



CASE STUDY ROUND UP

Driving exponential growth through smarter Google Ads

TTEC turned better targeting into more bookings





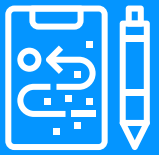
OVERVIEW

In the hospitality industry, digital visibility is table stakes. What sets brands apart is the ability to turn that visibility into revenue, and that requires more than just running ads. It takes knowing which tools to use, when to use them, and how to configure them to match the way today's travelers actually search, browse, and book.

TTEC's deep knowledge of Google's evolving advertising ecosystem helps brands move beyond generic, broad-reach campaigns and into precision strategies purpose-built for the travel vertical.

Our teams understand the nuances of Google's travel-specific products and how to unlock their full potential through smarter audience signals, better creative alignment, and data-driven targeting.

When ad strategy is matched with the right expertise, brands see dramatic improvements in return on ad spend, conversion rates, and cost efficiency.



A smarter ad strategy delivers 300% higher ROAS for hotel brand



The right ad targeting drives 200% surge in direct bookings



1

A smarter ad strategy delivers **300% higher ROAS** for hotel brand

TTEC used precision ad targeting to increase conversions while lowering cost per acquisition

The challenge

A hotel company had a stable digital presence and generated strong online traffic, but that wasn't translating into direct booking conversions.

The company relied on a standard mix of online search, demand generation, and traditional campaigns run through Google Ads, but the strategy wasn't driving the results the brand needed in an increasingly competitive travel market.

The company wanted to generate better returns on its investments and grow its ad-generated revenue.

Our solution

TTEC dug into the company's existing strategy and discovered its campaigns were too broad; they weren't fully leveraging Google's travel-specific automation and targeting. We shifted the strategy to focus on Performance Max for Travel Goals (PMTG) so they'd be part of a more hotel-central ecosystem and have greater impact.

We made the ads' targeting more precise by implementing hotel-specific signals, so the company reached more high-intent travelers. We also refined and optimized the ads' conversion tracking to make sure the algorithm received high-quality data.

In addition, we provided expert guidance – including best practices for ad creative – to maximize the company's visibility across Google.

Results

300%

increase in return on ad spend

210%

rise in conversion rate

30%

lower cost per acquisition



2

The right ad targeting drives 200% surge in direct bookings

TTEC used smarter travel ads to increase return while reducing acquisition costs

The challenge

A hotel company sought to modernize its digital ad strategy by moving beyond traditional search and display campaigns. Operating in a highly competitive hospitality market, it faced the dual challenge of scaling online reservations while improving cost efficiency.

The company's existing approach wasn't delivering the performance it needed, and leaders recognized the opportunity to maximize the impact of their ad spend through a more sophisticated, travel-focused solution.

Our solution

TTEC implemented Performance Max for Travel Goals (PMTG) ads, which leveraged Google's travel-specific automation to unlock new growth potential. This strategic shift centered on two key pillars:

PMTG integration: We launched property-led campaigns designed to capture high-intent travelers across all Google surfaces — from search and display to YouTube, Gmail, and Discover. This omnichannel approach ensured the company appeared at every critical touchpoint in the traveler's decision-making journey.

Targeting guidance: We streamlined audience signals and optimized creative assets to better align with the modern traveler's path to purchase. By feeding the algorithm with refined signals and travel-specific messaging, we enabled the platform to identify and engage the most valuable potential guests at scale.

The travel-centric approach allowed us to tap into Google's advanced machine learning capabilities specifically built for the hospitality industry, delivering superior performance compared to generic campaign types.

Results

180%

increase in ROAS

200%

increase in conversion rate

25%

reduction in cost per acquisition



Deep expertise that drives growth

For brands navigating an increasingly complex digital ad landscape, success isn't just about PMTC — it's about having a partner that understands which tools to deploy and how to configure them for maximum impact.

TTEC brings that expertise at scale, helping brands align their ad investments with the way high-intent travelers actually move through the path to purchase. Whether you're trying to drive more direct bookings, reduce cost per acquisition, or simply get more out of an existing Google Ads investment, we're here to help.



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About TTEC

For over four decades, TTEC has partnered with iconic and disruptive brands to turn customer interactions into meaningful connections. With a global ecosystem of CX experts, we design, build and deliver AI-powered, digital-first customer experiences that span the entire customer lifecycle. Our unique combination of operational excellence and deep technical expertise sets us apart as we work with clients to maximize moments that build trust, inspire lasting loyalty and deliver valuable business outcomes.

Together with our team of architects and builders at TTEC Digital, we integrate data, analytics and AI within the world's leading CX technology platforms to help clients optimize what they already have, integrate what they need next, and achieve powerful business outcomes. Learn more at ttec.com and ttecdigital.com.



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