

SENTIDO boosts website conversion by 143%

From benchmarking to action

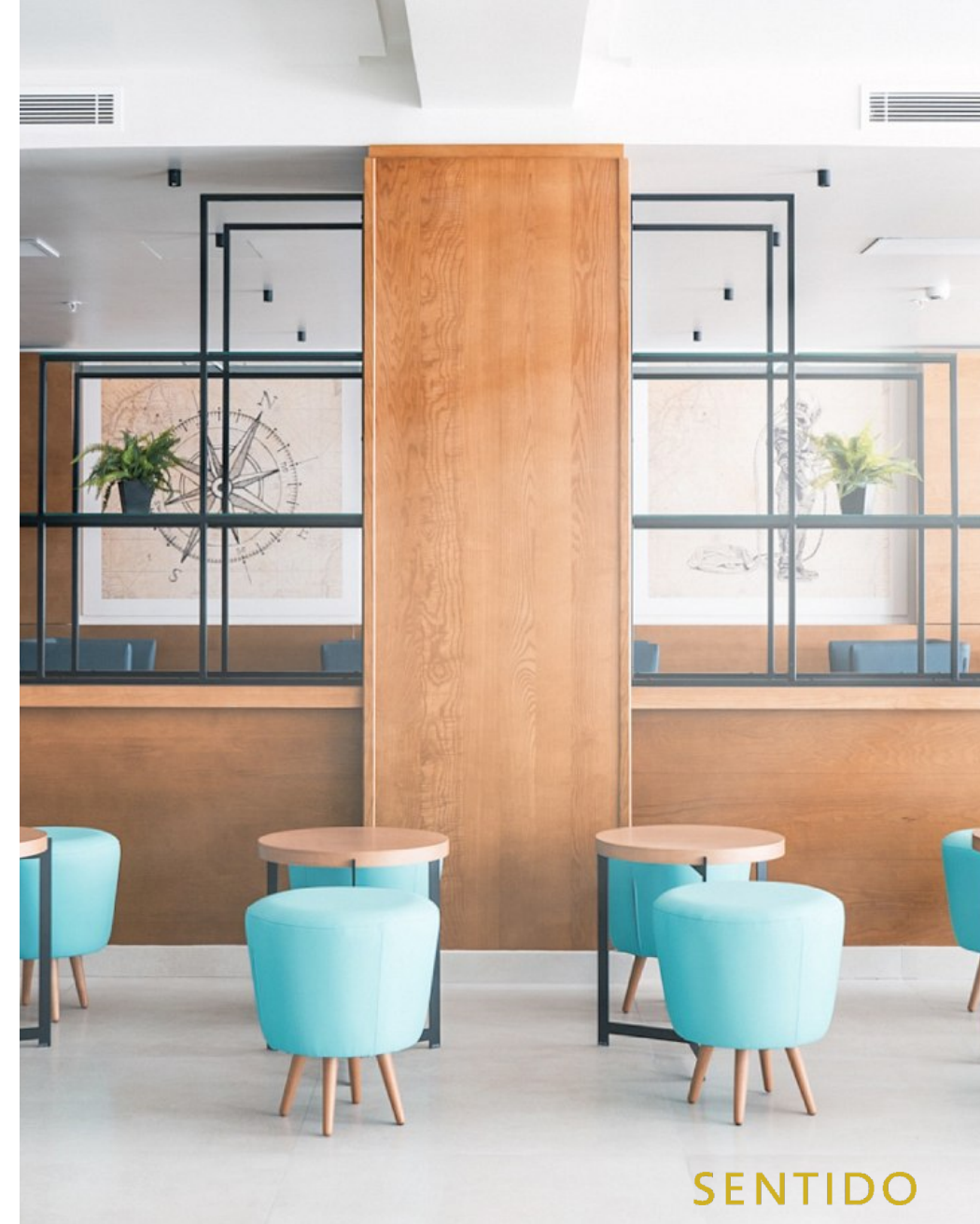


About SENTIDO

SENTIDO is one of the five brands owned by DER Touristik Hotels & Resorts, a leading tourism group in Europe and the travel and tourism division of the REWE Group. It welcomes adult guests and small families, offering recreation that engages all senses.

