

CASE STUDY

OVERVIEW

Two years into our partnership with Edge Creekside Hotel (EDGE) and the results have been outstanding. Our partners continue to see tangible results in both brand awareness and footfall. This has led EDGE to continue to trust fluidmeet's products & services, renewing their packages year on year.

APPROACH

The journey of growth with EDGE stemmed from our client-centric approach:

- ✓ **The team:** signature marketing approach that guarantees quality traffic to fluidmeet which in turn translates into RFQs / leads and online bookings. This is even more achievable through our unique marketing angle that ensures users land on the spaces most suitable for their requirements. We have implemented high-tech solutions that allow us to predict & optimize business outcome using behavioral signals & data-driven tactics.
- ✓ **Premium addons:** fluidmeet's featured listings were able to generate 10x impressions for EDGE compared to regular ones; moreover, high-value open requests submitted by our clients were efficiently transferred, using our technology, to EDGE providing them with 4x the number of leads. Both of these, including other tech features, resulted in more leads and conversions of high-value tickets.
- ✓ **The product:** fluidmeet's technology and processes allow clients to connect with our partner properties in as simple and least time and cost consuming way as possible. We focused on reducing friction along the users' journey of space exploration, request submission and online bookings.
- ✓ **Marketing support:** adhering to the latest trends in search engine marketing, social media & email marketing, fluidmeet contributed to our partners' digital footfall, lead generation, and increased online conversions via fluidmeet owned digital channels.
- ✓ **Customer support:** our team develops a strong bond with clients through unwavering support along their journey from exploration to booking. Our approach has proven to boost engagement between clients and partner venues and has led to more hotel visits, and ultimately, more closed deals.

RESULTS in 6 months - 2nd half of 2021



312

Number of requests



\$502,776

Value of requests



943%

ROI

TESTIMONIAL



**Mr. JAWAD SAADE, GENERAL MANAGER –
EDGE CREEKSIDE HOTEL**

"EDGE benefited significantly in terms of productivity and efficiency by improving footfall and the number of valuable bookings. The fluidmeet team is always available to guide us on how to effectively convert inquiries into successful events. We are very satisfied with our partnership with fluidmeet and we highly recommend them"



ABOUT EDGE CREEKSIDE

- Located in Dubai Creek area and within walking distance from Dubai Metro and Dubai International Airport.
- 4-Stars hotel with thousands of superb reviews.
- Listed 8 outlets including Halo Halo Restaurant, The Hub - Lobby Cafe, FETA Restaurant, FETA Shisha Lounge, FETA Terrace, Pool Juice Bar, Delma Meeting Room, and Rose Creek Ballroom on fluidmeet.

CONCLUSION

Becoming a premium fluidmeet partner resulted in a journey driven by spectacular results. With fluidmeet's marketing, product and support, and our assertive presence in the marketplace, results and growth for our partners are inevitable. With over two years of partnership, EDGE's success is witnessed in tangible results and numbers. Adhering to our values of simplicity, professional intangible, centricity, and efficiency has driven fluidmeet towards continuous success.