

Case Study

LUXURY HOTEL CHAIN GENERATES A REVENUE OF MORE THAN \$30 MILLION IN A SINGLE YEAR.

About:

One of the oldest and largest financial institutions delivers a range of financial services to over five million individuals, companies, non-profits and institutions - including a multitude of retail and commercial banking products and services, small businesses, large corporations and institutions. It also provides mortgage lending, auto lending, student lending and commercial banking services in select markets.

CHALLENGES:

- » There were multiple sources of booking and integrating them all in a single place was a challenge.
- » Developing targeted and segmented communications tailored for prospects and customers.

SOLUTION:

- » Zeta Score (advanced analytics) was utilized for timing, targeting & versioning.
- » Combination of both Ad Hoc/ promotional and Automated/ transactional communications was deployed.

SUCCESS:

Over \$30M per year in stay revenue attributed to email campaigns.

**88%**

Increase in reactivation

**32%**

Increase in converting new prospects

**5%**

Increase in retaining core customers

METHODOLOGY

Zeta provided the Luxury hotel chain with the Next Generation Hub Platform that included Zeta Score (advanced analytics) feature for timing, targeting & versioning. The hotel chain was using Micros PMS for reservation management and this data was seamlessly integrated with the platform. A combination of both AD Hoc/ promotional and Automated/transactional communications were setup to send targeted communications to prospects and customers. A robust reporting suite was integrated to the platform to ensure that the management always had a high level view of how the marketing campaigns were performing.

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.