Opened in 2019, SENTIDO alpenhotel Kaiserfels provides a quiet and relaxed holiday environment, especially for single travelers, couples, and small families with high expectations.

Committed to **delivering a unique sensory experience**, the team at SENTIDO understands the significance of connecting with guests from the moment they visit their website.



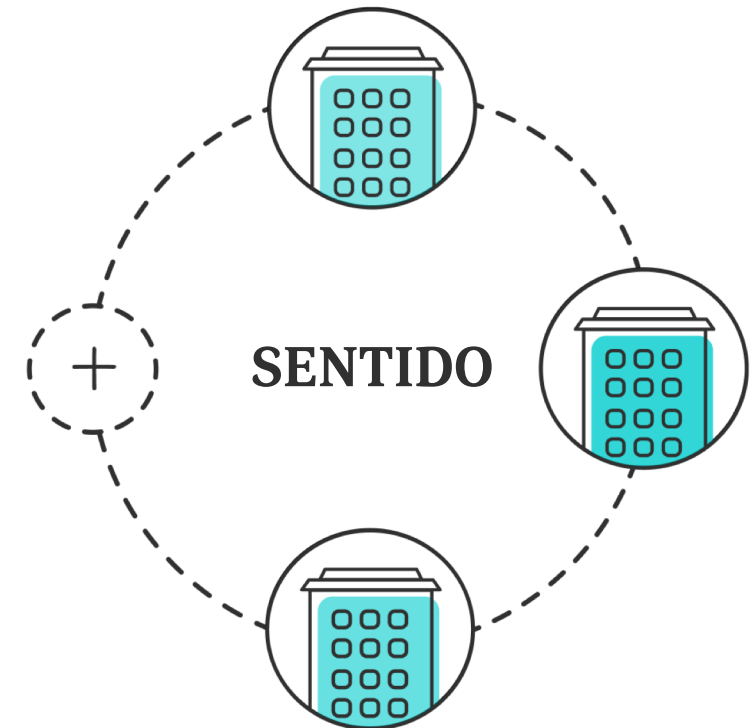
SENTIDO



The Collaboration

Since 2020, SENTIDO has been collaborating with The Hotels Network (THN) to personalize the website experience and engage visitors, ultimately **boosting direct reservations**. Given the success of this partnership, in April 2022, the brand decided to explore new opportunities to further improve website conversions.

The THN team suggested that SENTIDO analyze its performance compared to others in the market using **BenchDirect**. After analyzing the benchmarking results, the brand decided to incorporate a series of engagement tools to test the effectiveness of message personalization and the validity of THN's BenchDirect platform.

