



A multi-award-winning digital marketing agency with over 300+ Awards & Accolades, recognized for driving direct bookings and digital visibility for leading hospitality brands.



AGENCY  
EXCELLENCE  
AWARDS  
**2024**

**Winner**

Southeast Asia

International  
Growth

eMarketingEye

Agency Excellence Awards



**40+**

HSMAI Adrian Awards

**30+**

W3 Awards

**60+**

Communicator  
Awards

**45+**

Horizon Interactive  
Awards

# An Award-Winning Digital Marketing Agency For the Travel & Hospitality Industry

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We empower global hospitality brands with innovative solutions to strengthen digital presence, drive direct bookings and maximize revenue.



## Digital

- Search Engine Optimization (SEO)
- PPC Marketing
- Programmatic Advertising
- Social Media Marketing
- Metasearch Marketing

## AI Marketing Suite

- Generative Engine Optimization (GEO)
- Performance Max for Travel Goals
- AI Max for Search
- Demand Gen
- Meta Advantage+
- AI Creatives

## Web Solutions

- Web Development
- Web Applications
- Gift Certificate System (GiftsEye)
- Online Invoicing System (PaymentsEye)

## Measurement & Monitoring

- Performance Dashboards
- Web Analytics
- Tag Manager

## Working with the Best Loved Hospitality Brands

- The Ascott Limited
- Anantara Hotels & Resorts
- Avani Hotels & Resorts
- Hilton Hotels & Resorts
- ONYX Hospitality
- S Hotels and Resorts
- Chatrium Hotels and Residences
- Oaks Hotels, Resorts & Suites
- Dorsett Hotels
- Park Hotel Group
- Frasers Hospitality
- Milaidhoo Maldives
- CLLIX Apartments and Hotels
- Meeru Island Resort & Spa
- Pulse Hotels & Resorts
- Nova Maldives
- Atmosphere Hotels and Resorts
- Joali
- Coco Collection
- Minor Hotels
- JA Resorts & Hotels
- Dusit Hotels & Resorts
- Accor
- Worldwide Hotels
- 137 Pillars Hotels & Resorts
- InterContinental Hotels Group
- Adaaran Maldives
- Baros Maldives
- Kurumba Maldives
- Damac Hotels and Resorts
- Cenizaro Hotels & Resorts
- Dhigali Maldives
- Oaga Resort Maldives
- Paramount Hotels Dubai
- Huvafen Fushi Maldives
- Hard Rock Hotels
- Pathumwan Princess Hotel
- Kuda Villingili Resort Maldives
- Pan Pacific Hotels Group
- Cinnamon Hotels & Resorts
- Thema Collection
- Aitken Spence Hotels
- Heritance Hotels and Resorts
- The Fortress Resort and Spa
- The Blue Water Hotel and Spa
- Uga Escapes
- Reveal the Collection
- Browns Hotels & Resorts
- Amaya Hotels & Resorts
- The Kingsbury Colombo
- Araliya Hotels & Resorts
- Colombo Court Hotel & Spa
- Hunas Falls
- KK Collection
- 98 Acres Resort & Spa
- Water Garden Sigiriya
- Fox Resorts

## CASE STUDY 1

## GOOGLE FEATURED CASE STUDY

## The AI Pivot: Minor Hotels performance campaign driven with AI Max, achieving

### Approach

The strategy centred on leveraging AI Max's keywordless targeting to efficiently discover high-value users and new search terms, effectively bypassing the need for historical conversion data.

To ensure success, a strong foundation was established through close partnership with the client and the agency, ensuring the right test campaign was selected, best practices for the AI Max setup were adopted, and initial insights were used to select seed keywords. The campaign was closely monitored and actively managed, with constant, data-driven adjustments to achieve optimal results.

### Results

**+294%**

Increase  
in Bookings

**+361%**

Increase  
in Revenue

**+61%**

Increase  
in ROAS

**-27%**

Lower Cost Per  
Booking

### OBJECTIVE

Minor Hotels, a global leader, faced the challenge of launching and promoting a unified master brand after years of focusing on individual hotel brands



## CASE STUDY 2

## From Track to Click: Pan Pacific's F1-Themed AI Campaign That Drove Results

### Approach

The campaign strategically leveraged the excitement and global buzz of the F1 season to capture audience attention and inspire action. By aligning with the high-energy spirit of the races, it created a strong emotional connection with travellers.

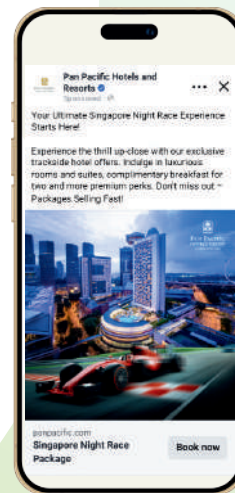
This campaign infused AI-powered racing elements into existing creatives to boost engagement, elevate performance, and drive stronger results year-over-year.

### Results

|             |             |              |            |
|-------------|-------------|--------------|------------|
| <b>2.0%</b> | <b>1.6%</b> | <b>3000+</b> | <b>40+</b> |
| Conv. Rate  | CTR         | Engagements  | ROAS       |

## OBJECTIVE

To leverage the excitement of the F1 season to boost direct bookings and revenue



## CASE STUDY 3

## Orchard Hotel Singapore: Bringing the Mid-Autumn Festival to Life Through Meta Advertising

### Approach

Aimed at turning Hua Ting's Mooncake Festival into a shareable online celebration, the campaign used nostalgic visuals and enticing offers to capture attention, spark excitement and honour traditions in a modern way.

