international campaign that needed to be adapted to the peculiarities of the individual markets.

<sup>1</sup> Source: "Crisis & Beyond: Multi-channel Dynamics in Tourism, 2009-2015"

## Zieltraffic's approach

Zieltraffic offers its customers a success-based fee system. This means the customer only pays when predefined objectives are met - in the case of Barceló Hotels & Resorts, when a reservation is made via the website. Zieltraffic had a fixed budget along with a performance-dependent bonus for the Barceló campaign, so resources had to be used as efficiently as possible. And certain campaign elements were even billed on a pure contingency basis, meaning Zieltraffic covered all costs up front. The process began with a detailed analysis of the markets and product. As an international performance marketing agency, Zieltraffic is a

specialist when it comes to accessing markets for customers active in different countries. But success requires more than having native speakers involved. The markets in Mexico and Spain are different, for example – a fact that you can recognize and channel into the marketing planning only in collaboration with local experts. User behaviour is different in Spain than in Germany, too: Spaniards book trips more spontaneously than Germans. They also have different bank holidays, which are often regarded as an occasion for a getaway. In the next step, experts examined the customer brand's USP to coordinate activities for the individual fields of business (e.g. city hotels, resort hotels).

## Zieltraffic's solution for Barceló Hotels & Resorts

Search engines are playing an increasingly important role in the tourism sector: They are at the heart of holiday planning. Search Engine Marketing (SEM) means relevant ads are displayed alongside the results to the user's query. Zieltraffic España S.L. designed SEM campaigns with Google and Yahoo! for Barceló Hotels & Resorts, differentiated according to region. The approach was to run brand-focused campaigns parallel to destination and product-driven campaigns. Zieltraffic uses complex monitoring tools to examine a campaign's success.

In doing so, Zieltraffic's experts always keep track of which ads are drawing what level of success. This is because they know that constant and consistent optimization of all campaign elements is decisive to ensuring the best possible use of resources.

Constant dialog with the client and continuous fine-tuning are vital to the success of an ongoing campaign. Above and beyond the usual meetings, Zieltraffic consultants are in almost daily contact with the customer. And situation analysis and goal adjustment are re-aligned continually.

## Results

The SEM campaign for Barceló Hotels & Resorts was a resounding success - and a demonstration of what international online marketing can accomplish in the tourism industry.

### Results at a glance:

- Considerably more reservations made on the client's website
- Client exceeded sales expectations by more than 100 percent
- Marketing expenses or cost per order reduced to less than half the amount anticipated!

The success of the campaign has prompted Barceló Hotels & Resorts to place an even stronger focus on online marketing in future.

## Outlook

As a global player, Barceló Hotels & Resorts has recognised the importance of online marketing for the tourism industry and successfully put it into action together with Zieltraffic. Barceló Hotels & Resorts will also conduct online campaigns in the future with the support of Zieltraffic AG.

### About Zieltraffic

Zieltraffic AG ([www.zieltraffic.de](http://www.zieltraffic.de)) was founded in 2004 by Bernd Stieber, Werner Kubitschek and Wolfgang Vogt. One of Europe's leading performance marketing agencies, Zieltraffic provides full transparency with maximum cost certainty, setting a new trend in online marketing with its "success-based billing model". Whereas with conventional models, a fixed portion of the online marketing budget is used to cover the agency's fee, customers of Zieltraffic only pay in the event of a pre-defined success, such as for each new customer procured. Zieltraffic covers all campaign costs (including media costs) up front - and thus the entire risk associated with an unsuccessful campaign.

Zieltraffic is already the market leader in the fields of banking and insurance. The full-service online marketing agency employs more than 60 staff at six locations (Munich, Vienna, Madrid, Szczecin, Den Haag and Basel). Its clients include financial and insurance services providers such as Debeka, Deutsche Kreditbank (DKB), Hannoversche Leben and Deutsche Postbank. Zieltraffic is a 100-percent subsidiary of Munich-based FIDOR Bank AG ([www.fidor.de](http://www.fidor.de)).

## Any questions?

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