

## **BWH Hotel Group Italia entrusts Connexia with the digital media**

*The primary objective is to control the entire funnel.  
Also included in the plan are video strategy and social campaigns.*

Milan, 2 February 2023 - **BWH Hotel Group Italia**, a hotel group with 170 hotels throughout Italy, has chosen **Connexia**, the communication and marketing agency of **Retex**, to take care of its **digital advertising** activities.

Connexia will manage the digital marketing campaigns of the leading hotel business in Italy, with the objective of presiding over the entire funnel, both in the initial conception and in the more advanced stages of the conversion process.

The main focus is on **performance**, concentrated on qualified traffic and the generation of target users who then book through direct channels, such as the company website [bestwestern.it](https://www.bestwestern.it) and the individual hotel websites. The objectives also include **brand awareness** and **engagement**.

Various activities and channels are covered, starting with always-on, including search campaigns on Google and Bing, retargeting, prospecting and affiliation. There is no shortage of display campaigns in programmatic, video strategy and audio and video streaming platforms such as Spotify and YouTube.

For BWH Hotel Group, the decision to collaborate with Connexia, the first of the big names in the industry to become a **Benefit Company** and the first to begin the process to obtain **B-Corp certification** in 2022, is part of the drive to forge partnerships with companies that are attentive and committed to ESG.

### **BWH Hotel Group®**

BWH Hotel Group is a leading global group in the hotel industry and owns three brands, including WorldHotels, Best Western and SureStay Hotel Group. The global network boasts around 4,500 hotels in more than 100 countries and regions worldwide.

In Italy, the group has 170 hotels across the country.

With 19 brands in every segment from budget to luxury, BWH Hotel Group meets the needs of developers and guests in every market. [www.bestwestern.it](http://www.bestwestern.it)

### **Connexia**

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. [www.connexia.com](http://www.connexia.com)