

LUXURY HOSPITALITY · ENTERPRISE · LOS ANGELES

Luxury Stay Rentals

Scaling High-Value Direct Bookings Through
Luxury-Focused Performance Marketing

+240%

DIRECT BOOKINGS

38%

CPA REDUCTION

6.8x

OVERALL ROI

\$2.5M

ADD. REVENUE

80%

ROI
IMPROVEMENT

GOOGLE ADS

META ADVERTISING

LUXURY TRAVEL MARKETING

CONVERSION FUNNEL OPTIMIZATION

RETARGETING CAMPAIGNS

- **Industry:** Luxury Hospitality
- **Business Type:** Enterprise · 25+ Properties
- **Annual Revenue:** ~\$14 Million
- **Location:** Los Angeles, CA

CASE STUDY NO.

08

BOOSTMELOCALLY.COM

OVERVIEW

Executive Summary

The Transformation

Luxury Stay Rentals, a premium hospitality brand managing 25+ high-end short-term rental properties in Los Angeles, faced a critical revenue challenge: despite a strong property portfolio valued in the multi-millions, the majority of bookings flowed through third-party OTA platforms — consuming revenue through steep commissions and preventing any meaningful direct relationship with affluent guests. Boost Me Locally designed and deployed a comprehensive direct booking acquisition system using precision-targeted paid media, luxury-positioned creative strategy, and conversion-optimized booking funnels. The results were transformative: direct bookings surged 240%, customer acquisition costs fell 38%, and the campaign delivered a 6.8x return on investment — generating an estimated \$2.5 million in additional revenue within the campaign period.



The Problem

Heavy reliance on OTA platforms consuming revenue through commissions. Direct bookings were minimal, digital campaigns failed to reach high-net-worth audiences, and no converting booking funnels existed.



The Solution

A high-performance direct booking acquisition system: precision-targeted paid media on Google & Meta, luxury-focused creative positioning, and conversion-optimized booking funnels targeting affluent travelers.



The Outcome

240% surge in direct bookings, 38% reduction in CPA, 80% ROI improvement, and \$2.5M in estimated additional revenue — with a 6.8x overall return on ad investment.

This case study details the strategic framework, campaign architecture, execution timeline, and measurable results achieved through Boost Me Locally's luxury hospitality marketing methodology — demonstrating how a data-driven, premium-positioned digital strategy can fundamentally shift revenue structure for high-end hospitality brands.

CLIENT PROFILE

Company Profile

Luxury Stay Rentals is a premium hospitality brand operating in the competitive Los Angeles short-term rental market, offering curated high-end accommodations for business travelers, international tourists, and premium lifestyle audiences seeking elevated stay experiences beyond standard hotel offerings.

BUSINESS SNAPSHOT

Properties Managed	25+ Luxury Units
Team Size	~50 Employees
Est. Annual Revenue	\$14 Million
Business Model	Premium Short-Stay
Location	Los Angeles, CA
Classification	Enterprise
Target Audience	Affluent / HNW Travelers



A carefully curated portfolio of 25+ premium properties delivering bespoke guest experiences for affluent travelers — from business executives to international leisure guests seeking world-class short-stay accommodations.

KEY CHALLENGES

The Challenge

- ◆ **OTA Platform Dependency:** The majority of bookings flowed exclusively through third-party OTA platforms, creating a structural revenue dependency with no direct guest channel.
- ◆ **Commission Revenue Leakage:** Significant revenue was lost to booking platform commissions on every transaction — directly reducing profitability on an already asset-heavy model.
- ◆ **Weak Direct-Response Infrastructure:** Minimal direct booking activity existed, with no high-converting funnels, no retargeting systems, and poor digital marketing infrastructure.
- ◆ **Limited HNW Audience Reach:** Existing digital campaigns failed to effectively target or resonate with high-net-worth travelers and affluent lifestyle audiences.
- ◆ **Inconsistent Brand Positioning:** Luxury brand identity was inconsistent across digital channels, undermining perceived exclusivity and failing to differentiate from mid-market competitors.

GOALS & TARGETS

Campaign Objectives

With a clear understanding of the structural revenue challenges, Boost Me Locally established a set of primary and secondary campaign objectives designed to systematically dismantle OTA dependency and build a sustainable, high-converting direct booking engine.

