CASE STUDY

HOW DOES MELIA PROPOSE TAILOR-MADE OFFERS TO THEIR CUSTOMERS?

CONTEXT

- Spanish leader in the hotel sector

- Created in 1956

- **23 million** customers

- **377 hotels** in 40 countries

7 brands

MELIÃ
HOTELS & RESORTS

ME
BY MELIÃ

PARADISUS
BY MELIÃ

Sol
by Meliã

INNSIDE
BY MELIÃ

TRYP
BY WYNDHAM

GRAN MELIÁ
HOTELS & RESORTS

GOALS

To increase digital sales in main source markets.

Objective: From **25% to 40%** share of digital sales

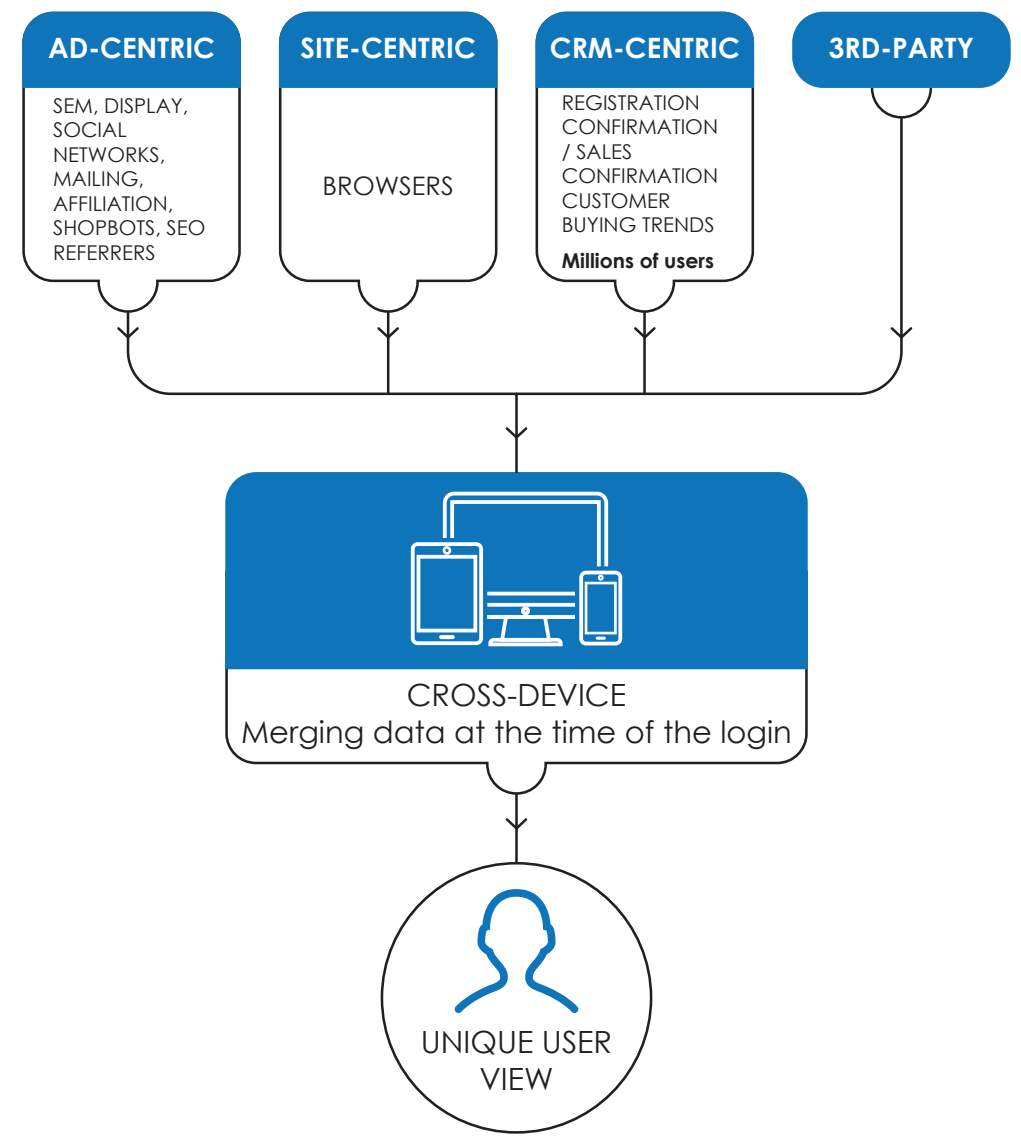To improve digital customer experience and increase the number of loyal customers

