

# B&B Hotels uses cross-device tracking and call Ad Extensions to provide greater visibility into the performance of their mobile advertising campaigns



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B&B is a multinational hotel chain founded in 1990 that manages over 320 hotels across 6 countries. The headquarter is located in Brest, France.

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## THE CHALLENGE

As an increasing number of consumers are searching for hotels on their mobile devices, B&B has expanded their digital strategy to include mobile advertising, but current consumer behaviour favours completing the transactions on desktop devices.

In the case of transactions initiated by AdWords, as B&B were unable to track these conversions across devices, it was impossible for B&B to accurately determine the ROAS of their mobile campaigns. Finding a way to obtain an accurate performance measure was essential for B&B to confidently continue investing in mobile advertising.

## THE APPROACH

fifty-five's aim was to provide greater visibility into the performance of B&B's mobile advertising campaigns using

two separate approaches: Google AdWords Estimated Cross Device Conversions and Call Ad Extensions.

## Cross Device Conversions

Google AdWords can use aggregated anonymised data from Google logged in users to estimate with high precision the number of cross-device conversions initiated by an AdWords campaign. Including this estimated number of additional conversions, when combined with an average conversion value, increases the overall accuracy of the ROAS calculation. Using this estimation, broken down by device category, fifty-five were able to attribute 6-10% more conversions to their mobile campaigns.

## Call Ad Extensions

In order to further increase the accuracy of the ROAS, fifty-five implemented Google AdWords Call Ad Extensions to increase the number of conversions that occur directly on the mobile device, thus reducing the number of untrackable cross-device conversions.

### *Increasing the number of trackable conversions*

Call Ad Extensions encourage users, through a call to action button displayed along side the ad, to contact the hotel directly on their mobile device by ringing a phone number; the call is routed via a Google forwarding number that can measure the duration of the call. With customers contacting the hotels directly, it is not possible to obtain precise information about the conversion rate or average spend, thus fifty-five constructed a statistical model to estimate these values.

### *Estimating the conversion rate and average transaction value*

Working with B&B, fifty-five analysed historical call centre data to define the characteristics of a successful transaction call\*, and started tracking the calls that matched these criteria. Combining this with the historical average transaction value, B&B is now able to calculate an approximate ROAS value for their Call Ad Extension campaigns.

### *Choosing the hotels to promote*

The mobile campaigns have been rolled out nationwide, with keywords that are based on the nearest city. As such, for any given search there are typically multiple hotels that could be promoted via the campaign. fifty-five worked with B&B to determine the policy that would best help them achieve their goal. The policy dictates that the hotel that has had the worst occupancy rate over the last 6 months will be promoted.

## THE RESULTS

**17%**

Of desktop ad spend relocated to mobile

**+18%**

Of the total number of visits

**+20%**

Of ROAS