

CASE STUDY

Dnabnb used Nodal's search by map feature to increase its customer base



DNABNB is a hospitality group with BnBs & condominiums in Ohio and California(USA).



The Challenge

- DNABNB was heavily dependent on Airbnb for its direct bookings, due to this their bookings were largely seasonal. Lacking a direct customer each and commission free bookings proved burdensome for their business and moving to achieve these goals was a prime agenda for them.

The Approach

- Nodal's powerful CMS was clubbed with a map based search option for guests to directly view the property location across counties and state lines. The site was customized to highlight the experiential settings of the properties so that it could attract more guests and upsell on property products as well.

Partnering with Nodal Direct

- Nodal CMS was used to build a beautiful website & app-like mobile compatibility. In addition there were integrations such as Facebook pixel and Ad-Words to maximize marketing efforts.

The Results

- DNABNB has been able to organize its multi-city operations, using one unified dashboard. In addition they now have a higher proportion of longer duration commission free direct bookings as well.

"Working with the Nodal Direct team has been a pleasure, and the CMS has greatly helped us to improve the way that we work and also added a new revenue stream in terms of direct bookings"

—Alicia Long- Co Founder DNA BNB

40%

Increase in organic traffic (3 months)

25%

Increase in repeat guests

#5

new integrations added

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