

CASE STUDY

Perch dominates online bookings & Google Rankings by using Nodal CMS & Landing page solution



Perch Service Apartments operates Serviced Apartments and Budget Hotels across different cities in India, and is one of the leading operators in North India and the Delhi NCR region.

• www.theperch.in



The Challenge

- In order to become one of the segment leaders in the serviced stay segment, the Perch wished to enhance their online Marketing and sales to increase their customer reach and increase ARR.
- The company wanted to rank on the key keywords and dominate SEO in order to increase their direct online booking revenue

The Approach

- The Perch utilized a complete solution utilizing the powerful Nodal CMS, SEO, Google Hotel Ads & landing pages that resulted in them dominating SEO rankings, direct bookings and Social Media. This has resulted in them being able to increase their ARR while attracting guests from across the world.

Partnering with Nodal Direct

- Nodal has guided Perch in evaluating, exploring and expanding its clientele and identify the interest of its customers and the key market responsibilities. Over-time Nodal has moved to becoming a vital technology partner handling critical requirements like PMS system, Website and other scalable solutions.

The Results

- Perch has been successful in increasing its direct bookings to over 50% of its overall revenue. In addition it has secured investor funding, rolled out a franchise model and now is regarded as one of the most promising boutique stay hospitality companies in India.

“Thanks to Nodal Direct, we doubled our direct bookings and were able to secure more long term bookings from our target segment. This has allowed us to venture into new geographies and segments”

—Madhu Singh, Director at The Perch Service Apartments

25%

Lift in YoY lift in YoY lift in YoY traffic growth

100%

Increase in direct bookings

#1

Rank on key business keywords

About Nodal Direct: Whether you're a small business owner or enterprise marketer, Nodal Direct delivers reach, relevance and trusted results to help you grow your business. Learn more at www.nodal.direct

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