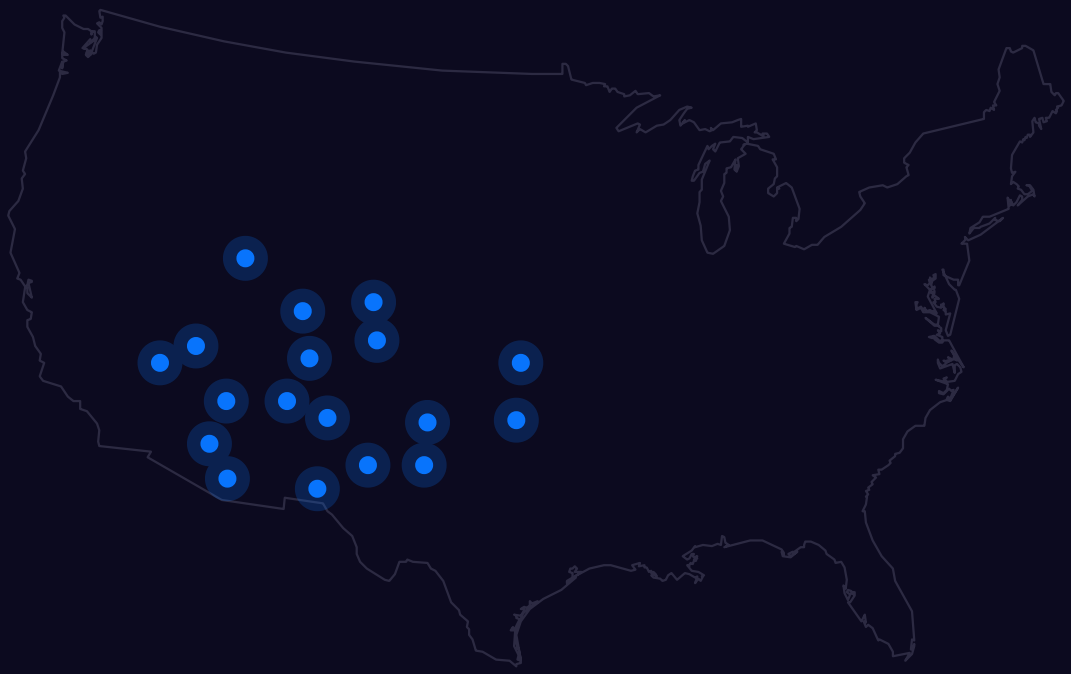
McCarter COLLECTIVE

ROAS: from 0 to 12x.

A national hotel chain with 18 locations relied almost entirely on online travel agencies (OTAs), like Expedia and Hotels.com, for its bookings. It had just started building its own marketing, and the new website a previous team launched was broken. McCarter Collective came in to clean it up and build a direct booking program from scratch.





18 LOCATIONS ACROSS THE WEST AND SOUTHWEST.

18
locations

12x
peak ROAS (return on ad spend)

7 months
from launch to scale

The website was a train wreck.

The new site was the front end for the booking engine, but nothing underneath it worked. Analytics wasn't connected. There was no Google Search Console. URLs were mapped wrong and there was no SEO.

We installed the right tools, ran a full audit, fixed the URL mapping and errors, and got the whole digital footprint back in good standing.

