



Commercial Strategy

CONFERENCE



hsmai

SINGAPORE 29-30 MAY 2025

Trailblazer Awards Finalist



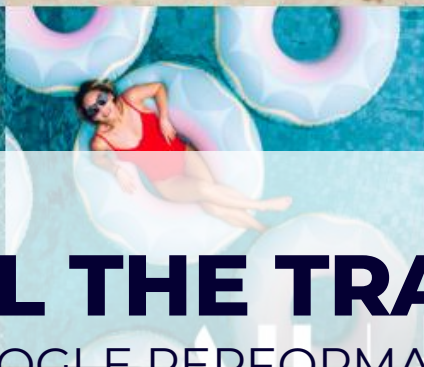
Izaac Chan

Digital Acquisition Manager, Asia
Accor



Commercial Strategy CONFERENCE

SINGAPORE
29-30 MAY 2025



FOR ALL THE TRAVELLERS IN YOU

GOOGLE PERFORMANCE MAX CAMPAIGN

2025 HSMAI COMMERCIAL AWARDS ASIA PACIFIC



01

CAMPAIGN CONCEPT

FOR ALL THE TRAVELLERS IN YOU

REVOLUTIONISING HOSPITALITY MARKETING

- **"For ALL The Travellers In You"** – a full year & full funnel always-on campaign in 2024
- Focused on **innovative storytelling** and **dynamic content creation**



02

ABOUT THE IDEA

ENHANCING LOWER FUNNEL PERFORMANCE

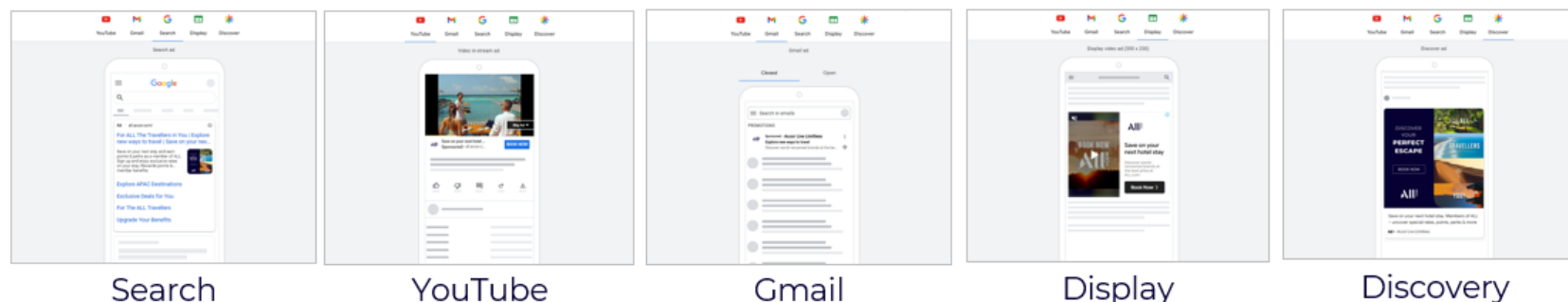
CONVERSION-FOCUSED ACTIVATION

Key Objective:

- Strengthen lower funnel performance for stronger Return on Ad Spend (ROAS), scale & cost efficiency

Execution Strategy:

- Launched the test of Performance Max (PMAX), an AI-powered solution



03

TARGET AUDIENCE

ABOVE & BEYOND REGULAR AUDIENCE

TARGETING HIGH CONVERSION POTENTIAL AUDIENCE

Audience Strategy:

- Google PMAX uses AI to conduct machine learning of consumer intents and preferences
- We focused on **(1) Search Themes** and **(2) Audience Signal enhanced with 1PD**
- Provides additional layer of coverage for brand and hotel terms, thereby increasing campaign scale



04

RESULTS ACHIEVED

INCREMENTAL CONVERSIONS & COST-EFFICIENCY

LEVERAGING GOOGLE AI FOR PERFORMANCE

Success Defined:

- Value-based bidding strategy allowed us to prioritise high-value customers
- **18X** return on ad spend (ROAS) and a **91% increase** in the volume of bookings
- PMAX AI combines **automation** and **machine learning** for campaign success





Accor Asia drives 51% higher ROAS on hotel bookings with Performance Max



Hospitality company

APAC - Singapore • all.accor.com

Agency Name: iProspect Dentsu



The Challenge

Accor is a multinational hospitality company that owns, manages, and franchises hotels, resorts, and vacation properties. Having exhausted traditional search strategies to drive hotel bookings and boost return on ad spend (ROAS), Accor turned to AI to unlock new growth opportunities.

The Approach

Accor Asia was convinced that Performance Max would bring the best of Google AI across creatives, bidding, and audiences within a single goal-based campaign to maximize performance across the inventory. It decided to pilot Performance Max on its SEA point-of-sales, optimizing hotel bookings as the final conversion point. To make sure it had enough data for the AI algorithm to learn and optimize effectively, it consolidated all SEA point-of-sale locations into one campaign, using location assets to target specific areas.

Partnering with iProspect Dentsu: iProspect Dentsu meticulously planned and executed this campaign, identifying opportunities within existing markets and campaigns to make the Performance Max pilot a success.

The Results

Reviewed through a pre- and post-analysis, Accor saw an impressive movement in several key metrics after implementing value-based bidding, including an 18x ROAS and 91% increase in number of hotel bookings. Following these positive results, Accor Asia decided to extend Performance Max to other regions.

“Performance Max is a value-add for our campaigns. We saw substantial performance uplift, improved efficiency, and expanded reach with this goal-based campaign type. Human expertise and machine learning will continue to lead the way forward.”

Sanket Sasane, Director, Digital Acquisition Accor MEA APAC
Izaac Chan, Manager, Digital Acquisition Accor Asia

18x

ROAS

51%

Increase in ROAS compared to past performance

91%

Increase in hotel bookings

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Performance Max (for online sales with no product feed)

iPROSPECT
a dentsu company

Google Ads

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprisemarketer, Google Ads delivers reach, relevance, and trusted results to help you grow your business.

Learn more at ads.google.com/home. © 2024 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.



Commercial Strategy

CONFERENCE




hsmi

SINGAPORE 29-30 MAY 2025