



Bing Network. Intelligent search.



“We’re achieving our goal with less budget. This allows us to diversify our investments to a wider portfolio and more easily manage risks within platforms.”



PAN PACIFIC HOTELS GROUP



Terence Wu
Digital Marketing Director,
Pan Pacific Hotels Group

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Bing Ads accounts for

10-13%

of Pan Pacific Hotels Group’s revenue from paid search¹

Bing Ads exceeded Pan Pacific Hotels Group’s revenue growth expectations by

100%¹

Bing Ads solutions

Sitelink Extensions

Callout Extensions

Structured Snippet Extensions

Pan Pacific books big returns

With 40 properties currently operating in Asia, Oceania, Europe and North America, Pan Pacific Hotels Group is growing as a company and expanding its footprint. The hotel group features two acclaimed brands: Pan Pacific Hotels and Resorts and PARKROYAL Hotels & Resorts. Search engines play a large part in the group’s growth-minded online marketing efforts. They are used to increase digital marketing performance and drive brand awareness. Strategically expanding the use of paid search with Bing Ads allows Pan Pacific Hotels Group to reach a larger audience of hotel guests in different markets more easily, in turn driving direct revenue.

Bing Ads increases ROI

For this Bing Ads expansion, the original forecast predicted an increase to around 5% of revenue, but the result was greater than anticipated.¹ Bing Ads exceeded the group’s revenue growth expectations by 100%.¹ In addition, revenue increased disproportionately to spend.



Digitas continued to work with the Bing Ads team to further improve spend and revenue for Pan Pacific Hotels Group. As a result, Bing Ads is now a core part of Pan Pacific Hotels Group’s always-on search portfolio, rather than an incremental investment. The success with Bing Ads has been very well-received across the hotel group. The company is pleased to have found an alternative marketing opportunity that aligns seamlessly with its existing marketing strategy.

1. [Pan Pacific Hotels Group](#), internal data, 2018.