BEFORE	
Analytics	✕
Search Console	✕
URL mapping	✕
SEO	✕
Site health	✕

→

AFTER	
Analytics	✓
Search Console	✓
URL mapping	✓
SEO	✓
Site health	✓

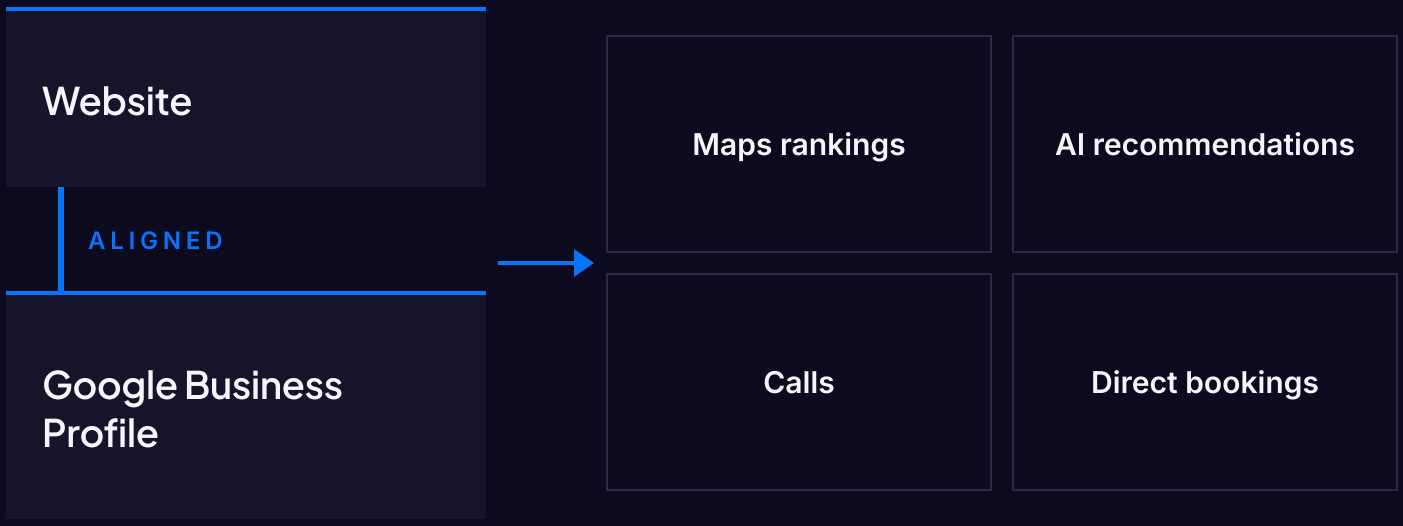
You can't fix what you can't measure. So we started with measurement.

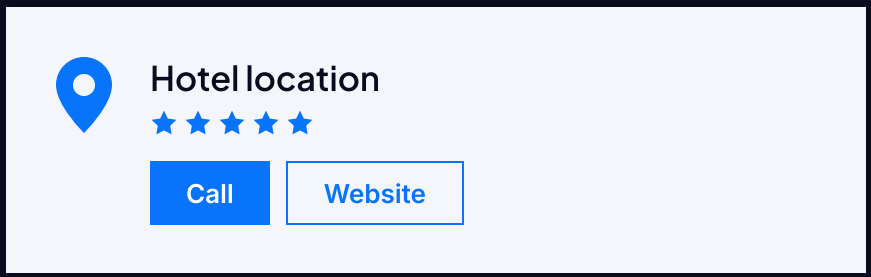
The real storefront is on Google Maps.

For hotels, each location's Google Business Profile matters as much as the website, often more. It's where travelers find, compare and call, and it's how AI assistants decide which hotel to recommend.

Our edge is alignment: the website and every location's profile working together, plus profile work most marketers don't know exists, or don't know why it matters or how to execute it.

We audited and rebuilt all 18 profiles. That drives maps rankings for the searches that matter, and maps rankings drive calls, website traffic and direct bookings. **The specifics are what we walk through on a strategy call. I will tell you specifically what tricks matter most.**