01

Increase Direct Bookings

Drive significant volume growth in direct bookings through owned digital channels, reducing reliance on third-party platforms and building a proprietary guest acquisition pipeline.

02

Reduce Customer Acquisition Cost

Lower cost per acquisition (CPA) by deploying more precise targeting, smarter audience segmentation, and optimized conversion funnels that qualify intent before spending media budget.

03

Improve Return on Ad Investment

Maximize ROAS across Google and Meta campaigns by aligning creative strategy with luxury audience psychology, reducing wasted impressions, and continuously optimizing bidding strategy.

04

Attract High-Net-Worth Travelers

Specifically target affluent traveler segments — including business executives, international tourists, and high-income lifestyle audiences — with premium positioning and curated creative messaging.

05

Reduce OTA Platform Dependency

Build a direct booking infrastructure capable of generating the majority of bookings independently, reclaiming commission margins and establishing direct guest relationships for future retention.

06

Scalable Acquisition Infrastructure

Design and deploy systems — funnels, retargeting flows, audience frameworks — that are scalable across additional properties and future markets without linear cost increases.

Secondary Objectives

- Improve luxury brand positioning & perceived exclusivity

- Increase guest lifetime value (LTV)

- Establish premium digital brand identity across channels

- Strengthen retargeting and re-engagement flows

- Build scalable multi-property acquisition infrastructure

- Develop abandoned booking recovery systems

METHODOLOGY

Strategic Approach

Boost Me Locally's approach combined five integrated strategic pillars — each designed to address a specific dimension of the client's revenue and acquisition challenges. The strategy was deliberately built for the luxury hospitality context, requiring a fundamentally different approach from standard hospitality marketing.

- 1

High-Converting Direct Booking Funnel

Complete audit and redesign of the booking conversion pathway. Luxury-focused landing pages were built with mobile-first architecture, cinematic property visuals, and streamlined payment workflows. Load speeds were optimized, friction points eliminated, and the entire funnel rebuilt around high-net-worth user expectations — resulting in a seamless, premium digital booking experience.

 - Landing Page Design
 - Mobile-First UX
 - Booking Flow Optimization
 - CRO

- 2

Precision-Targeted Paid Advertising

Google Search and Meta campaigns were architected to target luxury vacation intent keywords, high-end travel searches, and business travel queries — layered with demographic targeting for high-income brackets and international traveler audiences. Campaign structure was built for precision over volume, prioritizing qualified intent across every impression.

 - Google Ads
 - Meta Advertising
 - Intent Targeting
 - International Audiences

- 3

Luxury Brand Positioning & Creative Strategy

Creative strategy was overhauled to reflect the true luxury positioning of the portfolio. Cinematic property visuals, lifestyle-oriented messaging, and sophisticated brand language were implemented across all ad creative, landing pages, and retargeting assets — significantly elevating engagement metrics among affluent traveler segments.

 - Brand Positioning
 - Luxury Creative
 - Visual Storytelling
 - Lifestyle Messaging

- 4

Advanced Retargeting Campaign Architecture

A multi-layered retargeting system was deployed using website visitor remarketing, abandoned booking retargeting flows, and dynamic property showcase ads. High-intent visitors who didn't convert on first visit were systematically re-engaged with personalized property ads — recovering a significant volume of bookings that would otherwise have been lost.

 - Website Remarketing
 - Abandoned Booking Recovery
 - Dynamic Product Ads
 - Pixel-Based Targeting

- 5

High-Net-Worth Audience Segmentation

Granular audience segmentation was built specifically for luxury travel behavior patterns. Custom segments were developed for luxury travel enthusiasts, C-suite business executives, high-income demographics, frequent international travelers, and premium lifestyle audiences — ensuring media budget was allocated exclusively to high-probability converters.

 - HNW Segmentation
 - Lookalike Audiences
 - Business Executives
 - Custom Intent Audiences

IMPLEMENTATION

Campaign Execution Timeline

The campaign was deployed across three structured phases — each building on the previous to establish foundations, deploy infrastructure, and then scale performance. This phased methodology ensured each element was tested and validated before budget was amplified.

