

Boosting a hotel's ancillary revenue:
The digital strategy powering
Occhio d'Oro's high intent traffic
and bookings



Drives

better



Full-funnel F&B
digital media
campaign



results



Challenge

Occhio d'Oro is a high-end Italian restaurant perched on the rooftop of the **Flemings Selection Hotel Frankfurt City**. The team needed a more reliable way to measure digital performance beyond what their previous agency had been able to deliver.

The main challenge was measurement. Because all reservations are made through OpenTable, the team could not see which booking actions were driven by paid media. To solve this, we defined two clear conversion points — clicks on “*Book a Table*” and “*Book an Event*” — and assigned each action an estimated revenue value.

A second challenge was to build a media strategy that could effectively grow both table and event bookings while improving overall efficiency and transparency.



Memorable

experience



The Strategy

To reach both diners and event planners at critical moments of their decision process, **the team used a step-by-step approach with several online channels:**

- **Paid Search** was used first to help people find the restaurant when searching for places to eat in Frankfurt. Later, searches that included the restaurant's name were added to capture people who already knew about it.
- **Display Remarketing** was activated once enough people had visited the website, allowing the team to show ads again to those who had already looked at the restaurant online. Display Prospecting was then used to reach new people who might be interested but had not yet visited the site.
- **Social Prospecting and Remarketing** were added once the process was fully in place. Social Prospecting helped reach a wider group of potential customers, while Social Remarketing targeted people who had already shown interest.

All channels worked together in a clear sequence, keeping the restaurant visible from the moment someone started looking for options until they decided to book. Regular monitoring ensured the budget was used effectively, and results continued to improve over time.



The Results

The campaign delivered strong and consistent performance across all channels. With an average return on advertising spend (ROAS) of 27.1 from launch, the strategy proved highly effective in generating a high volume of meaningful booking actions – both regular table reservations and event-related inquiries.

Throughout the year, the campaign maintained steady month-over-month growth, driven by a continuous increase in high intent traffic and a strong uplift in completed reservation actions as additional channels were added. The introduction of social and display layers significantly improved reengagement, helping convert users who had previously interacted with the website. Overall, the gradual rollout from **search, to display, to social created a structure that could continue to support demand and help Occhio d'Oro generate strong reservations activity.**

27.1

ROAS
(Return on Ad Spend)

Consistent performance

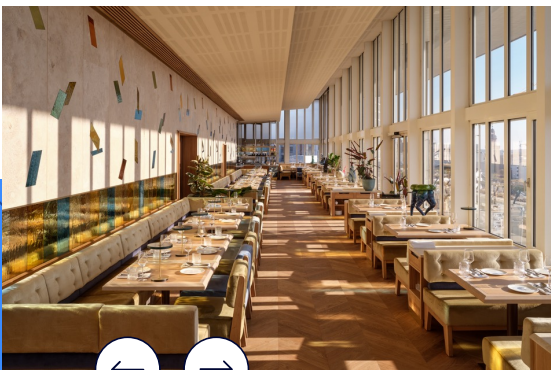


Why this matters



This case shows how **a well-designed digital media strategy can meaningfully support F&B performance**, even when bookings happen outside the hotel's direct environment. For Occhio d'Oro, targeted advertising not only increased reservations but also strengthened visibility in a competitive local market.

The campaign reinforced a key principle: that when hotels invest in promoting ancillary services like restaurants and private events, they unlock significant revenue potential that goes beyond traditional room bookings. A focused full-funnel approach helped Occhio d'Oro reach the right audiences, drive demand, and sustain strong results over time.



Milana Coric
Booking & Guest Relation
Manager, Occhio d'Oro



“We’ve seen a clear lift in reservation activity since launching the campaign. The increased visibility and high-quality traffic have made a real difference across both dining and event bookings, demonstrating the value of targeted digital efforts for our restaurant.”



Dan Ciocoiu
Head of Advertising
Solutions, Amadeus



“By combining search, display, and social in a unified, full-funnel strategy, we were able to consistently grow high intent traffic and reservation actions for Occhio d'Oro. This campaign shows how a structured digital approach can meaningfully impact F&B performance, even when bookings happen on external platforms.”