

Meliá Hotels Group

Creating a future-facing digital marketing strategy

The challenge




Meliá Hotels International is Spain's leading hotel company and one of the largest hotel companies in the world, with seven famous brands and more than 370 hotels in 43 countries on four continents. As a future-facing business, Meliá saw the value of bringing their programmatic activity in-house to reduce costs and keep maximum control of their marketing activity. They were looking for a partner to help transform their digital marketing across EMEA and Australia, and create an advanced, self-service strategy to ultimately increase hotel bookings and improve their ROI.

The solution

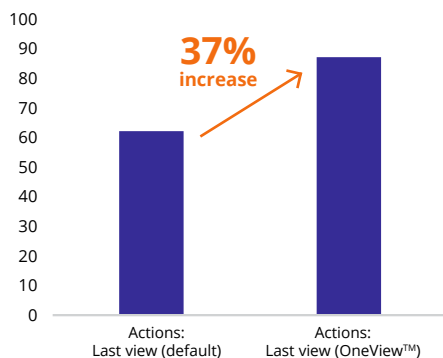
Meliá partnered with dataxu to help achieve its goals. dataxu provided a bespoke self-service training plan to help Meliá's in-house programmatic team get the most from TouchPoint™, dataxu's demand-side platform. Meliá also utilised OneView™, dataxu's identity and data management platform, to expand its 1st-party data and create more opportunities for targeting their most valuable audiences across all of their devices.

The results

Meliá is successfully using TouchPoint™ self-service for its programmatic activity with dataxu's resources and training to help the brand along the way. In-depth reporting showed a **37% increase in actions** when using OneView™, and a **reduction in cost per acquisition of \$21.39 per booking**. Meliá is also able to properly attribute its hotel bookings, see which devices create the most conversions in the OneView™ reporting dashboard, and optimise accordingly. In partnership with dataxu, Meliá is keeping at the forefront of programmatic and plans to test new formats and tactics that fit with their goals.

Laptop/PC	Mobile	Tablet
		
4.1 M Impressions 74.2%	1.0 M Impressions 18.1%	252.2k Impressions 4.5%
82 Actions 95.3%	1 Action 1.2%	1 Action 1.2%
71 Last view 88.8%	4 Last view 5.0%	2 Last view 2.5%

Single device vs. OneView™ attribution



"dataxu's service, platform training, and commitment to helping us achieve our programmatic goals has been excellent and we are very happy to call them our partner. The TouchPoint™ UI helps us easily and efficiently set up our campaigns, and OneView™ allows us to execute, measure and optimise a truly comprehensive cross-device strategy."

- Queralt Costa Gallardo,
Head of Global Programmatic
Marketing

About dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 12 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

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