Phase 1
DISCOVERY

Discovery & Strategic Analysis

- Full conversion funnel audit
- Competitor research & gap analysis
- Pixel & tracking infrastructure audit
- Luxury audience analysis & profiling
- TA dependency assessment
- Historical campaign performance review

Phase 2
BUILD & DEPLOY

Infrastructure Development & Campaign Launch

- Direct booking funnel creation
- Google & Meta campaign deployment
- Creative asset production (luxury-tier)
- Luxury landing page development
- Retargeting infrastructure implementation
- Audience segment build & activation

Phase 3
SCALE & OPTIMIZE

Scaling & Continuous Optimization

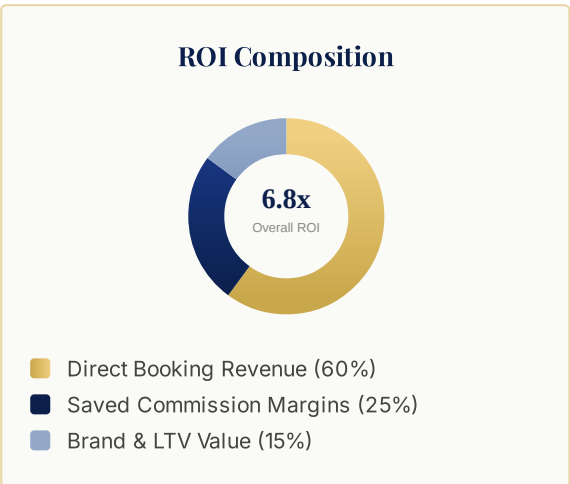
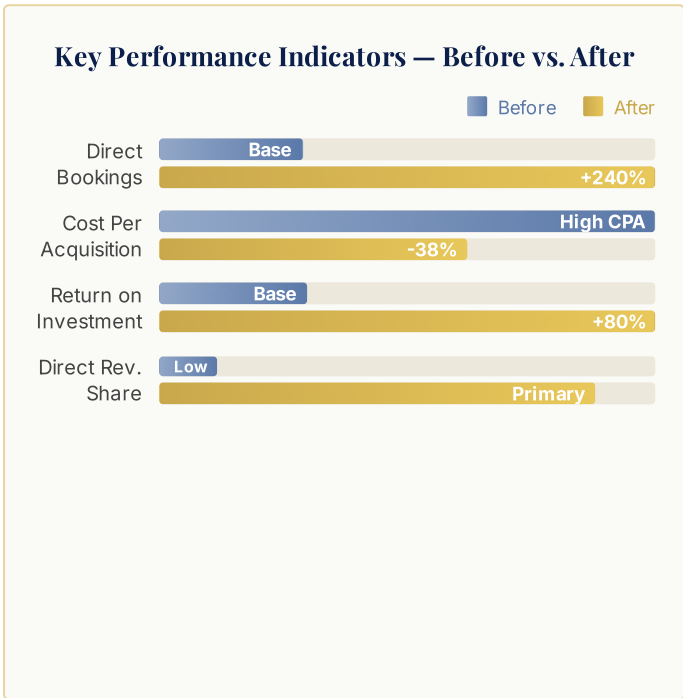
- A/B testing of ad creative & landing pages
- Budget scaling on top performers
- Retargeting sequence refinement
- Audience refinement & expansion
- Bidding strategy optimization
- Multi-property expansion planning

"Luxury hospitality marketing demands a fundamentally different approach from volume-driven campaigns."

The phased approach ensured every element of the campaign ecosystem was built for precision and quality before scaling. Rather than deploying broad reach campaigns, each phase prioritized audience quality, messaging alignment, and conversion pathway integrity — the foundational principles of effective luxury marketing.

PERFORMANCE METRICS

Results & Performance



— DETAILED ANALYSIS

Performance Metrics: Before & After

The table below presents a comprehensive breakdown of key performance indicators, comparing baseline metrics prior to campaign deployment against post-campaign results — illustrating the transformative impact of Boost Me Locally's integrated marketing strategy.

