

CASE STUDY

DYLAN



Locations

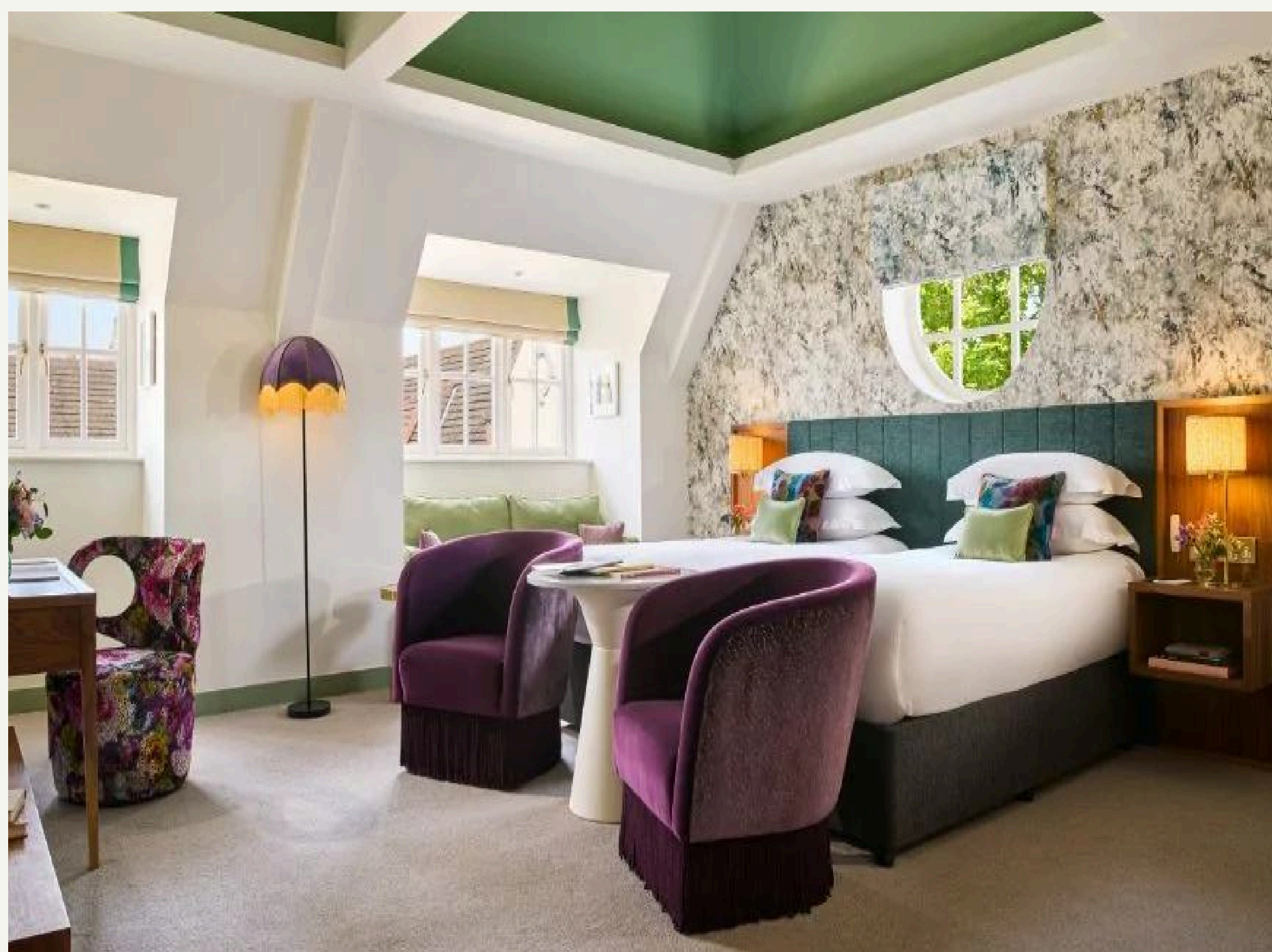
DUBLIN, IRELAND

Services/products

DIGITAL MARKETING

CHALLENGE

Dylan was looking to strengthen its direct booking performance, with a particular need to boost demand over weekends. At the same time, the team faced the challenge of improving return on ad spend, ensuring marketing investment was working harder and delivering clear, measurable impact in an increasingly competitive landscape.



APPROACH

1. To improve return on ad spend, we restructured the accounts to run on a booking-led strategy. This included closely monitoring OTA pricing, conducting ongoing competitor set analysis, refining messaging to reflect real-time market conditions, and optimising CPA bidding.
2. We activated brand campaigns across Meta and Display to drive visibility, while using Discovery and retargeting to acquire new guests. This approach was underpinned by ongoing retargeting, close monitoring of OTA sales and promotions, and the use of business mix data to inform targeting and spend.
3. We focused on driving reach among users who had demonstrated strong booking intent, launching persona-led campaigns, activating discovery keyword bidding, and capturing high-value users through relevance-driven messaging informed by available data.

RESULTS

YTD the website direct channel has recorded YoY growth of 19%, Google Ads recorded YoY growth of 38% and Meta had YoY growth of 41%.

STATS

+38%

GOOGLE ADS GROWTH

+41%

META GROWTH

+19%

INCREASE IN DIRECT REVENUE

DON'T TAKE OUR WORD FOR IT

"Working with Journey has been brilliant – the team is so knowledgeable and will always come to us with ideas and recommendations. They really focus on understanding our business and working with us to drive growth, and it's made a real difference to our overall performance."

Review by
MICHELLE BLAKE
DIRECTOR OF SALES & MARKETING, DYLAN