CASE STUDY

How Donatello Turned Early Revenue Wins into 3X Conversion Growth

37%
MoM Growth in Direct Bookings

AED 19K
Revenue Added in First 3 Weeks

3x
Website Conversion Growth Achieved

UNO | Direct Stack

About Donatello Hotel

Donatello Hotel is a premium hospitality property located in a high-traffic urban market, catering to both business and leisure travellers. Known for its guest experience and service quality, Donatello has been steadily investing in its **direct booking channel** to reduce OTA dependency and improve profitability.

As a single-property hotel, the focus was clear:
make the direct channel work harder-without adding operational complexity.

> With UNO Direct Stack, our booking journey, promotions, and distribution worked as one system - delivering **AED 19,000** in incremental revenue within 2-3 weeks and improving conversion by **3X** over time.
>
> *Witty D'silva, Cluster Director of Sales and Marketing at Maple Wood Hospitality, Dubai*

The Real Challenge: Direct Growth Was Fragmented

Donatello's challenge was not demand.
It was **conversion and control across the direct journey.**

Like many hotels, the direct channel was supported by disconnected components:

- A legacy booking experience that created friction
- Manual, time-consuming promotion setup
- Limited ability to personalize offers
- No structured way to monetize beyond the room
- Multiple systems and teams managing distribution, booking, and visibility

This fragmentation made it difficult to scale direct bookings consistently or see fast returns on investment.

The Shift: Thinking in Terms of a Direct Stack

Instead of optimizing individual tools, Donatello adopted **UNO Direct Stack**-a unified system designed to **manage, distribute, represent, and convert direct demand as one connected flow.**

The objective was not just to "upgrade the booking engine," but to fix the **entire direct booking ecosystem:**

- **Visibility** (metasearch)
- **Conversion** (booking experience)
- **Control** (rates, promotions, distribution)
- **Monetization** (ancillaries)
- **Speed** (execution and iteration)
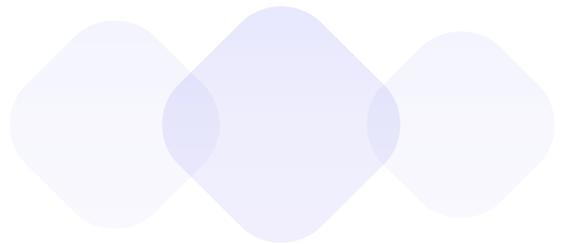
The Solution: UNO Direct Stack in Action

UNO Direct Stack brought together multiple revenue-critical layers under one platform and one team.

1. Conversion Layer: A Booking Experience That Reduces Drop-Off

The booking journey was rebuilt to be:

- Mobile-optimized
- Faster and simpler to complete
- Multilingual for diverse demand
- Designed to guide users smoothly to completion

This directly addressed booking friction that had previously led to drop-offs.

2. Visibility + Demand Layer: Metasearch That Feeds Conversion

Demand Booster was activated as part of the stack to support metasearch visibility. Crucially, this layer did not operate in isolation-it worked in sync with the booking experience and rate strategy.

As a result, **high-intent traffic landed on a journey built to convert**, not just a booking page.

3. Control & Speed Layer: Promotions Without Bottlenecks

Rate structuring, distribution mapping, and promotion setup became significantly easier:

- Promotions could be **launched in minutes**
- No dependency on multiple vendors or tech teams
- **One unified team** managing the full stack

This led to a **60% reduction in time spent managing promotions**, freeing the team to focus on performance rather than setup.

Monetization Layer: Beyond the Room

UNO Direct Stack also enabled Donatello to prepare for future revenue expansion by integrating ancillaries such as:

- Late check-outs
- Transfers
- Additional services

Booking was no longer treated as the endpoint, but as a **revenue expansion moment.**

The Impact: Conversion and Sustained Direct Growth

Conversion Lift
Once the direct stack was aligned, performance improved across both **conversion quality and booking momentum.**

Before UNO: **1.2%** website conversion	**After UNO**: **3.6%** website conversion

➡ **3X** increase in conversion

This lift was driven by reduced friction, better personalization, and a more intuitive booking journey.

Sustained Direct Booking Momentum

Rather than a short-term spike, Donatello experienced **structural growth in its direct channel:**

3X
improvement in
website conversion

37%
month-on-month growth
in direct bookings

4X
increase in monthly room
nights within the first year

AED 19k
in incremental revenue within
the first two to three weeks

This validated the move from fragmented tools to a unified Direct Stack approach.

> UNO Direct Stack gives us the ability to compete confidently with the largest brands - because everything we need to grow direct now works as one system.
>
> *Witty D'silva, Cluster Director of Sales and Marketing at Maple Wood Hospitality, Dubai*

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