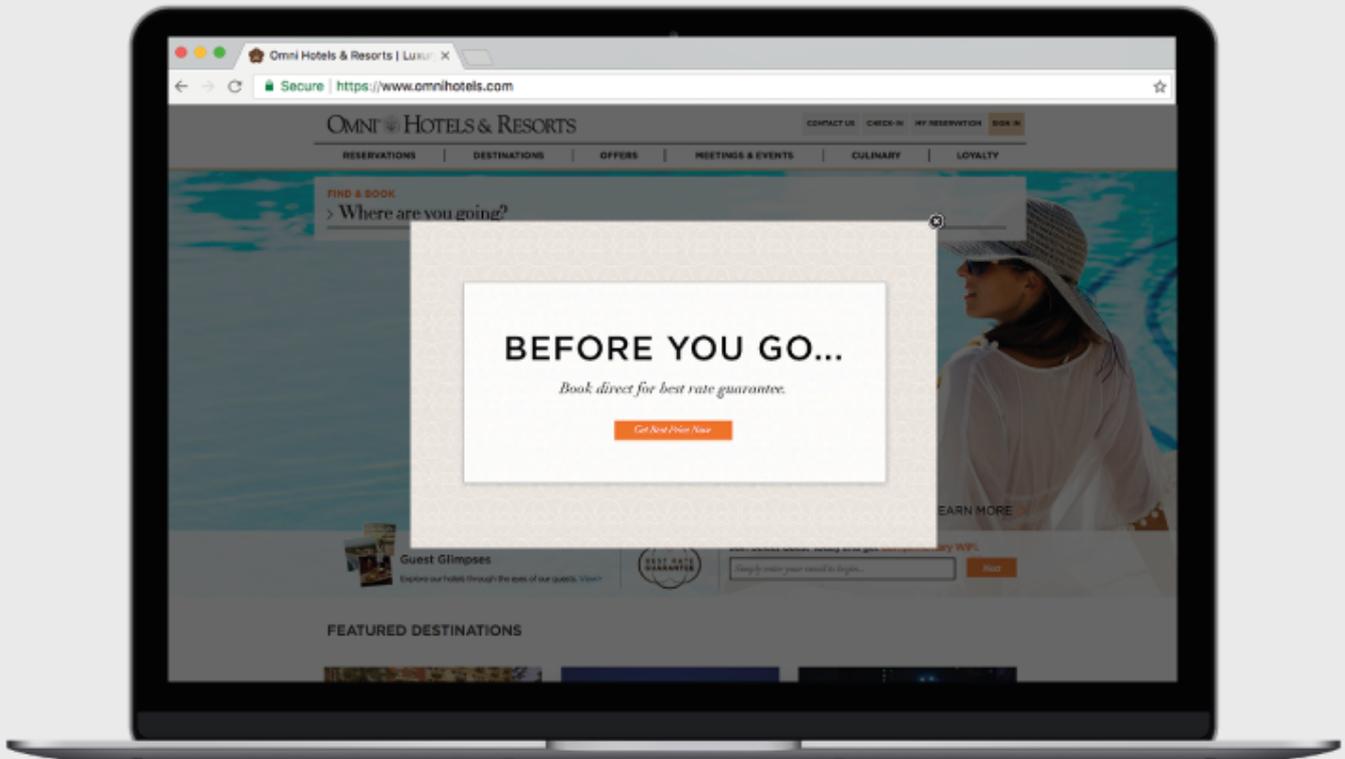




How Omni Hotels used Yieldify to increase bookings online

Case study



ABOUT OMNI HOTELS

[Omni Hotels & Resorts](#) creates genuine, authentic guest experiences at 60 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni property blends seamlessly into the local culture while providing each guest with a total departure from the everyday by pairing thoughtful details with unparalleled service.

COMMUNICATING VALUE

With online travel agents offering consumers increased choice and review sites driving competition, Omni Hotels wanted to reassure visitors they would receive the best value by booking directly through OmniHotels.com rather than going elsewhere.

