



Preferred Hotels boosts bookings by 341% using SA360 budget bid strategies



Hotel chain
AMER - United States • [preferredhotels.com](https://www.preferredhotels.com)

Agency Name: Crafted

The Challenge

Preferred Hotels & Resorts represents an impressive portfolio of more than 600 independent hotels, resorts, and residences across 80 countries. Distributing budgets to individual hotels across hundreds of campaigns proved to be a difficult task when it came to maximizing ROI. The business knew there was untapped opportunity to further optimize budget-constrained campaigns and maximize bookings for Preferred's member hotels.

The Approach

Preferred turned to Search Ads 360 (SA360) and its AI-powered bidding recommendations for the platform's enterprise bidding solutions. Those recommendations provided insights on using budget bid strategies (BBS) and projected uplift in bookings.

Partnering with Crafted: Crafted, Preferred's media agency of record, adopted the AI-powered recommendations, implementing BBS across Preferred's campaigns.

The Results

The results were transformative. Preferred bookings increased 341% compared to the previous month. It also experienced a 77% reduction in cost-per-acquisition (CPA) and 149% conversion rate (CVR) increase. These results were also driven outside of the company's peak season, making them even more remarkable — showcasing the power of SA360 for enterprise clients like Preferred, which went on to use BBS across all its campaigns.

“With budget bid strategies, we achieved better budget distribution for our member hotels, since the AI-powered system optimized ad delivery across all properties, not just those most likely to meet CPA targets. This resulted not only in more equitable booking share but also an impressive 23% increase in revenue to hotels.”

Amanda Moore, Vice President, Performance Marketing, Preferred Hotels

341% **77%** **149%**

Bookings
increase

CPA decrease

Increase in CVR

Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [SA360](#)

Crafted®

Search Ads 360

Google Ads