Objective: From **30% to 50%** revenue from loyal customers

IMPLEMENTED SYSTEM

Eulerian DMP integration

1. Melia Customer enrichment

AD-CENTRIC	SITE-CENTRIC	CRM-CENTRIC	3RD-PARTY
SEM, DISPLAY, SOCIAL NETWORKS, MAILING, AFFILIATION, SHOPBOTS, SEO REFERRERS	BROWSERS	REGISTRATION CONFIRMATION / SALES CONFIRMATION CUSTOMER BUYING TRENDS **Millions of users**	

CROSS-DEVICE
Merging data at the time of the login

UNIQUE USER VIEW

2. Use of Data in Melia campaigns

What is the used data and how is it segmented?

What is the customer doing on the website?	• Online impact • Bounce rate • Session duration • Qualified traffic • Last search
Where does the customer want to go?	• Top destinations • Customer favorites
How does the customer like to travel?	• Customer typology • Advanced purchase • Length of the stay
What is the customer's favorite brand?	• Preferences

3. Data sending

EULERIAN sets up a cookie-matching with Melia's partners allowing the activation of audience segments through a s2s connection in real time.
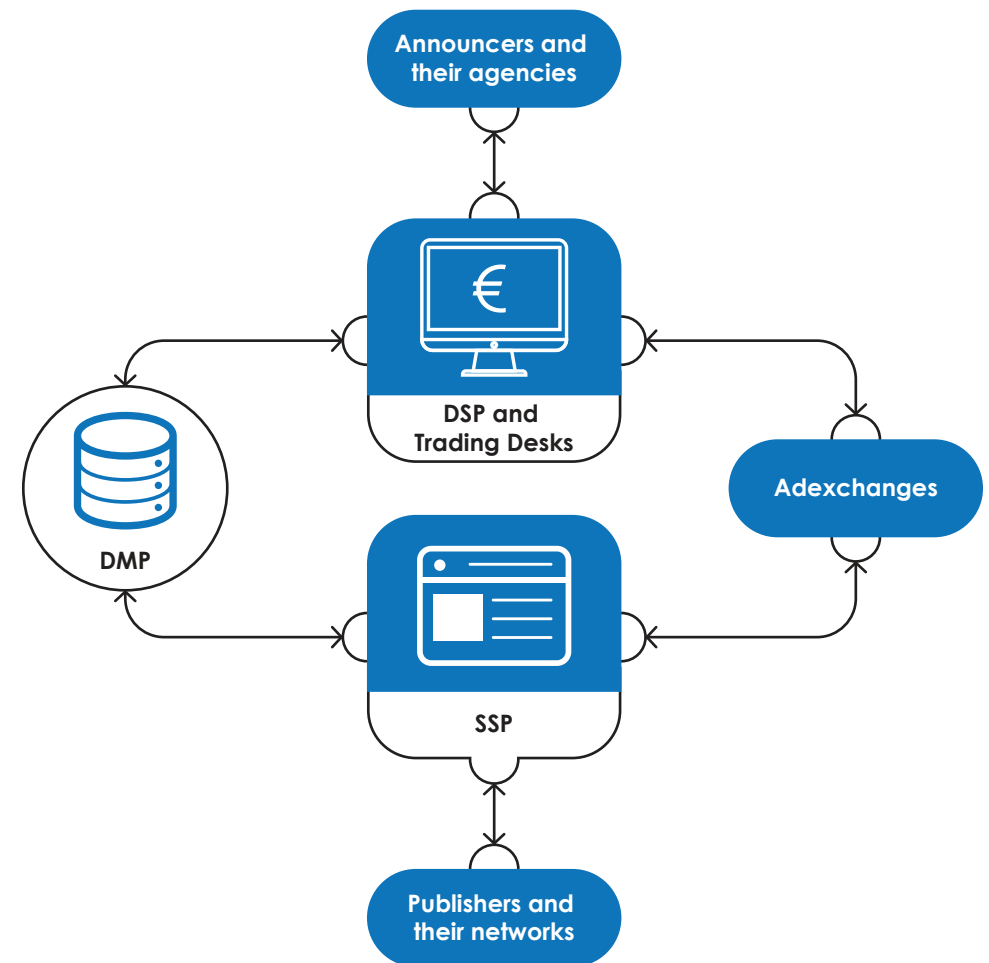
4 . Data activation

After collecting and sorting the different data with the DMP, Melia created 15 audiences containing 97 segments. These segments are based on navigation behaviour, type of customer, interaction with previous campaigns and customer preference.

