

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



Client #2



Client #3

716% ROAS
+300% YoY Revenue

\$295k Revenue from \$44k Spend

400% ROAS
+95% YoY Revenue

\$58k Revenue from \$11.7k Spend

2970% ROAS
\$9.39 Avg CPA

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