

Get inspired.



Omni Hotels boosts conversions 4X by ditching cookies for Display & Video 360's PAIR

From its roots in grand historic hotels to its collection of modern resort destinations, Omni Hotels & Resorts has been shaping the hospitality landscape for decades. With over 40 locations spanning across North America, Omni has continued to build upon its rich legacy that blends time-honored elegance with personalized experiences, offering guests a taste of genuine luxury. To navigate the privacy-focused landscape, Omni partnered with PMG, MiQ, and LiveRamp, adopting Google's Display & Video 360 Publisher Advertiser Identity Reconciliation (PAIR) solution to deliver relevant ads without compromising user data. This resulted in a remarkable 4X increase in ad conversion rates compared to traditional cookie-based methods, demonstrating success in delivering relevant experiences while respecting user privacy.

[Read more](#)



Get the latest, delivered.

Our monthly newsletter puts the latest success stories, insights, and product news right into your inbox.

Subscribe

Filter by:

Product



- ☐ Ads Data Hub
- ☐ Analytics
- ☐ Analytics 360
- ☐ Campaign Manager 360
- ☐ Commerce Media
- ☐ Connected TV
- ☐ Custom Bidding
- ☐ Display & Video 360
- ☐ Google Cloud
- ☒ Google Marketing Platform
- ☐ PAIR
- ☐ Search Ads 360
- ☐ Tag Manager
- ☐ Tag Manager 360

Clear filters



CASE STUDY



CASE STUDY

Uber Eats delivers a 10% increase in campaign reach with Display & Video 360

[Read more](#)

Charlotte Tilbury Beauty reduces CPA by 29% with Custom Bidding

[Read more](#)



CASE STUDY

Claro Shop uses Google Analytics 4 to increase in-app purchases in time for the holiday season

[Read more](#)



CASE STUDY

Banco Azteca increases financial product sales by 178% with Google Marketing Platform

[Read more](#)



CASE STUDY

How The North Face used Tag Manager 360 to increase conversions by 3X

[Read more](#)



CASE STUDY

How PepsiCo moved from mass demographic marketing to a consumer-centric marketing approach

[Read more](#)

[Show more](#)