

Sojern Delivers a 10X+ ROI with Online Digital Marketing for Auberge Saint-Antoine

Summary

After trying another digital advertising partner, Auberge Saint-Antoine in Québec City turned to Sojern to run their online marketing campaigns in August 2018. With Sojern, Auberge Saint-Antoine has a flexible marketing solution that meets their property-specific needs, which consistently exceeds ROI goals.

Results

10X+ ROI

each month

Discovered

a digital marketing partner that was flexible to their specific needs

Received

creative support, saving the team time and budget

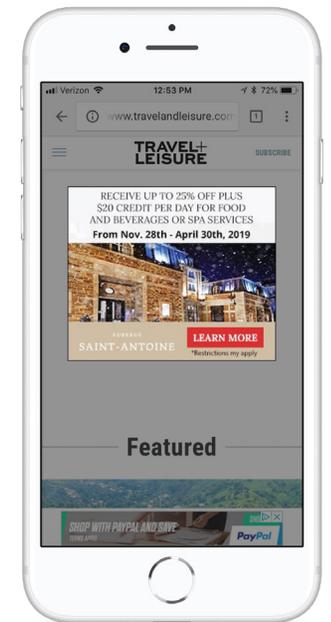
“ We’ve been happy Sojern customers—there’s an honesty in the way they work. As someone who tried a competitor and was let down, I can say that their solutions for small, boutique hotels have really delivered results for our property.

AUBERGE
SAINT-ANTOINE

Dagmar Lombard
General Manager

Solutions Used

- Display



Display Ad Example on Mobile

About Auberge Saint-Antoine

Auberge Saint-Antoine is a 95-room boutique, family-owned hotel overlooking the St. Lawrence River in Québec City, Canada. The hotel offers breathtaking views and is ideally situated just steps from some of the city's most popular tourist sites. Auberge Saint-Antoine is a proud member of the Relais & Châteaux association of exceptional international luxury hotels.

Challenges

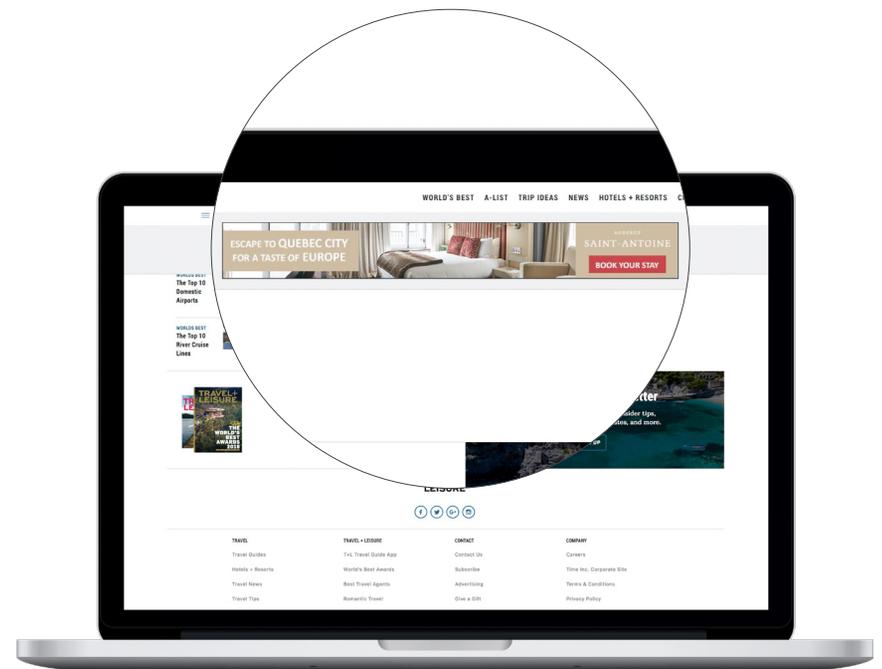
When Dagmar and Guy Lombard took over managing the property in 2017, they “weren’t advanced in terms of digital marketing,” says Ms. Lombard, General Manager, “we needed a new website, SEO strategy, as well as online advertising.” The team tested a digital marketing partner in early 2018, who required a high minimum spend, but were disappointed with the results. “We spent a huge amount, and didn’t get a single booking from it.”

Objectives

Let down by their first partner, Ms. Lombard turned to Sojern. Sojern reaches people looking to travel to Québec City, with engaging online ads on behalf of Auberge Saint-Antoine—inspiring would-be guests to visit the website, and book directly. Because Sojern provides marketing solutions for hotels of all sizes, they partnered in a way that worked for this specific property, including a lower minimum spend, and support in designing the property's ads. Success was measured on a Return on Investment (ROI) basis.

Results

Sojern has delivered a display marketing campaign that meets the needs of Auberge Saint-Antoine. Sojern consistently delivers ROI from 10X in any given month, and has been as high at 20X. “I like that we can adjust the amount we spend with Sojern throughout the year,” continues Ms. Lombard, “and their support in helping to create our ads, saves us a lot of money. Sojern really works for us.”



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Looking for a way to get more direct bookings, across channels? [Get in touch now.](#)