

CASE STUDY: MELIA HOTELS INTERNATIONAL

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.



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.



LAUNCH

User visits client website. Models analyse factors relevant to attributed conversions.

LEARN

Our models find correlations between user features and positive converter signals and bid on customers that the model calculates as “high value”.

SCALE

Re-message to expanded audience, amplifying converter pool while maintaining performance.