MAKING EVERY INTERACTION COUNT

Yieldify's smart and simple technology enabled Omni to communicate key value propositions at the vital moment in the booking process, encouraging visitors exhibiting exit behaviour to stay and convert.

“At Omni Hotels & Resorts we are committed to providing a high level of service throughout every stage of a guest’s journey with us. Therefore, it is important our customers understand that the best price, experience and greatest value can be obtained by booking directly with OmniHotels.com. Yieldify helps us deliver that message at the most critical moment in the booking process.”



Craig Kokesh

Director, Content Marketing

Conversion reassurance: Leaving to compare prices?



Conversion campaign

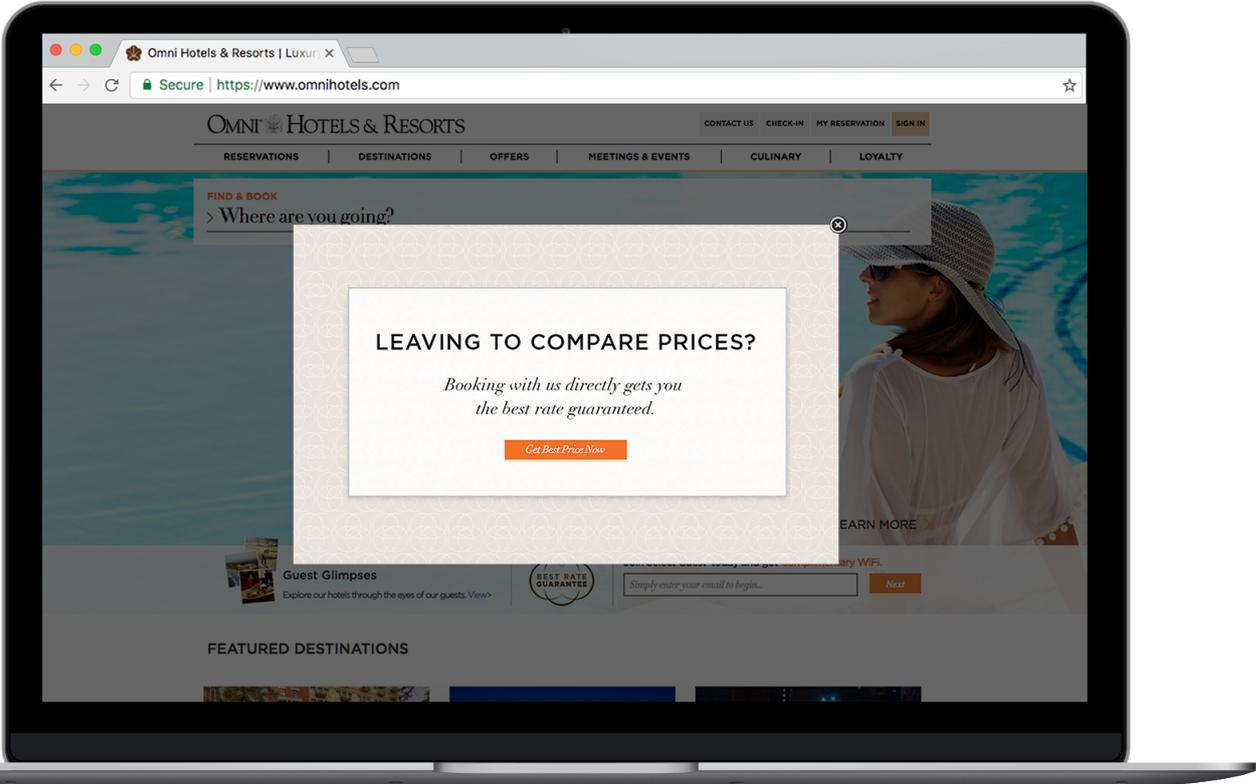
When a visitor showed exit behavior, Yieldify served them with an overlay reassuring them that by booking their hotel through the Omni website, rather than going elsewhere, they would get the best value for money. Acknowledging why the website visitor may be leaving the booking funnel enabled Omni to speak to their website visitor's prime motivation: to find the best price.

