

Userguest Case Study

How Userguest helped the **Terrass Hotel** increase its conversion rate and drive more direct bookings via its smart notifications and dashboard's relevant data.

About the Terrass Hotel

The Terrass Hotel is a historical heritage site, over a century old, located in Montmartre in the heart of Paris. It boasts a panoramic view of the Eiffel Tower and is just a 15-minute walk from La Basilique du Sacré Cœur de Montmartre, and 3 km from the Louvre.

This refined, upscale hotel offers unique, stylish rooms with an artistic design, including rooms for persons with reduced mobility.

Every aspect of the Terrass Hotel is designed to provide guests with an unforgettable Parisian experience.

Challenges

1. Winning direct bookings back from OTAs
2. Promoting the hotel's special amenities
3. Boosting the hotel's conversion rate

Solutions

Here is how the Terrass hotel has leveraged Userguest's smart features to overcome these challenges:

- Displaying an **exit pop-up** to inform visitors who are about to leave the website that the hotel always offers the best rates, and flexible cancellation policies.
- Displaying an **early bird discount offer** of 15% to increase advanced bookings, secure more bookings, and boost revenue.
- Displaying the **welcome pop-up** to promote special events such as karaoke evenings, and to apprise visitors of the hotel's news and official statements.
- Leveraging the **dashboard's relevant data** in order to make sound marketing decisions with guaranteed results.
- Leveraging **Userguest's automated data-driven recommendations**, as well as its actionable insights shared when the algorithms detect anomalies.

Results

Userguest managed to help the Terrass Hotel increase its conversion rate and drive more direct bookings.

The Userguest Hotel Website Revenue Booster has demonstrated a clear, positive impact on the Terrass hotel, generating 29% of its direct bookings and boosting its online revenue by 29% in under two months.

29%

Direct bookings and revenue