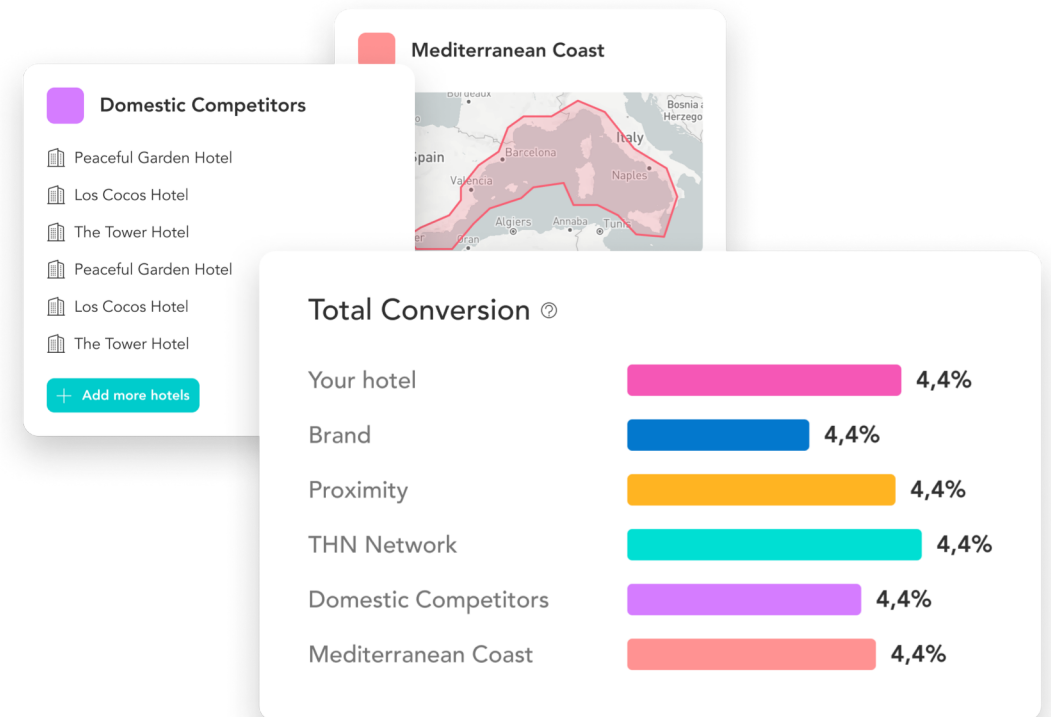


How does BenchDirect work?

BenchDirect offers a new dimension to hotel benchmarking by providing the **first benchmarking platform for a hotel's direct channel**.

This interactive analytics platform allows hotels to **compare their website performance with the market and competition**, and to use real-time insights to **make better-informed decisions** by:

- Breaking down the **entire booking funnel**
- **Identifying weak points** and lost revenue
- **Uncovering opportunities** to increase direct bookings
- Getting up to speed with **competitors**



The Strategy

SENTIDO decided to leverage BenchDirect data to enhance their decision-making further. Based on the opportunities detected, they adapted and customized their website marketing messages to improve website conversion rates.

The strategy involved analyzing various aspects of the booking funnel for their property SENTIDO alpenhotel Kaiserfels to determine where they were underperforming and taking action to improve these metrics.



Step 1 – Analyze



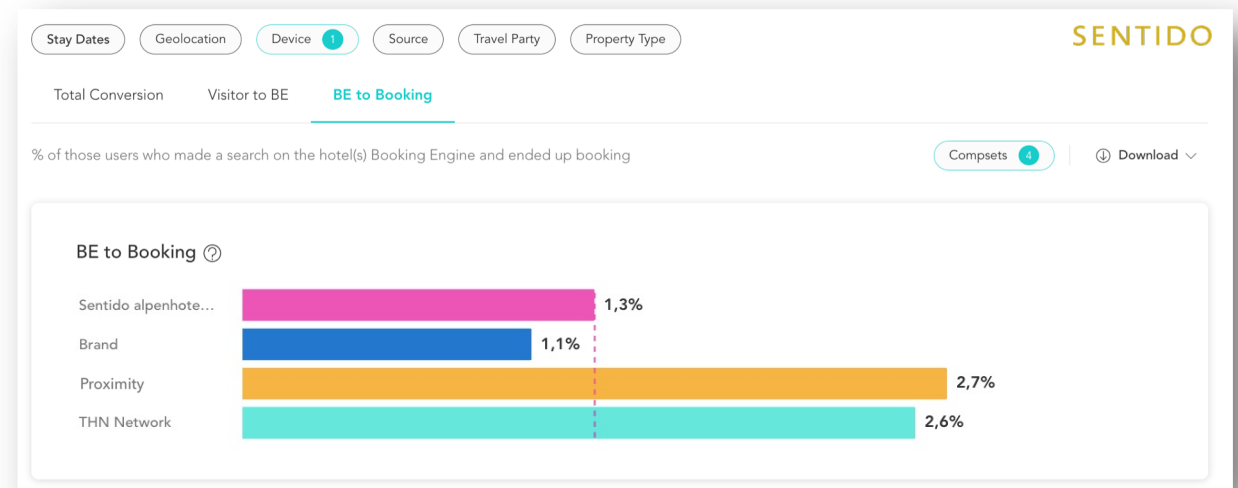
Step 2 – Act



Step 3 – Measure the impact

Analyzing Mobile Conversion

The BE to booking conversion on mobile devices was noticeably lower for SENTIDO than for similar hotels in the area and those in THN's network compset, indicating an opportunity for SENTIDO to increase their mobile bookings.



Period 23.02.22 – 22.03.22



Acting on Mobile Conversion

To improve mobile conversion, the hotel designed an exclusive deal for mobile users, aimed at increasing bookings made on mobile devices.