SUCCESS

+39.5%

Conversion rate uplift

from visitors abandoning booking funnel



FIND & BOOK
> Where are you going?

LEAVING TO COMPARE PRICES?
Booking with us directly gets you the best rate guaranteed.
[Get Best Price Now](#)

Guest Glimpses
Explore our hotels through the eyes of our guests. [View >](#)



Simply enter your email to begin... [Next](#)

FEATURED DESTINATIONS



Conversion reassurance: Best rate guarantee



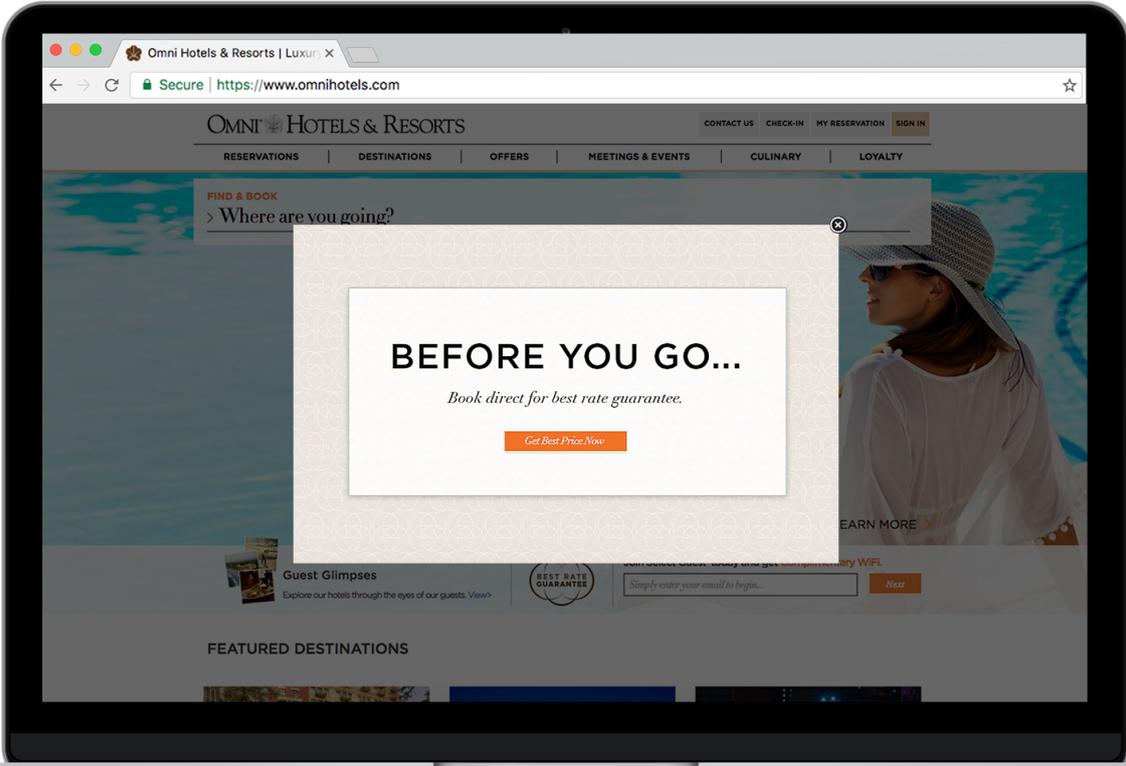
Conversion campaign

This campaign reassured abandoning visitors with a best value guarantee. By serving an overlay expressing an Omni value proposition, Yieldify was able to encourage visitors to stay and convert without impacting the client's margins.

SUCCESS

+39.09%

Conversion rate uplift
from visitors abandoning booking funnel



FIND & BOOK
> Where are you going?

