HYATT®

High-end hotel used Way.IO's DSP to find relevant booking prospects while driving visits to their website.

Advertiser : Hyatt   **Method :** Audience Targeting   Predictive Modeling

01 CAMPAIGNS GOALS

- Raise awareness among Specific target audiences.
- Bring down cost per booking.

02 APPROACH

- Used Way.IO's DSP to target premium Apps and relevant audiences.
- Optimized clicks using Way.IO's predictive modeling.

03 RESULTS

- Successfully scaled campaign to target audiences.
- Effectively lowered cost per booking, achieved 1.5x higher booking rate than before.

LOOKING FOR NEW MEDIA TO REACH RELEVANT PROSPECTS

Hyatt Hotels Corporation is an American multinational hospitality company . As of March 25, 2018, Hyatt has 777 properties in 54 countries. Hyatt wanted to efficiently reach relevant prospects while taking advantage of new premium media.

TARGETED PREMIUM TRAFFIC

- Analyzed Hyatt brands,definition of audiences profile and selected relevant premium Apps.
- Ran price ladder campaigns, further filtered down to premium ad units.

TARGETED RELEVANT AUDIENCES

- Created Hyatt's proprietary audience segments through Way.IO DMP.
- Imported custom audiences into DSP campaign for activation.

OPTIMIZED CAMPAIGNS

- Used Way.IO's predictive modeling to raise CTR.
- Ran campaigns with a focus on cost efficiency and audience engagement.

OUTPERFORMED CAMPAIGN GOALS

- Achieved 100% click goal and more
- Achieved 3x higher visits, raised bookings by 1.5x, increased revenue by 1.5x than before.

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