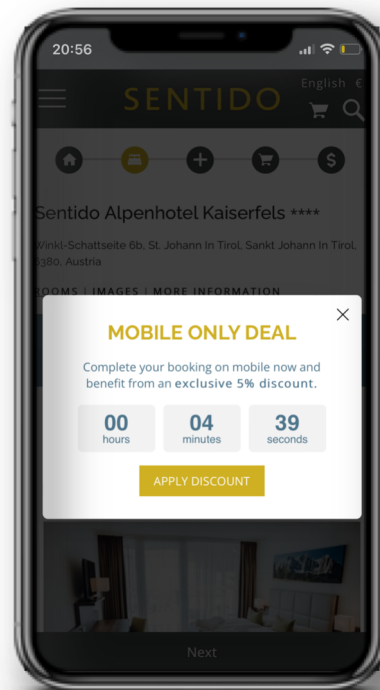
Layer in the booking engine



Targeting mobile users



1 click promocode with 5% discount
visible only for 5 minutes per visitor



Results from 29.03.22 – 01.05.22

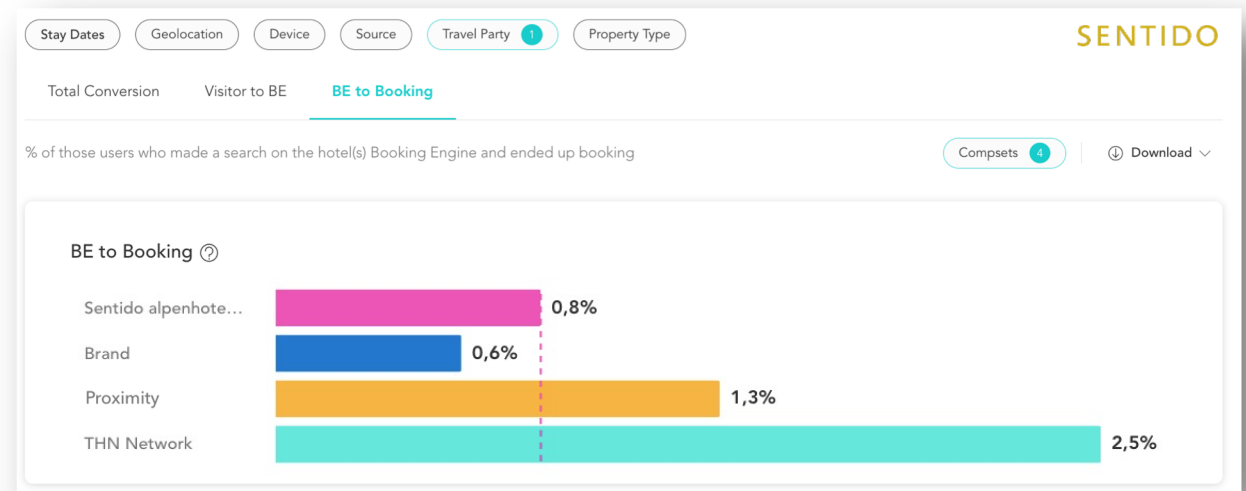
+101.3%

In BE to booking conversion

The offer generated 21 bookings with mobile-only promo code

Analyzing Conversion by Travel Party: Couples

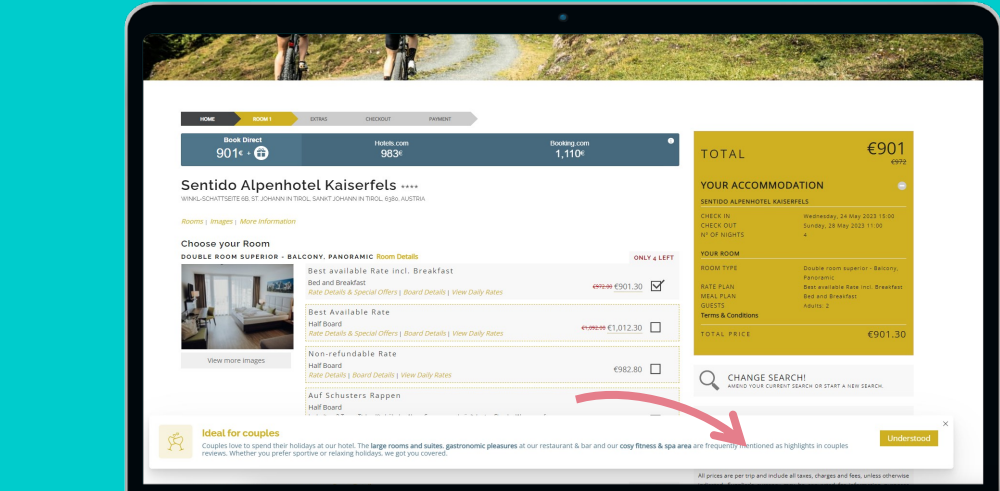
BE to booking conversion for couples – one of the main target groups of this hotel – was also significantly lower for SENTIDO than for similar hotels in the area and those in THN's compset. Personalizing messages tailored to this specific target audience could significantly increase the conversion rate.