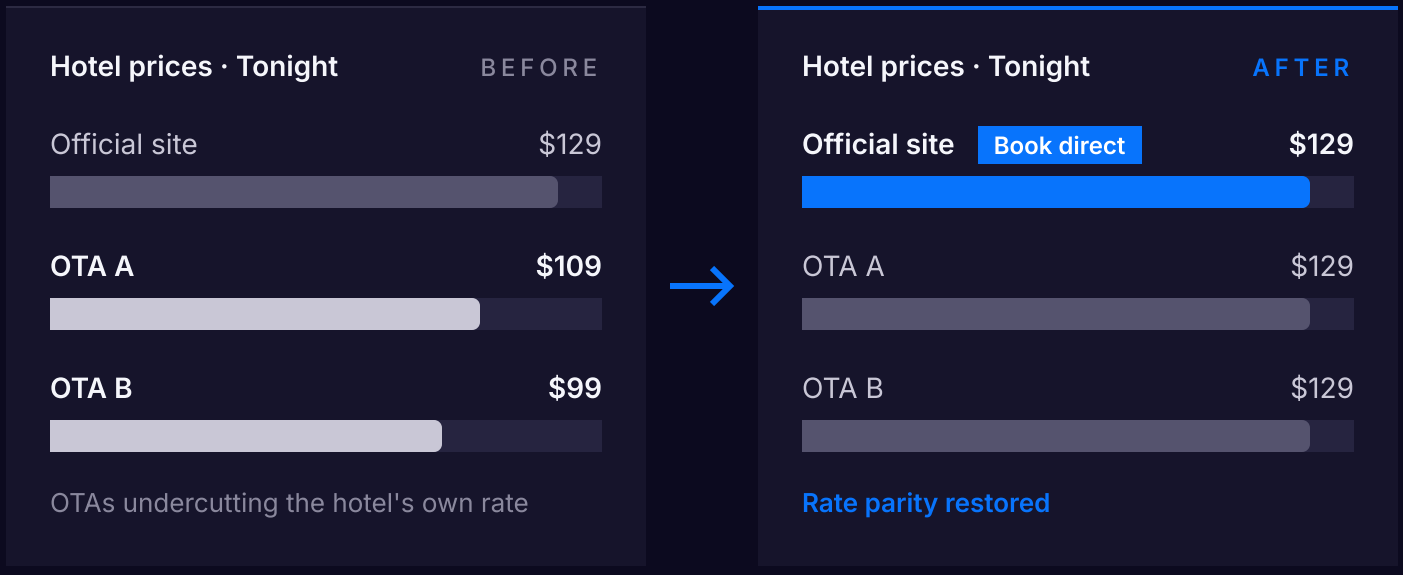


18 of 18

profiles audited and aligned

The data found the leak.

We built and launched a Google Hotel Ads program, the ad format built specifically for hotels. ROAS sat around 2.5x and leadership wanted to know why. Because the ads were live and tracked, the answer showed up in the data: OTAs (Online Travel Agencies) were advertising the hotels on Google at lower rates than the hotels' own direct rate. That breaks rate parity, the contract rule that OTAs can't undercut the hotel's price. Why would a traveler book direct when a cheaper price sits right next to it?



The proof did the work

We identified exactly which OTAs were breaking their contracts. With clear proof in hand, most fixed it on their own. A few got cease and desist letters. Travelers started booking direct again, without the hotels cutting rates or paying OTA commissions.

Rate parity: the rule that OTAs can't advertise a hotel cheaper than the hotel's own rate contractually.

12x at the peak.

12x

peak ROAS, up from about 2.5x while rate parity was broken



ROAS moves month to month. 12x was the peak.

Fixing rate parity and optimizing the campaigns around it turned one marketing insight into a business decision for the whole company.

1.5+ years in. McCarter Collective sits on the C-suite as fractional CMO alongside the CEO, COO and VP.

CEO	COO	VP	**Fractional CMO**

> "They couldn't figure out why direct bookings weren't coming in. The data gave us the answer, and that clarity is what let us scale with confidence."
>
> LANDON MCCARTER · FOUNDER, MCCARTER COLLECTIVE

The marketing works.
Now we build the system.

SEO, Google Hotel Ads, AI recommendations and social are dialed in. The next stage is an agentic AI system, including a direct booking experience connected to the hotels' own systems, built to take the group to the next level as it grows.

DONE	NOW	NEXT
Website rebuilt, 18 profiles aligned, Hotel Ads to 12×.	Scaling marketing across locations.	Agentic AI booking system, in early build.

Traveler asks AI → Hotel recommended → Books direct



Build your growth plan.

McCarterCollective.com

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Book a Strategy Call

Get a free 5-minute Loom review