



Case Study: The Palms Hotel

From Data to Decisions

The Palms Hotel in Las Vegas wanted to track end-to-end ROI of social media. Using Hootsuite and a web analytics service, Google Analytics in this example, the Palms Hotel launched a successful month-long campaign to track revenue from room bookings back to individual social messages.

At high-level, social selling is about listening to your customer, engaging over shared interests, and making a connection on social media. The same simplicity can be applied to tracking the path of revenue from a social message.

The Palms Hotel, Las Vegas

The Palms Hotel is one of Las Vegas' most cutting-edge hotel casinos. In collaboration with Hootsuite, [Josh Ochs](#) from [MediaLeaders.com](#) set out to showcase just how profitable social selling can be for the Palms Hotel's bottom line.



in revenue earned from one organic Facebook post



increase over projected campaign revenue goals



increase in room rate reservation goals

What They Did

The ability to demonstrate social ROI is essential for any business. Organizations like the Palms Hotel want to expand their social media presence, but are responsible for demonstrating its worth. The Palms Hotel wanted to know if website traffic referral from social media converted into a sale. The goal of this campaign was to show the simplicity of driving conversion and tracking revenue from social media using Hootsuite custom URL parameters and Google Analytics.

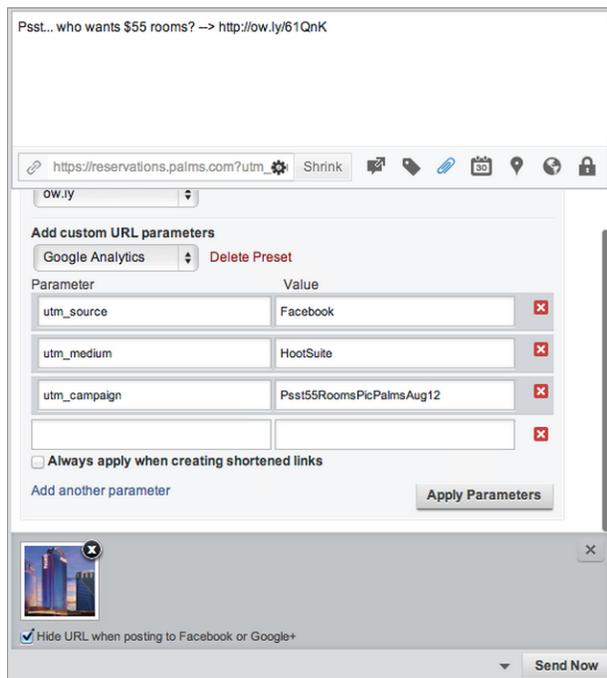
How They Did It

Once messaging was perfected, the MediaLeaders team created campaign-specific Hootsuite custom URL parameters for each social network. Every message sent from Hootsuite on behalf of the Palms Hotel was equipped with these parameters, which stay with the visitor once they click to navigate the hotel's website. If that visitor eventually books a hotel room, that social sale is directly attributed to the campaign and the source they came from.

Custom URL Parameters in Hootsuite

Hootsuite custom URL parameters provide key information for Google Analytics to read. For the Palms Hotel, their custom URL parameters differentiated the source and grouped the links together under specific campaigns. From this information, you can track and monitor metrics such as:

- site behavior
- conversion rates
- time spent on the site
- Ecommerce



“Great messaging is key to social media, but tracking that success is essential.”

Josh Ochs, Founder, MediaLeaders.com

Steps to Track ROI

1. Set up tracking codes in Hootsuite
2. Choose web analytics service
3. Set goals in web analytics
4. Shorten your links and make social posts through Hootsuite
5. See the segmentation in web analytics to see success

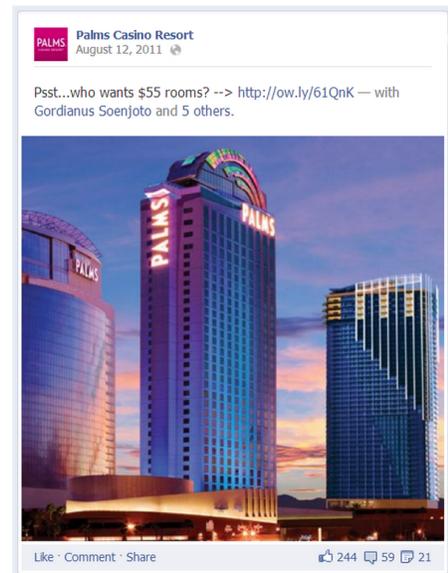
Ecommerce Tracking in Google Analytics

To measure a conversion other than visits or page views, [Ecommerce Tracking is essential](#) for providing conversion metrics from campaign links. Ecommerce Tracking is a way that Google Analytics measures the success of a target objective. The Palms Hotel's campaign objective was to get hotel room bookings online.

Once the custom links are shared on social media and [Ecommerce Tracking is set](#), Google Analytics automatically updates with campaign information. To dive into conversion, the MediaLeaders team was interested in campaign analytics within the Acquisition section of Google Analytics. This tracks revenue, transactions, and conversion rates of each campaign.

The Results

Using Hootsuite and Google Analytics, MediaLeaders not only tracked metrics such as increase in follower growth and engagement, but also measured the dollar value of each social message by showing the path of conversion. In the end, a simple Facebook message ("Psst... who wants \$55 rooms?") with an image of the Las Vegas hotel generated \$903 in revenue from three transactions. The Ecommerce Conversion Rate for the one social message was 6.25%, which is 1296.96% higher than the Palms' usual click to conversion rate.



The Palms Hotel and MediaLeaders:

- Exceeded their campaign revenue goals by 67%, earning a total of \$5,029.19
- Exceeded their room reservation goal by 47%, with a total of 22 transactions
- Gained 2600 new Twitter followers over the month-long campaign
- Increased follower engagement across all social channels