

### Program Objective

The Chablé marketing team was looking to help increase the awareness of their different properties (Maroma, Casa Chablé, and Yucatan) and drive more bookings from travelers looking to visit their destinations across Mexico.

In addition to increasing their brand recognition towards the leisure travel industry, Chablé wanted to ensure they were reaching group travel planners, wedding planners, travel agents, etc.

### Challenges

Marketing in today's world where attention spans are shorter than ever is a difficult task for any marketer. Axel was needing a team that understood those difficulties and could align the most effective tactics to achieve their goals while being flexible enough to adjust on the fly throughout the program.

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“In the case of Chablé Hotels, we’re constructing a new Luxury Brand for hotels across Mexico which can be very difficult. The JSJD Media Team has been able to help us construct an extremely targeted digital program reaching our targets that have been converting worldwide and increasing our overall occupancy rate month over month.

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Axel Najera, Corporate Digital Marketing Manager



### Campaign Strategy

JSJD Media’s team put together a multipronged digital marketing program leveraging cutting-edge technologies ensuring Chablé would be able to reach their targeted audiences at different stages of their researching journey & decision making process.

### Tactics Utilized

- Programmatic Display
- LinkedIn Targeting
- Google Ads (Search & Display)



### Why JSJD Media?

“The most impressive aspect of JSJD Media undoubtedly lies in their unparalleled flexibility, a quality that proves to be invaluable for hotel brands like Chablé.

The account management team is extremely responsive and is able to provide quick answers/recommendations to generate new ideas and take them live quickly and with great execution.” – Axel Najera

### Results Over 90 Days

#### Google Ads

**3.12M**

Targeted Impressions

**113,536**

Direct Clicks

**3.64%**

Overall CTR

**3,347**

Tracked Conversions

#### Programmatic & LinkedIn

**753,261**

Targeted Impressions

**3,397**

Direct Clicks

**.53%**

Overall CTR