



REVSHARE

CASE STUDY



HOTELPLANNER.COM >

HotelPlanner.com is the largest group travel company online and also powers travel websites such as Travelocity, Kayak and Priceline. Over 1,000 groups a day book their travel directly through Hotelplanner.com’s website.

HotelPlanner.com had previously advertised on national cable and satellite TV through traditional media buying channels. The company was drawn to REVShare’s technology for distributing ads and tracking and reporting ROI.

With its expansive network, technology, experience and relationships, REVShare offers stations and marketers a unique TV advertising model that is truly effective, accountable and scalable - in much the same way as Internet advertising. REVShare has deep, trusted 20-year relationships with a majority of the stations and networks in the U.S. in every DMA. It has developed proprietary technology that integrates external data (i.e., measurements and reporting systems), and offers web-based dashboards and tools to help advertisers and stations measure and optimize campaigns.

With REVShare, HotelPlanner.com’s ad garnered 800 leads a month – twice as many leads as its previous TV ad campaigns for the same amount of budget. Tim Hentschel, CEO of HotelPlanner.com, was impressed. “With offline advertising, REVShare is the best in terms of ROI. Of all the different channels we’ve used, we’ve had the best results and reporting from REVShare,” he says. “We particularly like their reporting and tracking capabilities and their speed to market. They are really fast with getting the ads out there and up and running – which is impressive considering how many networks they’re sending it to.”

REVShare had HotelPlanner’s campaign set up and running in two weeks and reporting was available two weeks after that. “We could log in and see how our offline versus online ads performed, where the leads were coming from and what type of TV providers were producing the most. We could also dig down and see who was responding best to the ad. The networks are finally incentivized to make sure the ads runs in the best place, so it’s a win-win,” said Hentschel.

“We are always thrilled when we partner with a sophisticated marketer who knows what they need in terms of brand creative, understands the power of doing that well on TV and want a measurable return for their investment. Our team was well able to manage Hotelplanner’s expectations right from the beginning -- through exceptionally productive meetings about the requisite analytics – and the timeliness of reporting results so that they could make informed decisions,” said Brendan Condon, CEO of REVShare.

HotelPlanner has had such great success with REVShare, they increased their budget and are now running three TV ads with REVShare.



ABOUT REVSHARE

Founded in 1989 and based in Temecula, CA and New York, NY, REVShare is a TV advertising network that brings the accountability of Internet advertising to TV. Its mission is to best leverage its technology, infrastructure and framework to optimize performance-based television advertising. Its investors include The Carlyle Group and HIG Ventures. For more information, go to www.revshare.com.



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