



Hyatt Boosts Direct Bookings and Customer Loyalty Using Visa Advertising Solutions

Challenges

With a growing number of choices for online booking, Hyatt wanted to encourage guests to book directly on its website at www.hyatt.com as a way to deepen its relationships with loyal customers.

The leading hotelier launched an exclusive discount for its loyalty program members, rewarding loyal guests with an up-to-10-percent discount for bookings made through Hyatt.com or the Hyatt mobile app at participating hotels in the U.S., Canada, Caribbean, Australia and Southeast Asia.

To promote the program, Hyatt worked with Performics, its performance marketing agency, to run an ad campaign designed to elicit more direct bookings and build membership enrollees. The ad campaign's primary call to action to guests was book direct and receive the exclusive discount, plus other benefits.

However Hyatt still had a challenge: with competitors spending aggressively on marketing, Hyatt needed a strategy to get the absolute most bang for

its advertising buck. They needed more precise audience targeting to reach "in-market" traveler audiences, potential buyers whose travel spending behaviors suggest they are likely to book a hotel.

Visa Audiences powered by Oracle produced **80% higher ROI** than other audience segments tested after first 5 months

Source: Performics Research

Solution

Hyatt turned to Visa and Oracle Data Cloud to target specific audiences for social media and display advertising. Using a variety of pre-built and custom Visa Audiences powered by DLX Oracle Data Cloud, the company was able to identify consumers in market for North America hotels, as well as frequent buyers of air, cruises, theme parks and other travel.

Contact your media sales representative today or visa.com/advertisingsolutions to learn more.

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Visa Advertising Solutions built audiences based on purchase insights from one of the world's largest electronic payment networks which were then enhanced and activated through Oracle Data Cloud. Hyatt was then able to activate these audiences in a series of ads on social media that offered exclusive discounts and additional member benefits for booking direct, including online check-in and express check-out, mobile reservation management and round-the-clock customer care.

Results

During a five-month campaign on social media, which ran from April through September 2016, Performics analyzed performance of all segments

that Hyatt tested in this campaign and optimized to maximize volume from those that drove the highest ROI. They concluded that Visa Audiences powered by Oracle yielded an 80% higher ROI than other audience segments. Based on these results that dramatically exceeded similar audiences in performance tests, Hyatt expanded its use of Visa Audiences powered by Oracle.

In 2017, Hyatt and Performics plan to use Visa Audiences powered by Oracle across their digital advertising campaigns, and to explore new custom audience options based on travel destinations. The company plans to enhance its rewards program and will use Visa Audiences powered by Oracle for its upcoming digital ad campaigns.

“ We want our guests to have the best experience, and we believe Hyatt.com provides that with a guaranteed best price, hassle-free-ability to manage your reservations on your terms, and opportunity for Hyatt colleagues to get to know you and your preferences. With the help of Visa, we were able to target the relevant audience, encourage them to book direct, and reward them with an exclusive discount. ”

- Frank Wong, Director, Digital Media, Hyatt

The following Visa Audiences powered by Oracle were used in this case study:

In Market Travel:

Air Travel > High Spenders

Cruises > High Spenders

Car Rental > High Spenders

Destination Theme Parks > High Spenders

Frequent Travelers > Frequent Spenders

In Market Hotel:

Hotel: Luxury > Frequent Spenders

Luxury Travelers > High Spenders

Hotel: Upscale > Frequent Spenders

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