The Cheval Collection Case Study

How Cheval Collection **increased revenue** by **82%** through using SHR's

| WD | DM | BE |

Luxury residence group targets paid advertising to boost presence and increase revenue

Cheval Collection is an award-winning hospitality group with thirteen luxury all-apartment locations in London, Edinburgh and Dubai, guaranteeing a warm welcome and an unforgettable living experience.

Guests benefit from experiencing historic and intriguing cities from the comfort of spacious apartments and penthouses with the benefit of modern comforts and dedicated living spaces reserved primarily for luxury residences.

As a leading luxury accommodation provider, the team at Cheval Collection understands the meaning of excellent hospitality, and aim to deliver nothing but the best to their guests.

The Challenge

The team at the Cheval Collection are no strangers to digital advertising and have been advertising online with SHR since 2015. Despite their continuing digital success and growth online, digital advertising has become more and more competitive against 3rd party channels and similar providers which means digital strategies need to adapt to ever changing environments.

The Goals

- Develop a new website

- Develop a strategy to drive more bookings to the direct website with the help of digital advertising.

The Solution

Partnering with SHR presented Cheval Collection with a new focus, and ability to open up new target markets through the use of paid advertising, website design and digital marketing.

Following the continuation of highly targeted, successful paid advertising campaigns, designed to attract new audiences to their brand, we launched a brand new website in early 2023, achieving a new, more customer-focused online experience.

- Building back up those key target markets for the Collection which they would have seen pre-pandemic and chasing more international business via display and search.

- Investing more in Microsoft ads when the channel started to produce again post pandemic, focusing on the key markets for the Collection.

- 2022 versus 2019 the Collection's London properties saw an increase of 82% in overall revenue.

- Microsoft advertising in 2022 had a ROI 80:1

- Paid campaigns accounted for 29% of all traffic to the website.

- Google Display & YouTube in 2022 = 9.9M impressions.

- Facebook Advertising in 2022 = 31:1 ROI.

39%
Google search accounted for 39% of the revenue in 2022.
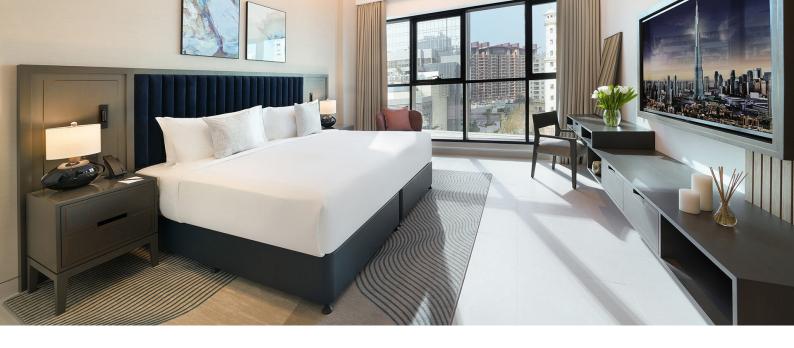
99%
Google Ads saw an increase of 99% with an ROI of 66:1 in 2022.

The Results

In 2020, Cheval expanded their portfolio with the addition of three stunning properties located in Edinburgh and in April 2023, The Cheval Collection are proud to announce the opening of the Cheval Maison, The Palm Dubai.

"The insights the SHR team bring to our digital marketing strategy are crucial to our combined success. Direct bookings are a growing part of our business mix, and the uplift on our 2019 results is testament to the strength of our relationship."

Robert Speirs
Marketing Manager

Discover the world's leading intelligent & automated hotel technology suite of applications

WD

Website Design

Make your website stand out with customer-centric design tailored to your guests' every need. Through the power of data SHR understands how your business is unique, with its own set of goals, target audience, and brand identity. That's why every element of the hotel website design reflects your specific requirements.

DM

Digital Marketing

Harness the power of personalization and talk directly to every one of your customers. Know your customers better than they know themselves by using AI to analyze their behavior and create personalized digital communication targeting their every need.

BE

Booking Engine

Unleash the full potential of your most lucrative channel: your personal booking engine, is an invaluable asset that can significantly boost your business's profitability. By utilizing this powerful tool, you have the ability to maximize your revenue and take control of your bookings like never before.