OBJECTIVE
The objective of this program was to drive hotel bookings, solely focusing on potential customers from the United Kingdom. The main challenge was to gain conversions in the crowded, competitive online travel market.

ACTION
Rocket Fuel used Direct Response Booster to target customers who were likely to book a hotel through display and FBX. The result: Rocket Fuel met the set goal within the first four days of the eight-week campaign.

Meliá did not provide the value of sales driven by other partners, so Rocket Fuel had no basis for performance comparison. Rocket Fuel implemented a basket-value parameter and optimised toward reaching “act-alike” customers that had a higher propensity to book larger average order values. This enabled Meliá to target its most valuable prospects.

The main KPI of this campaign was the cost per order (CPO). Rocket Fuel proactively tracked the revenue generated per conversion, enabling Meliá to gain granular insights into the value of the bookings it brought in.

Meliá Hotels International is one of the largest hotel companies in the world and the largest hotel chain in Spain in both resort and city hotels. The company currently operates more than 350 hotels in 35 countries and four continents under its brands: Meliá, Gran Meliá, ME by Meliá, Paradisus, Innside by Meliá, TRYP by Wyndham, Sol Hotels, and Club Meliá.

DIRECT RESPONSE BOOSTER LOCATES USERS THROUGH DISPLAY AND FBX, MEETING THE SET GOAL WITHIN THE FIRST FOUR DAYS OF THE CAMPAIGN.

ADVERTISER
Founded in 1956 in Palma de Mallorca, Spain, Meliá Hotels International is one of the largest hotel companies in the world and the largest hotel chain in Spain in both resort and city hotels. The company currently operates more than 350 hotels in 35 countries and four continents under its brands: Meliá, Gran Meliá, ME by Meliá, Paradisus, Innside by Meliá, TRYP by Wyndham, Sol Hotels, and Club Meliá.

CASE STUDY: MELIA HOTELS INTERNATIONAL
STRATEGY

Rocket Fuel made use of a vast repository of experience with clients in the Travel vertical, as well as general insights gained by the algorithm. By implementing a mechanism that provides the basket value of each sale, Rocket Fuel was able to provide daily insights regarding the client’s actual revenues.

<table>
<thead>
<tr>
<th>DAY OF WEEK</th>
<th>TIME OF DAY</th>
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<tbody>
<tr>
<td>Tuesday</td>
<td>3 to 6pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>6 to 9am</td>
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<tr>
<td>Wednesday</td>
<td>9am to Noon</td>
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<tr>
<td>Monday</td>
<td>Noon to 3pm</td>
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<tr>
<td>Saturday</td>
<td>6 to 9pm</td>
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<tr>
<td>Sunday</td>
<td>9pm to Midnight</td>
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<tr>
<td>Friday</td>
<td>Midnight to 3am</td>
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<tr>
<td></td>
<td>3am to 6am</td>
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</tbody>
</table>

The graphs above show the two main contextual factors and which specific day/time drove the best lift when compared against the baseline.

RESULTS

Based on general and campaign insights, Rocket Fuel found the most valuable individuals to book a hotel room with Meliá through FBX and display, providing innumerable measures that correlated positively with the likelihood of a person booking a hotel room.

Rocket Fuel implemented pixels on the Meliá website and built actalike models based on the actions of customers who had previously booked a hotel room with Meliá. By combining these first-party insights from Meliá’s website with its general experience in the Travel vertical, Rocket Fuel succeeded in generating a considerable number of sales.

The impact of this was that Rocket Fuel achieved CPO 36.2% better than goal, with average conversions per day coming in 37.5% better than goal.

“BASED ON ROCKET FUEL’S EXTENSIVE EXPERIENCE WITH THE ONLINE TRAVEL INDUSTRY, WE WERE EXCITED ABOUT USING THEM TO HELP US INCREASE OUR ONLINE BOOKINGS. WE WEREN’T A BIT SURPRISED WHEN THEY MET THE GOAL FOR BOOKINGS WITHIN THE FIRST FOUR DAYS OF THE EIGHT-WEEK CAMPAIGN.”

Matthias Koch,
E-Marketing Manager
Europe, Meliá Hotels International

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