

Travel and Hospitality

CASE STUDY OVERVIEW

CUSTOMER

A high-end, luxury resort hotel near a major U.S. city.

PROVIDER

An ad agency division specializing in cross-media development and printing for relationship-marketing campaigns.

CHALLENGE

Boost the hotel's by building its leisure business and developing a younger clientele than its then-average age of 50-something.

SOLUTION

Complement existing targeted print placements with a more robust online marketing program that includes personalized, triggered email communications, newsletters, and ad hoc campaigns.

RESULTS

ROI increased from 85% to 709%; Cost per acquisition decreased from \$233.89 to \$57.11; Click-through rate increased from 1.59% to 5.08%; Occupancy rates increased from 40% to 80%; Average guest age went down to mid-40s; Ad agency's division earned future business.



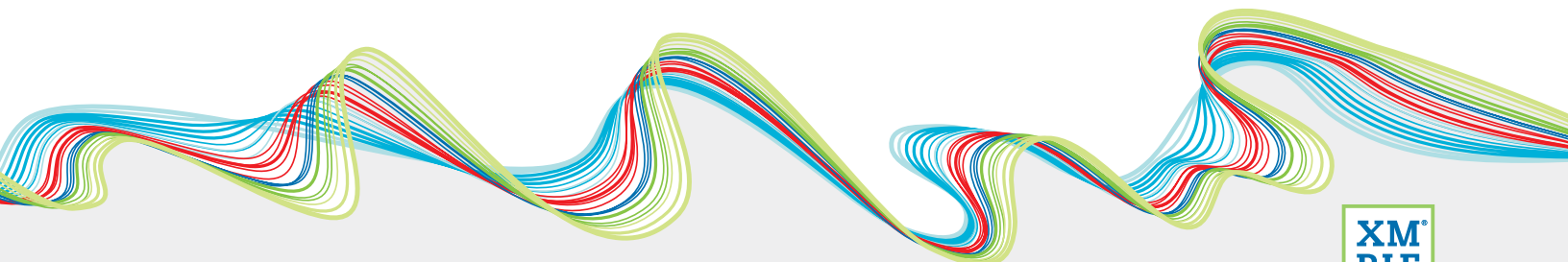
Ad Agency Boosts Luxury Hotel's Marketing ROI to 700% With XMPie-Enabled Relationship Marketing Campaign

After experiencing a dramatic drop in group and meetings bookings in 2009 and 2010, a high-end, luxury resort hotel near a major U.S. city responded by seeking to boost occupancy, in particular by building up its leisure business and developing a younger clientele than its then-average age of 50-something. The plan: complement existing targeted print placements with a more robust online marketing program.

The hotel's ad agency began targeting new prospects with search marketing, re-targeting and display advertising campaigns, while a division that specializes in cross-media ran a customer relationship marketing campaign. The division's program optimizes all client contacts by sending a series of email responses triggered by clicks on special offers, bookings, cancellations and other actions, all programmed and personalized with the XMPie e-Mail Service™. The responses followed different paths depending on the circumstances - encouraging a booking, up-selling or cross-selling other hotel offerings, or promoting a return visit, for example. Proactive communications included a newsletter and ad hoc campaigns that promoted various hotel offerings, such as golf, spa and hotel restaurants. Frequent A-to-B testing helped identify the most effective approaches.



The new campaigns have driven occupancy rates to a very healthy 80 percent up, from 40 percent in 2008, and average guest age to mid-40s, down from 50-plus. With occupancy rates where they need to be, relationship marketing has assumed the flagship marketing role. This new approach has vastly outperformed previous campaigns, increasing return on marketing investment to 709 percent from 85 percent, reducing the cost per acquisition to \$57.11 from \$233.89, and increasing the click-through rate to 5.08 percent from 1.59 percent. Flexible, XMPie-driven automation enables many of the relationship marketing initiatives. The software's ability to leverage business rules to change images or messages, paired with the ease of use of the InDesign-driven workflow, proved to provide the key to successful personalization.



XMPie, A Xerox Company 485 Lexington Avenue, 10th. Floor, New York, NY 10017 Tel: 212-479-5166 Fax: 212-479-5177

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www.xmpie.com Email: marketing@xmpie.com

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