

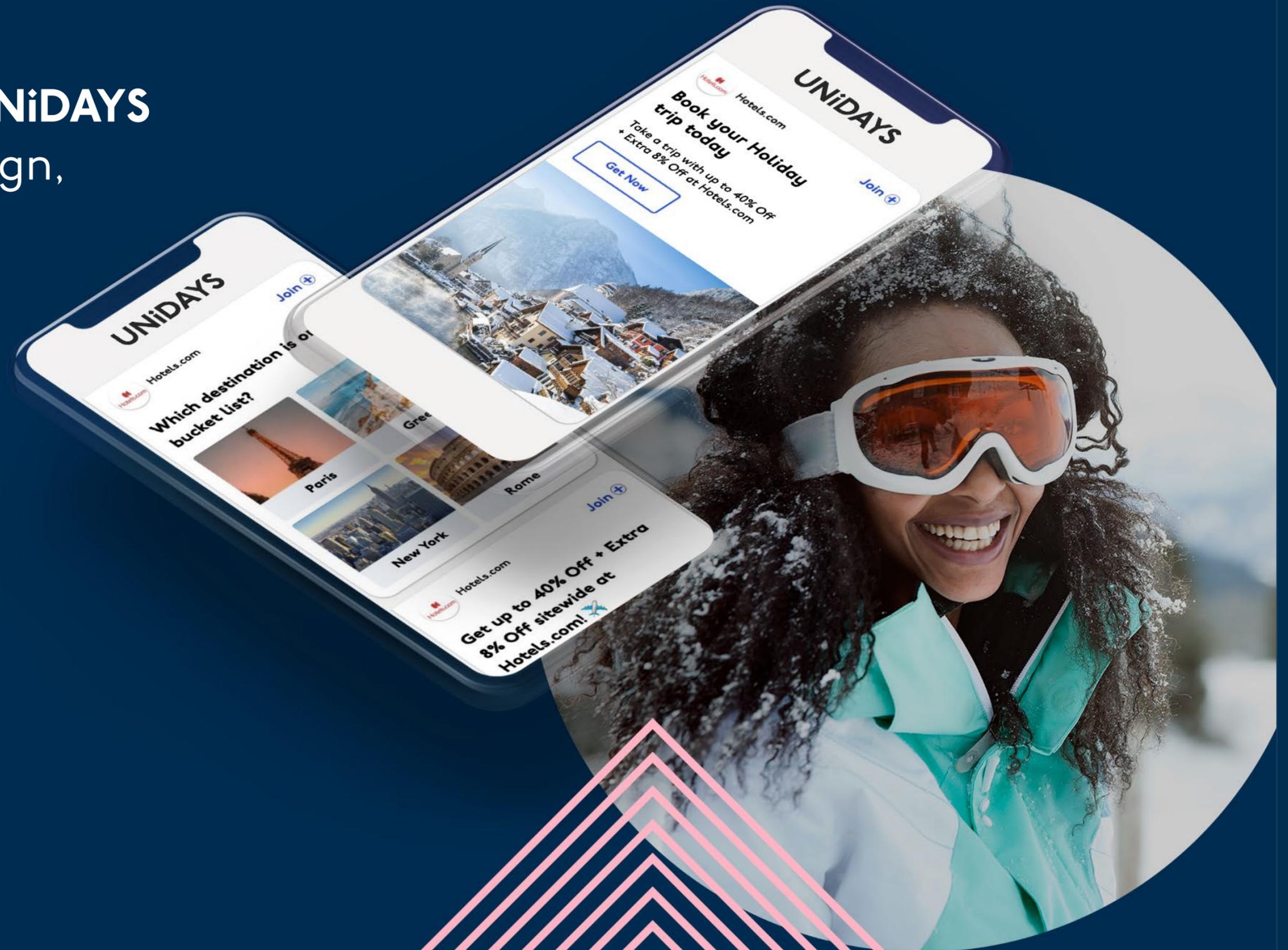
# Hotels.com partners with UNiDAYS for a festive student campaign, boosting bookings by 40%

## The Challenge

Hotels.com, one of the leading travel booking platforms in the US, aimed to:

- Launch a winter campaign in Dec 2022/Jan 2023, capitalizing on festive cheer
- Drive engagements and boost sales among its Gen Z student audience
- Attract new and existing customers
- Motivate customers to book higher-value hotel accommodation, driving a higher AOV

Hotels.com leveraged its strong partnership with UNiDAYS, offering an exclusive 'up to 40% Off and extra 8% Off' sitewide discount to its 8.4M US members.



## The Solution

Hotels.com and **UNiDAYS** created a multichannel marketing campaign to promote the limited-time discount to **UNiDAYS** members.

The campaign included extensive CRM coverage, as well as on-network promotion. **UNiDAYS** promoted this offer to its US student base during the key holiday and January sales periods via targeted, personalized messaging, urging users to take advantage of the limited-time offer.

## The Result

**+8%** YoY increase in average order value

**+60%** YoY increase in engagements

**72%** Average open rate across marketing channels



**UNiDAYS** has been instrumental in helping Hotels.com reach and engage with Gen Z students. Their targeted promotions have significantly boosted our sales, making them an invaluable ally in reaching this crucial but hard to reach demographic.

The results speak for themselves, and we look forward to further connecting with our Gen Z audience in the coming months.

— **JESSICA ZINSMEYER**

Operations and Marketing Manager