METRIC	BEFORE CAMPAIGN	AFTER CAMPAIGN	CHANGE	PERFORMANCE
Direct Booking Volume	<i>Low (OTA-dependent)</i>	Primary Channel	+240%	
Cost Per Acquisition (CPA)	<i>High Baseline</i>	Significantly Reduced	-38%	
Return on Investment (ROI)	<i>Base Level</i>	Substantially Improved	+80%	
Overall Return on Ad Spend	<i>~1.0x — 1.5x ROAS</i>	6.8x ROAS	6.8x	
Estimated Additional Revenue	<i>\$0 (baseline)</i>	\$2,500,000	+\$2.5M	
OTA Platform Dependency	<i>Critical (primary channel)</i>	Significantly Reduced	Reclaimed	
Commission Revenue Leakage	<i>High (per booking)</i>	Substantially Reduced	Eliminated	
Direct Booking Funnel	<i>None / Low-Converting</i>	Optimized & Live	Built	
HNW Audience Targeting	<i>Not Established</i>	Active & Scaling	Deployed	
Retargeting Infrastructure	<i>Absent</i>	Multi-Layer Active	Deployed	
Luxury Brand Positioning	<i>Inconsistent</i>	Unified & Premium	Elevated	

Note: All metrics represent measured results from the campaign period. Revenue figures are estimates based on verified booking data and average nightly rates. ROI calculations account for total media spend, agency fees, and funnel development costs against generated direct booking revenue and commission savings.

CLIENT FEEDBACK

Client Testimonial



Our direct bookings have transformed from a side note to our primary revenue channel. We're now retaining the commission margin while attracting higher-value guests who spend more during their stay. The quality of guests that Boost Me Locally's campaigns bring is noticeably different — these are exactly the affluent travelers our properties were built for.



Managing Director
Luxury Stay Rentals — Los Angeles, CA

SUCCESS FACTORS

Why the Campaign Succeeded

01

Direct Booking Funnel Optimization

A purpose-built, luxury-tier conversion funnel eliminated friction and aligned perfectly with the expectations of high-net-worth travelers — turning intent into bookings.

02

High-Net-Worth Audience Targeting

Precision targeting of affluent, high-intent traveler segments ensured media budget reached only qualified prospects — dramatically improving conversion efficiency.

03

Premium Brand Positioning

Cinematic creative strategy elevated the brand's perceived luxury status, commanding premium pricing power and attracting guests with higher average booking values.

04

Advanced Retargeting Systems

Multi-layered retargeting recovered high-intent visitors who didn't convert on first touch, significantly increasing overall campaign conversion rates at minimal incremental cost.

05

Reduced Platform Dependency

By building a proprietary direct booking channel, the client reclaimed commission margins previously surrendered to OTAs — transforming revenue structure fundamentally.

06

Data-Driven Optimization

Continuous A/B testing, audience refinement, and budget reallocation toward top-performing campaigns compounded results throughout the optimization phase.

LEARNINGS

Key Takeaways & Future Opportunities

Key Takeaways

- High-end travelers expect premium digital experiences — every touchpoint must reflect the luxury standard of the product itself
- Direct bookings are not just a convenience — they are a strategic revenue imperative for hospitality brands seeking to maximize margin
- Retargeting is essential for high-ticket purchases — affluent travelers research extensively before committing, requiring persistent re-engagement
- Audience quality decisively beats audience volume — 100 qualified HNW prospects outperform 10,000 generic impressions in luxury hospitality
- Brand positioning and performance marketing are not opposing strategies — in luxury segments, they must be unified to drive optimal results

Future Growth Opportunities

- Luxury travel influencer campaigns to amplify brand reach among aspirational HNW audiences across Instagram and YouTube
- International market expansion — targeting UK, UAE, and Asian affluent traveler segments through localized campaigns
- AI-powered booking personalization to deliver property recommendations aligned to individual guest preferences and history
- VIP loyalty program development to maximize guest lifetime value and generate high-margin repeat bookings
- Strategic luxury concierge and lifestyle brand partnerships to elevate guest experience and capture higher average booking values

BOOST ME LOCALLY

PREMIUM PERFORMANCE MARKETING AGENCY

Ready to Scale Your Direct Bookings?

Let Boost Me Locally build your high-performance direct booking acquisition system. We specialize in precision-targeted campaigns for luxury hospitality brands seeking to reduce OTA dependency and maximize direct revenue.

GOOGLE ADS

META ADVERTISING

LUXURY HOSPITALITY MARKETING

CONVERSION FUNNEL OPTIMIZATION

RETARGETING CAMPAIGNS

BOOKING FUNNEL DESIGN

MULTI-LOCATION MARKETING

PERFORMANCE MARKETING STRATEGY

www.boostmelocally.com