Period 23.02.22 – 22.03.22

Acting on Conversion for Couples

After identifying missed opportunities with this specific target group, a personalized message aimed only at couples was launched with the objective of increasing the conversion rate for this particular traveller segment.



Results from 29.03.22 – 01.05.22

+149.6%

In BE to booking conversion



Layer in the booking engine



Targeting: Couples
(2 adults, 0 children)



Effective presentation of
relevant USPs for a specific
travel group



Ideal for couples

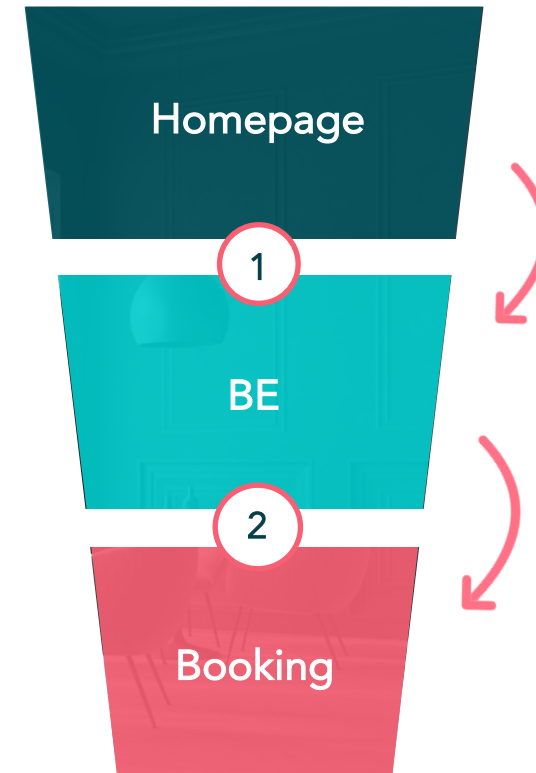
Couples love to spend their holidays at our hotel. The **large rooms and suites**, **gastronomic pleasures** at our restaurant & bar and our **cosy fitness & spa area** are frequently mentioned as highlights in couples reviews. Whether you prefer sportive or relaxing holidays, we got you covered.

Understood



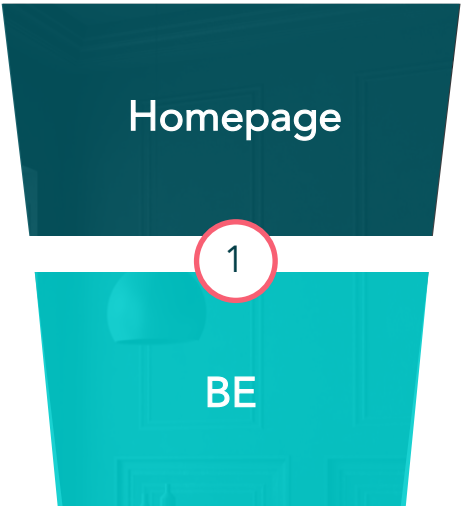
Analyzing Funnel Conversion

BenchDirect revealed growth opportunities for the overall website conversion, including Visitors to BE and BE to booking conversion rates. Consequently, the team decided to enhance the user experience by further integrating website personalization tools.




