

Conquering Guests from Hotel Competitors

To identify and convert people who had recently booked with competitors, a national hotel chain turned to Conversant.

BY THE NUMBERS



49K

transactions

\$23.63

return on ad spend

CHALLENGE

A national hotel chain wanted to drive more direct room bookings through competitive conquering—specifically, by messaging competitors' guests online and incentivizing these travelers to book with them. The chain needed to avoid duplicate efforts by recognizing where people were booking and filtering out those who had already booked with them across channels.

SOLUTION

Using Conversant's MarketView transactional data, which has booking data from more than 70 hotel chains, the chain got deep insights on their best potential prospects, including:

- **What they purchase**
on a monthly, quarterly and annual basis
- **How they purchase**
including the categories they buy in and how often they spend
- **How to connect**
across their devices, mapping their purchases to consumer profiles

We identified people who had transacted with six competing hotel brands. Throughout the campaign, we optimized each prospect's messaging via machine learning, increasing overall performance.

RESULTS

The hotel chain reached more than **6.3 million people** who had booked at one or more of their competitors' hotels, which led to over **\$8 million in sales**. Based on these results, the chain plans to expand their reach by including the guests of additional competitors who were identified through MarketView.

Learn more



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6.3M

individuals messaged

\$8.2M

in measured revenue