BEFORE YOU GO...
Book direct for best rate guarantee.
[Get Best Price Now](#)

Guest Glimpes
Explore our hotels through the eyes of our guests. [View](#)

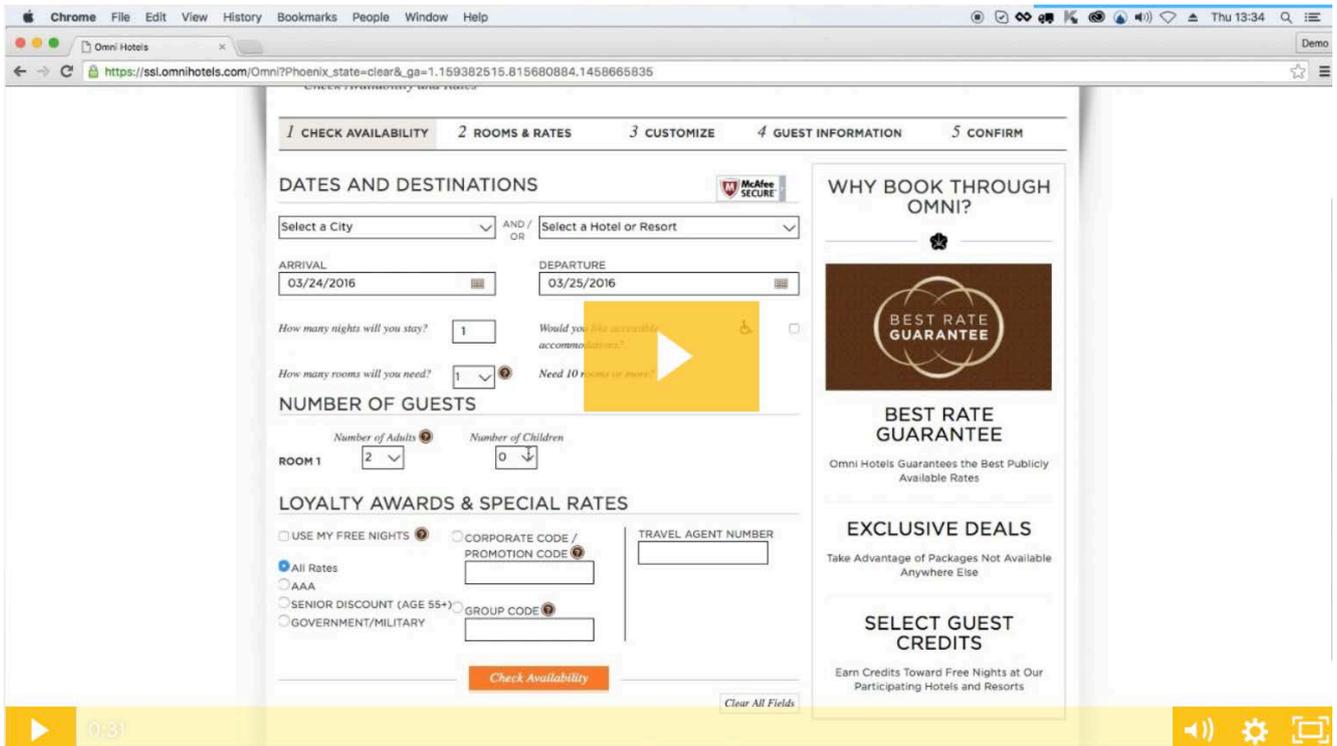


Simply enter your email to begin... [Next](#)

FEATURED DESTINATIONS

How it works

Click the video to see the best rate guarantee campaign in action on desktop



Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

M&S
EST 1884

L'ORÉAL®

MAYBELLINE
NEW YORK

ESTÉE LAUDER

 energy

megabus.com

FEELUNIQUE

ECCO®

AVON


Homair

 Domino's®

 Virgin
trains®


PET INSURANCE

L.K.Bennett
London

MONT
BLANC

skyn
ICELAND®

SPERRY 

 soak.com

 BETHARD

FLIGHT CENTRE®