Reviews summary

Optimizing Conversion from Homepage to Booking Engine

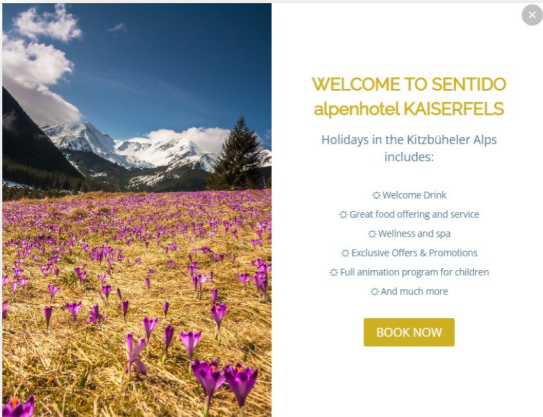


 **Inline Reviews Summary**
Highlighting positive guest reviews

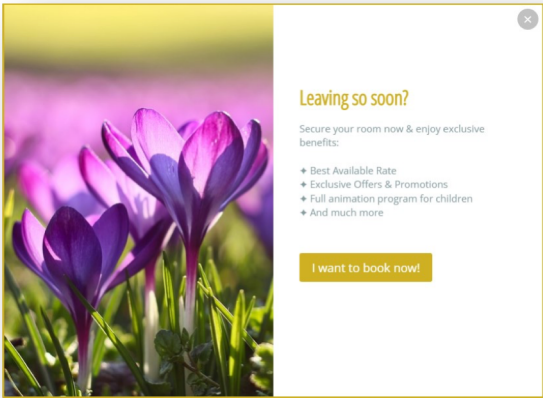
 **Welcome Layer**
Promoting direct booking benefits

 **Smart Note**
Communicating flexible cancellation

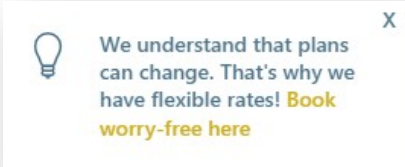
 **Exit Intent**
Conveying hotel's USPs



Welcome layer



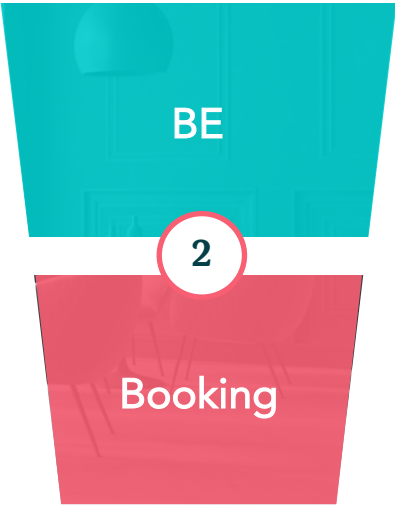
Exit intent







Smart note



Optimizing Conversion within the Booking Engine




-  **Layer**
Targeting families highlighting USPs for this segment
-  **Price Comparison**
Allowing users to compare rates
-  **Exit Intent**
Promoting 5% discount code

 **Our Sentido Kids World** Understood

Our well proven Sentido Kids World Programme will provide you with an eventful activity programme for children, while the parents can enjoy a little "time-out" for themselves. We offer daycare, kids disco and a playground.

Layer

Price Comparison

Book Direct 901€ + 	Hotels.com 983€	Booking.com 1,110€
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+ Welcome drink

+ Best Available Rate - Web exclusive

+ Exclusive Offers & Promotions - Web exclusive

+ Free Wi-Fi

Care for a 5% Discount? ×

Complete your booking now and benefit from an **exclusive 5% discount!**

APPLY DISCOUNT

Exit intent

Results from Funnel Optimization

The objective was to improve the visitor to BE conversion as well as BE to booking conversion with the help of personalized messages and engagement tools throughout the website user journey.

After launching the campaigns, SENTIDO alpenhotel Kaiserfels observed a significant increase in conversion rates across the entire funnel within one month, while funnel conversion rates for similar hotels within the proximity of the hotel significantly decreased.

SENTIDO	SENTIDO Alpenhotel Kaiserfels			Proximity		
Website Conversion	2,9%	1,2%	↑ 143%	0,3%	0,8%	↓ 59%
Visitors to BE	55,3%	47,5%	↑ 16,4%	26,5%	37,8%	↓ 30%
BE to Booking	5,3%	2,6%	↑ 107,4%	1,9%	2,4%	↓ 19%

+45.530€
In direct revenue

Period 29.03.22 – 01.05.22 vs. previous period (in grey)



About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





www.thehotelsnetwork.com

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