



Case Study | Discover Dunwoody + Book > Direct

The power behind bookings: **How Discover Dunwoody scored over \$832K in hotel revenue using Book > Direct**

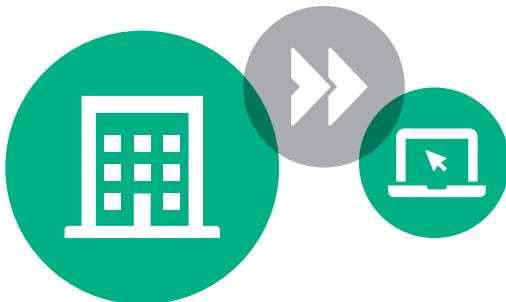
All destination marketing organizations (DMOs) know the importance of getting heads in beds for their hotel partners, but **Discover Dunwoody wanted to do more than just list their lodging partners on discoverdunwoody.com**. The DMO turned to **Book > Direct** — Simpleview's online booking and referral engine partner — to help showcase a relevant and curated list of lodging, rates, and availability that allows website visitors to book directly with brands they trust.

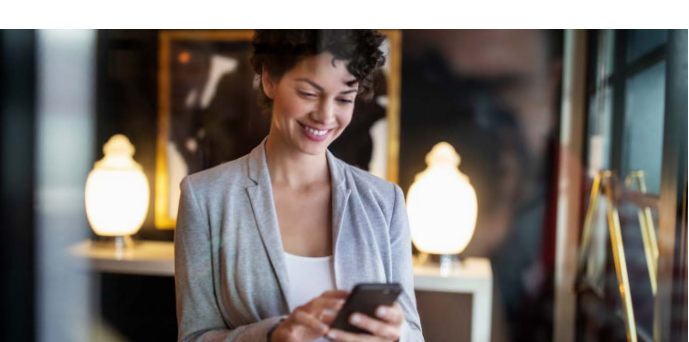
Discover Dunwoody quickly became a booking powerhouse and continues to produce booking clicks increasing by 300-500% year-over-year each month.

GOAL

Mark Galvin, Discover Dunwoody's Vice President of Marketing, saw the need to fully utilize the Book > Direct platform and **Simpleview CMS** integration to pursue website visitors who were already looking to visit the destination. **With this target marketing in mind, Galvin articulated the following goals:**

- Garner at least **1,000 clicks on Book > Direct CTAs** per month
- **Strategically design new website pages** to include booking widgets and CTAs
- **Target business travelers** and successfully move them through the funnel
- **Align messaging in the digital space** for the destination's lodging offerings





CHALLENGES

When Galvin came on board with Discover Dunwoody, he quickly realized that the team was underutilizing the Book > Direct integration. The DMO hadn't focused heavily on booking previously, leaving its lodging partners with multitudes of opportunities that Galvin was excited to pursue.

Secondly, Discover Dunwoody needed to measure its bookings in a way that would show success to stakeholders and easily be consumable and understandable by the DMO's board.

SOLUTIONS

Simpleview and Discover Dunwoody joined forces to create a stunning new website that helped feature the new booking opportunities the DMO was looking for.

- Users can now **book a hotel** on any page
- **Widget placement throughout the site** was taken into consideration for optimal performance
- Each hotelier's website listing was **optimized to display the most up-to-date information**, correct contact info, and additional details a traveler would need to know when booking accommodations

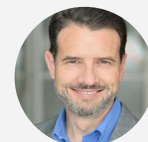
Galvin also worked with Simpleview's digital marketing team to align messaging across digital channels. The team updated search engine optimization (SEO) and conversion rate optimization (CRO) tactics and provided specific reporting so the DMO could keep an eye on Book > Direct performance.

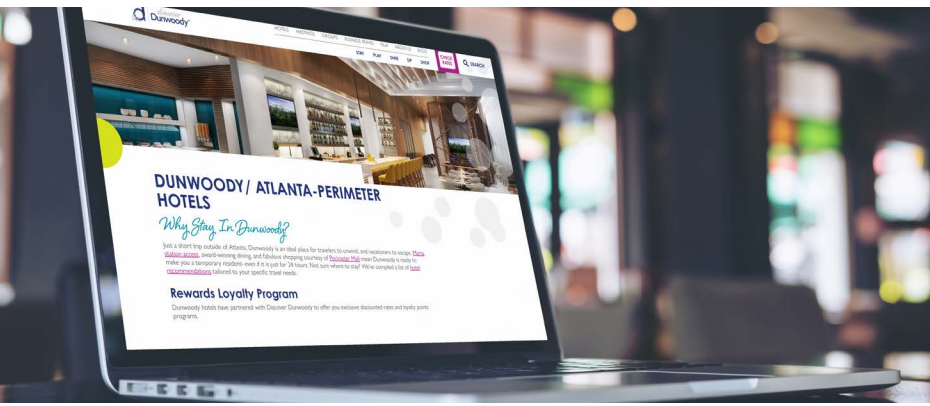
That's not the only reporting Discover Dunwoody relies on; the newly launched [Simpleview Data Engine](#) is now the analytics hub for Book > Direct — offering quick, easy, and concise reporting for the team. **The easily accessible analytics allow the DMO to show its impressive results and allow them to plan ahead and quickly see how new marketing strategies are affecting overall bookings for their partners.**