### Results

**4.84%**

Avg. Conv. Rate

**2.34%**

Avg. CTR

**600+**

Avg. Engagements

**30+**

Avg. ROAS

## OBJECTIVE

To promote Hua Ting's Mooncake Festival by using Meta ads to turn a traditional celebration into a fun and shareable online experience



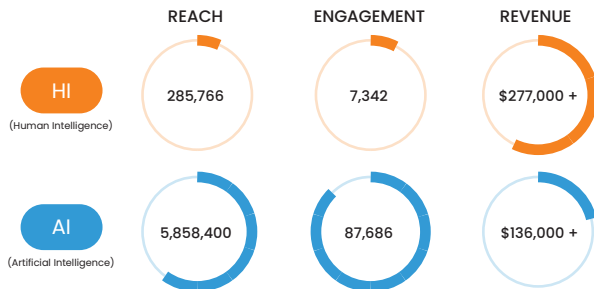
## CASE STUDY 4

## Testing the Power of AI

### Approach

An AI (Artificial Intelligence) vs HI (Human Intelligence) experiment was carried out for a world-renowned hotel brand using different creatives, placements and targeting across Facebook, Instagram, Google and DV360 channels. During the initial month, AI campaigns had a much higher reach and engagement, which resulted in a higher revenue generation compared to the HI campaign. However, during the second month, the HI campaign outperformed AI campaigns with a comparative increase of 103% in revenue.

### Results



## OBJECTIVE

Carrying out experiments  
to measure the effectiveness  
of Combined AI & HI Campaigns





CASE STUDY 5

## Social Media Influence vs. Brand.com For Avani+ Palm View Dubai Hotel and Suites

### Approach

We initiated a Full Funnel Campaign with a maximum investment of 20% of the Bi-Annual Budget Per Month, incrementally increasing it based on performance, up to 100% of the Bi-Annual Budget Per Month.

Brand.com surged with an increase of 52.41% in Bookings and 59.28% in Revenue in 2024. We also noted a significant increase in Search Volume on keywords associated with Social Media Content.

### Results

|             |             |               |
|-------------|-------------|---------------|
| <b>+52%</b> | <b>+59%</b> | <b>+49%</b>   |
| Bookings    | Revenue     | Search Volume |

## OBJECTIVE

Increasing revenue through  
Meta Advertising while  
also driving incremental  
growth in overall  
Brand.com revenue



## Cinnamon Hotels boosts Russian-speaking traffic by 271% in Sri Lanka and the Maldives

### Approach

For the Maldives and Sri Lanka, Russia emerged as a key source market with strong travel intent. To effectively capture this demand, the strategy focused on leveraging search engine advertising—an essential touchpoint for travellers researching and planning their trips.

Yandex, being the dominant search engine across Russia and the CIS region, was selected as the primary advertising platform. Through a combination of text and visual ads, the campaign showcased the properties' unique offerings, successfully increasing visibility among high-potential Russian audiences and driving quality traffic that converted into direct bookings.

### Results

**+271%**

Increase in Traffic

**+23%**

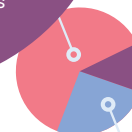
Higher Conversions

**+46%**

Increase in Website Visitors

## OBJECTIVE

Increase visibility in Russian speaking markets and generate bookings across hotels in Sri Lanka and Maldives



## CASE STUDY 7

## GOOGLE FEATURED CASE STUDY

## Minor Hotels increases sales by 86% together with ROAS improvement of 76% with Performance Max for Travel Goals campaigns

### Approach

eMarketingEye worked in close collaboration with Google and proposed Minor Hotels to test out Performance Max for Travel Goals campaigns, so that the Brands could easily create property-specific asset groups and maximize their performance with Google Ads.

Executed for the first time in Southeast Asia

### Results

**117%**

Increase in  
Transactions vs Control

**86%**

Increase in  
Sales vs Control

**51%**

CPA Improvement  
vs Control

**76%**

Increase in ROAS  
vs Control

## OBJECTIVE

Minor Hotels faces key challenges in maintaining creative excellence and optimizing ROAS across multiple properties and markets

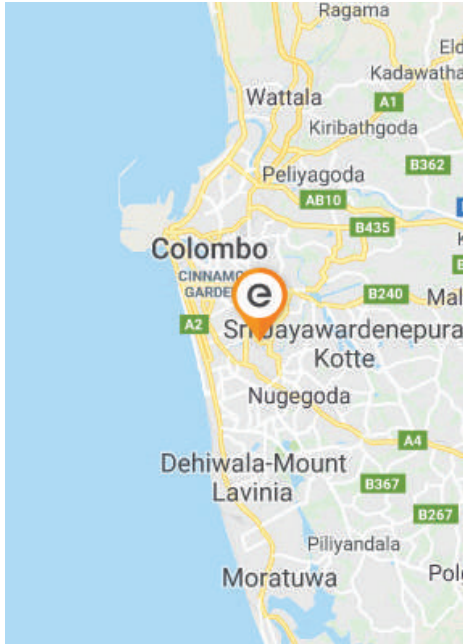




**We Connect Your Brand  
to Every Moment of the  
Customer Journey.**

# Contact Us

Get in touch with us to find out how you can optimize your digital marketing strategies that will help increase your revenue.



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