

# Gigawatt Delivers Year-Over-Year Gains to Drive More Revenue for Hospitality Brands



**Situation:** Black Friday–Cyber Monday is a critical moment for many clients, including hospitality brands looking to accelerate sales and bookings during slower off-season periods.

**Solution:** Leveraging expanded programmatic capabilities on The Trade Desk, layered with strong Google Search and PMax strategies, Gigawatt drove significant year-over-year revenue gains for clients across this category through:

- **Enhanced premium and live CTV inventory** during high-attention viewing moments, delivering full-funnel impact and cross-device conversions.
- **Strategic dayparting and budget fluidity**, allowing spend to shift in real time toward the highest-value demand windows.
- **Increased use of first-party data and lookalike modeling** to balance exposure across high-value prospects and returning customers.
- **Daily hands-on optimizations** focused on high-intent actions, continuously refining bids, audiences, and inventory to maximize return.

Results

Client #1



**716% ROAS**  
**+300% YoY Revenue**

\$295k Revenue from \$44k Spend

Client #2



**400% ROAS**  
**+95% YoY Revenue**

\$58k Revenue from \$11.7k Spend

Client #3



**2970% ROAS**  
**\$9.39 Avg CPA**

\$14.5k Revenue from \$600 Spend, with notable increase in larger scale booking transactions.