Melia customizes banners to propose a specific offer to each segment and enters a one-to-one communication with customers and prospects.

Examples of banners:

5. Campaign Analysis

Thanks to EULERIAN, Melia has been able to evaluate the impact of their campaigns in the performance of each segment via the cross-device analysis.
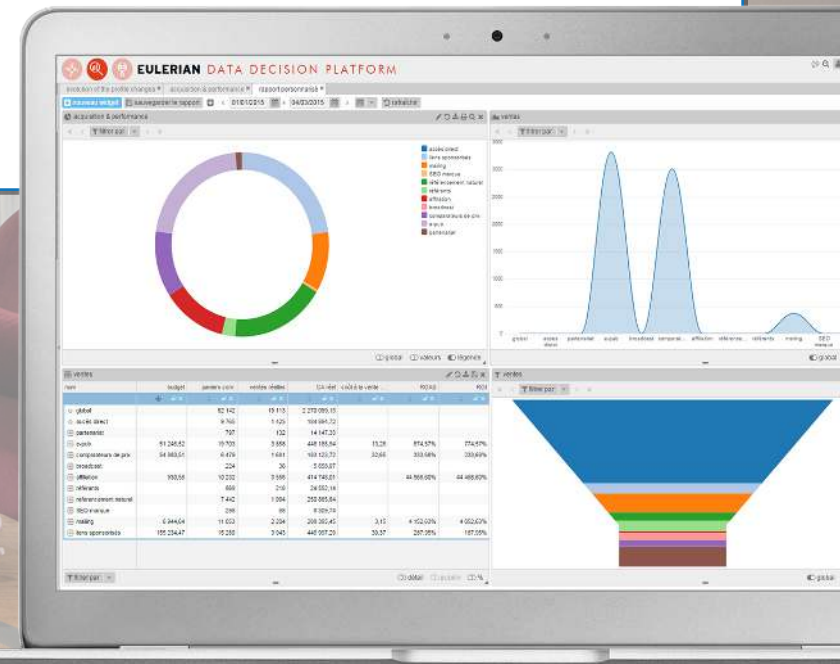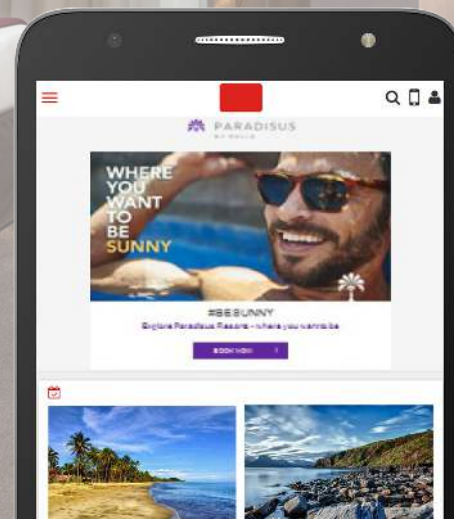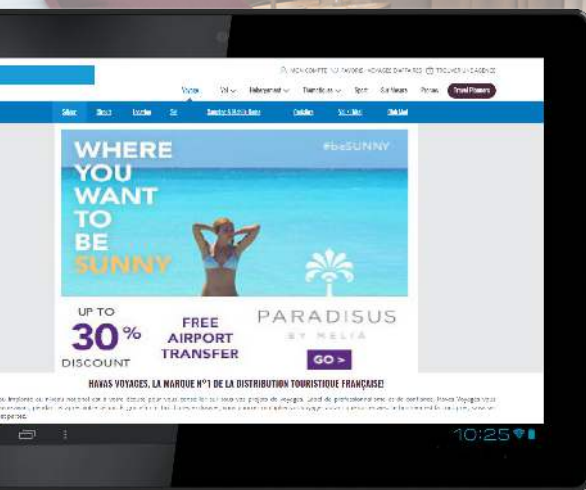
RESULTS

x2   Reaching More Clients (200M sent)

x3   Incremental Revenue With More Efficiency (Additional €20 M)

15   Audiences created

97   Segments created

Alejandro Antelo Pantrigo
Global Campaigns &
Attribution Model at Melia
Hotels International

"The goals the digital marketing team set for this project were really ambitious. We chose EULERIAN because some of the things we considered more important in a data collection technology such as a DMP were its precision, security, and reliability. It was also essential that it could connect to other technologies that Melia had already implemented, such as DSPs, attribution models, bidding tools, etc. Another fundamental thing was its capacity to connect with the partners with which we currently work."

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