

wihp 



# Case Study

Domaine de Rochevilaine France



# Context

- Customer since August 1st 2017
- Delivery of the Adaptive Website on October 30, 2017
- Rate parity with distributors

- Secure Website “https”
- Video integration into the home page
- Guest Connect “Relais & Châteaux” Setup and customize.
- Google Adwords campaigns started the 1st of December 2017
- Meta Search campaigns planned for February 2018



# News Features

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# New Website Pro

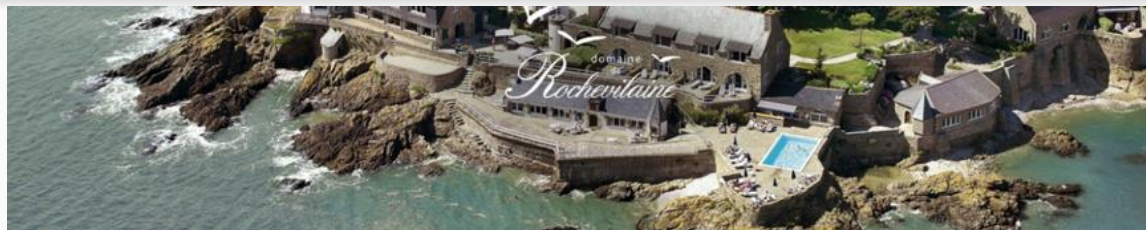




domaine  
de  
*Rochevillaine*  
votre villégiature

RÉSERVEZ EN DIRECT SUR NOTRE SITE ET OBTENEZ LE  
MEILLEUR TARIF GARANTI


# SynXis Guest Connect




Sélectionnez les Dates

Euros 

Date d'arrivée: Jeudi 8 Février 2018  Nuits: 1  Date de départ: Vendredi 9 Février 2018  Chambres: 1  Personne(s)\*: 1 

 Codes spéciaux

 Recherche avancée

CONTINUER

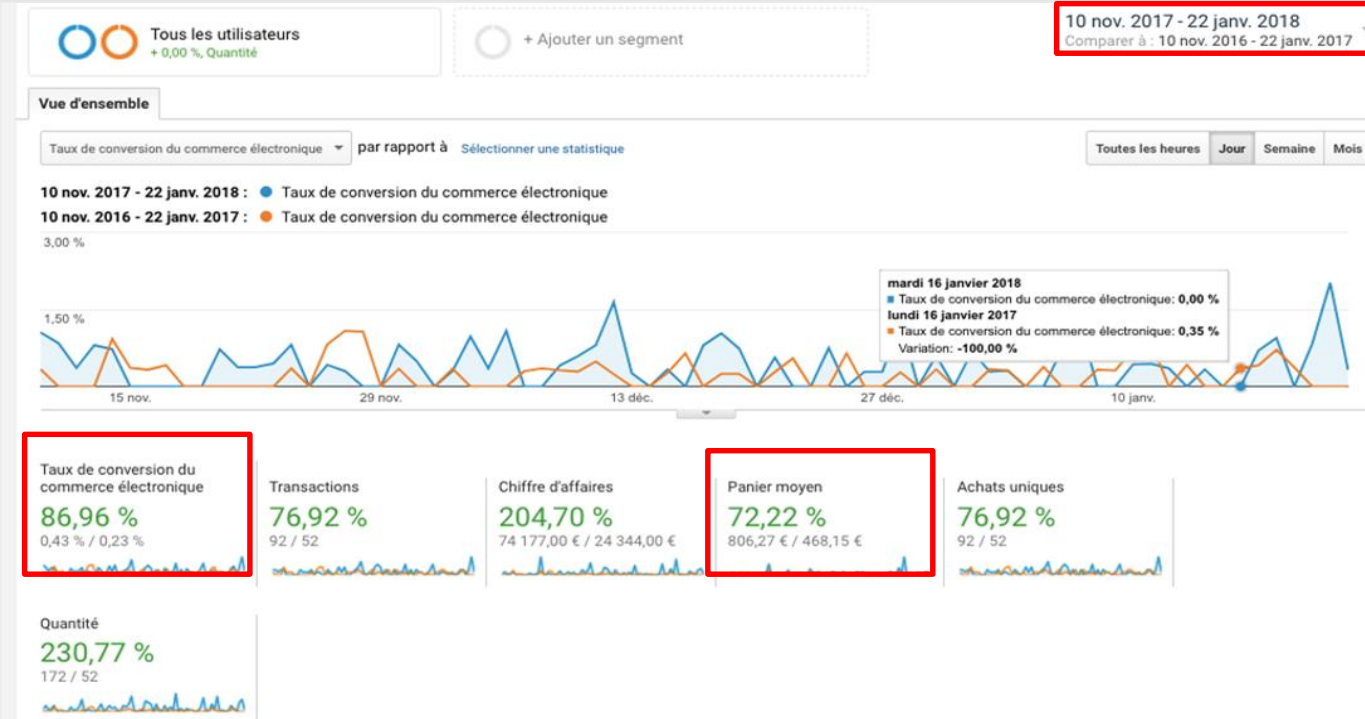
Calendrier de disponibilité

Février 2018							Mars 2018						
Lu	Ma	Me	Je	Ve	Sa	Di	Lu	Ma	Me	Je	Ve	Sa	Di
			1	2	3	4				1	2	3	4
			5	6	7	8	5	6	7	8	9	10	11
			9	10	11	12	12	13	14	15	16	17	18
			13	14	15	16	19	20	21	22	23	24	25
			17	18	19	20	26	27	28	29	30	31	
			21	22	23	24							
			25	26	27	28							
			29	30	31								

# Dashboard

Increase in e-commerce conversion + 87%

Average basket Increase of + 72%



# Direct Turnover

*Since the beginning of the collaboration with WIHP, Le Domaine de Rochevilaine records a significant increase of his direct income on the website*



## **Direct turnover : +204%**

+ 204% of direct sales on the date of purchase since the online launch of the website.

*Compared data between the period of November 10, 2016 - January 22, 2017 and November 10, 2017 - January 22, 2018.*

## **ROI x15**

WIHP Return on Investment x15

*For every euro invested in digital marketing (website + account manager + campaigns) The website generates 15.*