We work with Simpleview on SEO and ensure the SEO team understands that we have a strong focus on bookings and Book > Direct performance as a goal. Even in our monthly report, there is now a Book > Direct page, so that we remain aligned and they understand that it is extremely important. We make sure all of our third-party advertisers understand that Book > Direct metrics are very important to us as well and that we will be measuring their success based upon our Book > Direct success."

MARK GALVIN
Vice President of Marketing
Discover Dunwoody





RESULTS

Discover Dunwoody's new website, Book > Direct utilization, and digital marketing adjustments met the original goals and landed some noteworthy results.

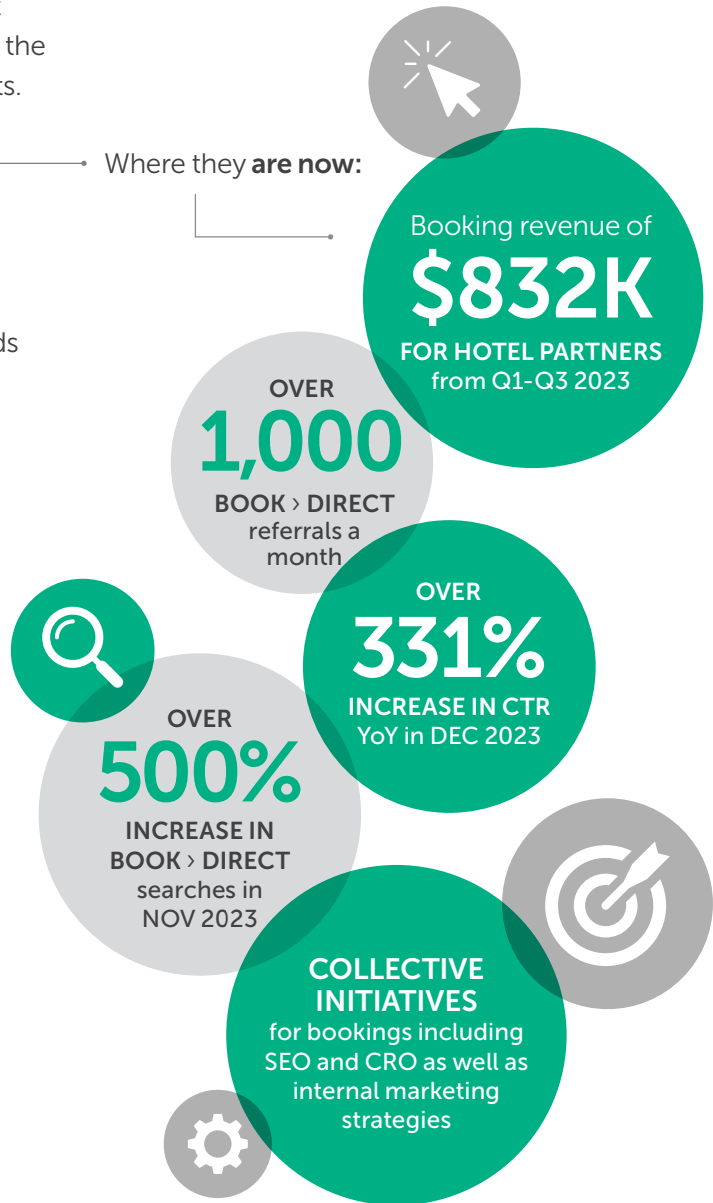
Where they **started:** [June 2022] —————> Where they **are now:**

- 40-50 Book > Direct referrals per month
- Low CTR and booking searches
- No SEO or CRO focus on getting heads in beds
- Low booking revenue for hotel partners



Booking opportunities with Book > Direct became extremely important — **a key area where we can track our digital success and get some great analytics to show to our hoteliers.**

MARK GALVIN
Vice President of Marketing
Discover Dunwoody



INTERESTED IN FINDING OUT HOW BOOK > DIRECT CAN WORK FOR YOU?
Email us at accountmanagers@simpleviewinc.com or call us at 520-575-1151.