



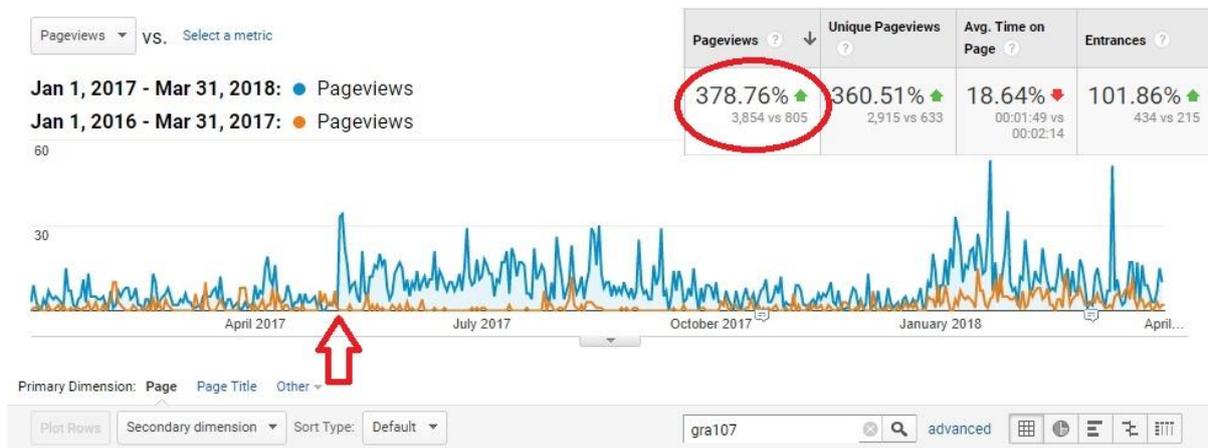
## Villa Promotion Packs - Case Study

Whether you're renting your holiday home for the first time and are looking for a kickstart, or are an experienced renter looking to give your listing an extra boost – our [Villa Promotion Packs](#) offer an **affordable way to take your marketing to the next level!**

From displaying your featured listing at the top of our search results, being promoted across our social media platforms, being included in our newsletters, or having a featured listing on our homepage – the possibilities are endless.

**The big question is, of course, does it work?** Yes, it does. But don't just take our word for it, **find the proof below!**

The owner of **GRA107**, a lovely seaside apartment in Grau d'Agde, invested in our **Advanced Villa Promotion Pack** for the first time in 2017, a difficult year for the holiday rentals market in the South of France. We boosted her listing to the top of our search results, promoted her apartment on our social media and newsletters and even featured her listing on our homepage – and the results are stellar. Just see below:

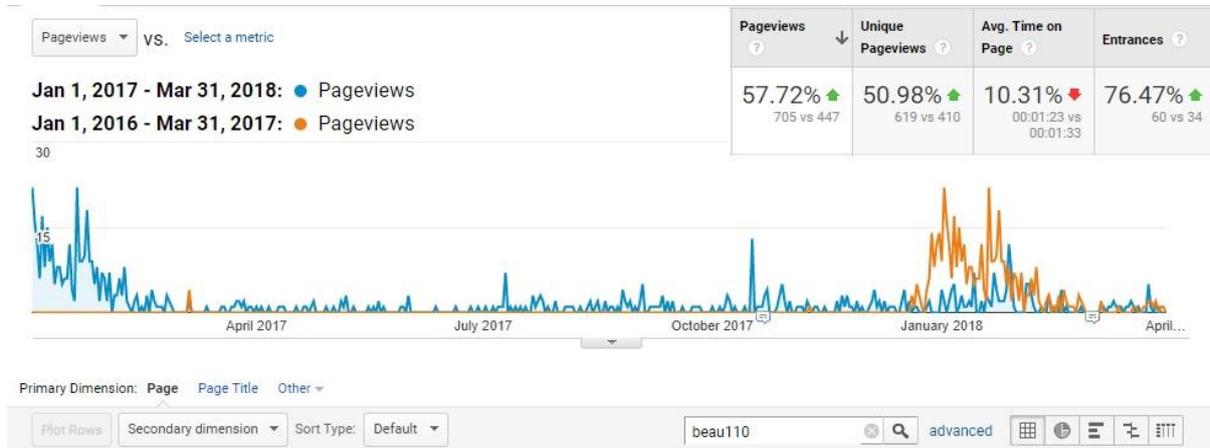


From the very day this owner subscribed to our Villa Promotion Packs the rise in pageviews speaks for itself – from only 805 pageviews in the period of Jan 1 2016 to Mar 31 2017, pageviews leapt to a whopping 3854 pageviews in the same period the year after. **This is a rise of 378% in pageviews!**

