CASE STUDY

Luxury Hotel Portfolio: 81% Booking Revenue Growth in Six Months

+81%	10.39x	+43%
Booking Revenue	**ROAS**	**Ad Spend**
$4.77M to $8.62M (Jan-Jun YoY)	Up from 8.24x baseline	Revenue grew nearly 2x faster than spend

Client	Confidential (Independent Luxury Hotel Portfolio)
Industry	Hospitality, Independent Luxury Hotels, Portfolio Management
Services	Paid Search, Demand Gen, Conversion Tracking, Ad Copy Testing, Portfolio-Wide Measurement
Engagement	January 2026 to present

Background

The client is a portfolio of dozens of independent luxury hotels with a mix of urban and remote resort properties across multiple U.S. markets. Unlike branded chains, each property has its own brand identity and booking dynamics, which makes portfolio-level paid media management more complex than running one playbook across every account.

The client had been managing paid media in-house and built the program to a healthy baseline of 8.24x ROAS on $578K in first-half 2025 spend. Growth had plateaued at that level. The internal team knew the account was working but could not identify what would unlock the next phase of revenue growth. This is a common inflection point in maturing paid media programs, where the shift from operating a healthy account to actively scaling it requires specialist attention.

Evergreen PMG took over the account in January 2026. The brief was to grow booking revenue meaningfully without giving up the account-level efficiency the internal team had already built.

The work

Point the algorithm at one signal: booking revenue

Clients often assume that optimizing for multiple goals at once is smart hedging: track clicks, engagements, conversions, and revenue, then let the algorithm figure it out. What actually happens is that the algorithm is being asked to weigh competing signals against each other, which introduces noise and dilutes performance on any single outcome.

We simplified the target. Booking revenue is the goal that funds the business, and every campaign should be optimized against that goal alone. We implemented target ROAS bidding across all campaigns, pointed at booking revenue rather than click volume or conversion counts, and removed secondary optimization signals that were pulling the algorithm in other directions.

The predictable trade-off shows up in the CTR data. Click-through rate dropped 18 percent from 6.29% to 5.18% because optimizing for clicks attracts low-intent clickers, while optimizing for revenue expands the account into a broader set of queries where intent is real but click rates are naturally lower. The CTR decline is the sound of the algorithm doing its job on a better signal.

Standardize measurement across every property in the portfolio

Managing paid media across dozens of independent luxury hotels means dozens of conversion setups, revenue feeds, tagging configurations, and attribution windows. If any of them are inconsistent or incomplete, the algorithm is learning from bad data, and target ROAS bidding cannot work correctly.

Before we could trust the account to scale on revenue-based bidding, we audited and standardized tracking across every property: consistent event definitions, verified revenue values, matched attribution windows, and validated data flow into Google Ads.

This is one of the least glamorous parts of paid media work, and one of the most common places where portfolio accounts underperform without anyone realizing it. Without a dedicated experienced team, tagging accuracy tends to drift across properties over time.

Cut the noise from search terms

We audited search term reports on an ongoing cadence and layered in negative keywords aggressively to eliminate spend on low-quality, low-intent queries. A cleaner set of queries feeds the algorithm better information, which pairs with revenue-based bidding to teach the account to spend more efficiently over time.

Execute the fundamentals well: ad copy and extensions

We expanded ad copy across every account to improve ad strength ratings and structured real A/B tests instead of one-off creative refreshes. Every campaign was audited to ensure all available and relevant ad extensions were in place: sitelinks, callouts, structured snippets, location extensions, and image extensions across the portfolio.

None of this is exotic. It is the fundamentals of Google Ads execution done consistently across a large portfolio, which is where most in-house teams and generalist agencies fall short.

Demand Gen for prospecting and remarketing

We rolled out Demand Gen campaigns to expand reach beyond high-intent Search and to re-engage visitors who had explored the properties but had not booked. This added a qualified prospecting layer to the account and a warm remarketing path back to the booking flow, particularly valuable for the more remote resort properties where demand needs to be actively cultivated rather than only captured at the moment of intent.

Results

January to June, year-over-year

Metric	Jan-Jun 2025	Jan-Jun 2026	YoY Change
Booking revenue	$4,770,077	$8,621,214	+81%
ROAS	8.24x	10.39x	+26%
Ad spend	$578,626	$829,994	+43%
Impressions	5,816,744	8,929,004	+65%
Clicks	561,197	764,044	+36%
CTR	6.29%	5.18%	-18%
Avg. CPC	$1.03	$1.09	+5%

Booking revenue grew 81 percent while ad spend grew 43 percent. Revenue expanded nearly twice as fast as spend, which is the efficiency story behind the topline growth. ROAS climbed from 8.24x to 10.39x even as the account expanded coverage into new queries and new audiences through Demand Gen.

A note on the CTR decline

CTR fell 18 percent from 6.29% to 5.18% across the same period, which is not a performance concern but a signal-quality outcome. When the previous team was optimizing for clicks and impressions, the account was bidding into clicky queries where searchers were likely to click but not likely to book. Switching the optimization target to booking revenue expanded coverage into a broader set of queries where intent is real, revenue is generated, and click rates are naturally lower. The 81 percent revenue growth is what CTR was standing in for all along.

A note on the speed of impact

These results reflect six months of work. The pace was possible because the foundational fixes, especially the portfolio-wide tagging standardization and the shift to a single optimization signal, unlocked the algorithm to do work it could not do before. Revenue growth of this magnitude in six months is not a sign of aggressive spend increases. It is a sign that the account had latent capacity that better setup and better signals released.

What this engagement demonstrates

Hospitality paid media expertise at portfolio scale

The hospitality vertical has dynamics that do not translate from other verticals: booking-window seasonality, high booking-price variability, geographic demand patterns, and weather sensitivity for remote resort properties. Portfolio-scale management across dozens of independent hotels adds a layer of complexity that most in-house teams and small agencies are not structured to handle.

Optimizing for the one goal that matters

Most accounts we take over have been optimizing for multiple goals at once, which means none of them is truly optimized. The discipline of focus, of pointing the algorithm at revenue and only revenue, is what unlocks growth that in-house teams cannot find on their own.

The measurement work most portfolios do not get right

Portfolio-wide tagging is one of the most common places where paid media programs underperform without anyone realizing it. Signals that look clean in the Google Ads interface can hide inconsistent conversion definitions across properties, missing revenue values on certain events, or attribution mismatches that quietly erode account performance. Getting this right is unglamorous work, and it is often the difference between an account that scales and one that plateaus.

Work with Evergreen PMG

Evergreen PMG runs paid media for hospitality portfolios where revenue efficiency, portfolio-wide measurement, and full-funnel attribution all matter. We work on a flat monthly fee with no media markups and no long-term contracts.

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