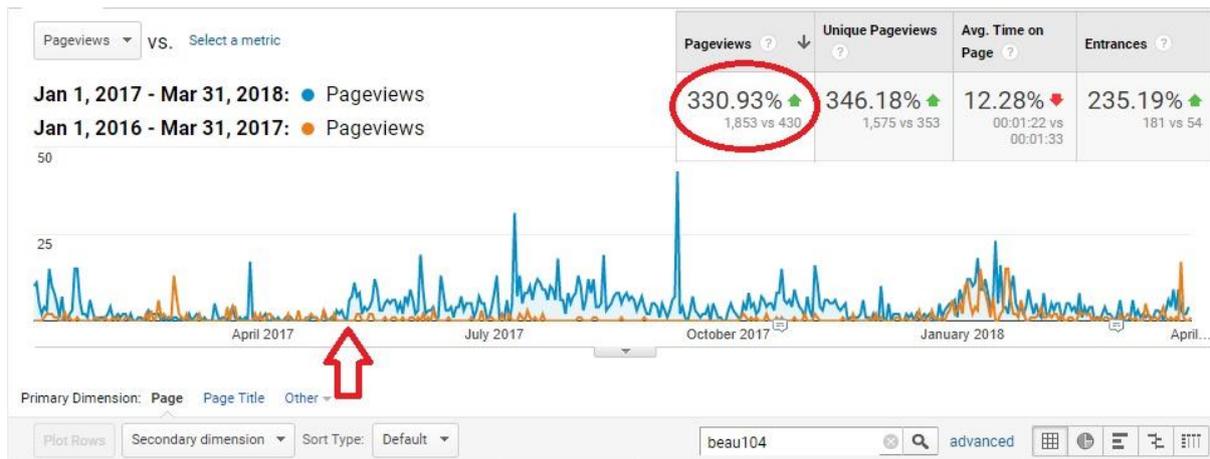
**Impressed? There's more!** For our next example we proudly take it to the next level. We are lucky enough to advertise a wonderful Romanesque hilltop village near Beaucaire. In fact, **we advertise it twice**. Listing BEAU110 is for the main 6-bedroom house sleeping 12 guests, listing BEAU104 is for the main house + an annex sleeping a total of 15 guests. **The owner decided to subscribe BEAU104**

to our **Advanced Villa Promotion Pack** and do nothing for **BEAU110**. We've put the figures for the 2 listings next to each other and the results are remarkable.

First, we take the non-subscribed listing of **BEAU110**.



Second, we have a look at the figures of the subscribed listing of **BEAU104**.

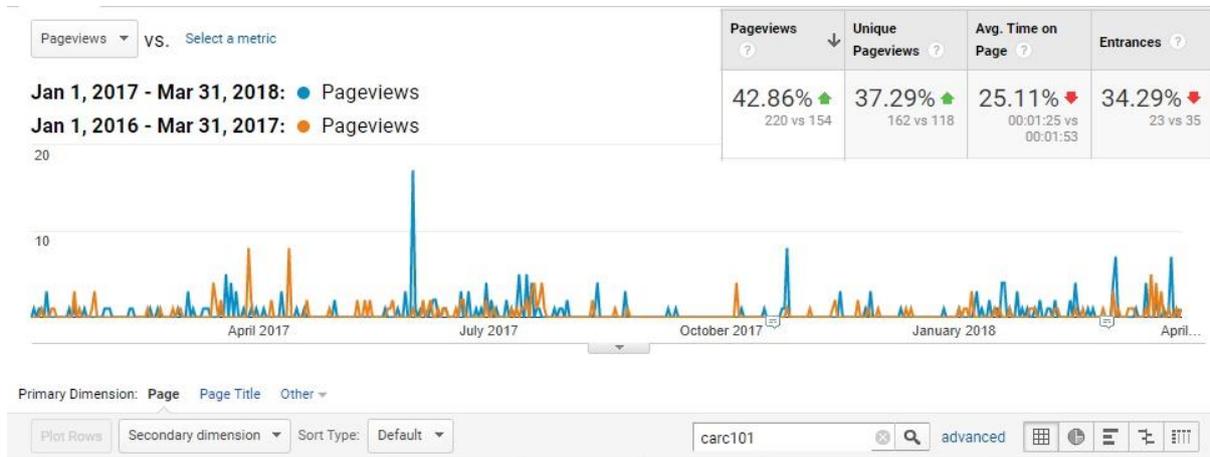


Previously, both listings received around the same amount of pageviews. **After subscribing BEAU104 to the Advanced Villa Promotion Pack, it has received considerably more traffic** – not only compared to the previous year, but also compared to the other listing that didn't get a marketing boost!

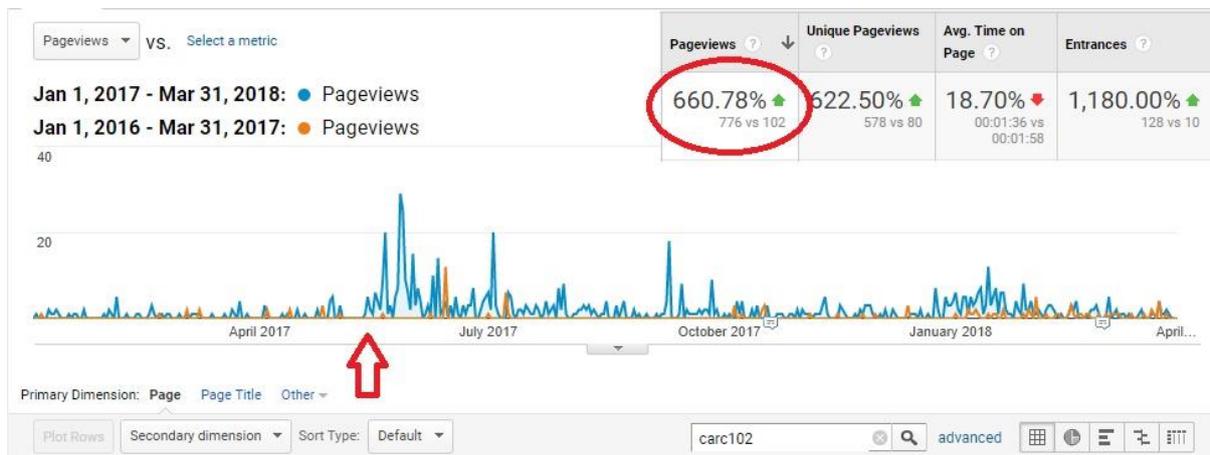
**Insider tip!** The above marketing tools (and their great results!) aren't only reserved for owners who have subscribed to our Villa Promotion packs. **We gladly reward owners who keep an excellent listing** with a thorough description and good photos, and owners who update us regularly and respond swiftly to enquiries get extra brownie points! It goes even further, our system considers above factors and bumps up "good" listings and drops "poor" listings in our search results, **it all depends on you!**

**A similar example** is for a small resort of holiday gîtes in the Montagne Noire region north of Carcassonne. The owner decided to boost his flagship 4-bedroom apartment CARC102 with the Advanced Villa Promotion Pack. If we put this next to one of his 3-bedroom apartment listings CARC101, with similar description and photos, we can see a clear pattern emerge.

Again, we'll start with the non-subscribed listing of **CARC101**.



Next, we compare this to the results of the subscribed listing **CARC102**.



Whereas originally listing CARC101 outperformed listing CARC102, after boosting it with the Advanced Villa Promotion Pack **CARC102 has boomed compared to CARC101**.

The proof is there, **a little extra promotion can make a world of difference for your holiday home's** listing on our website. And at the small fee we charge, there is almost no reason not to do it. So, don't wait any longer and [promote your holiday home now!](#)