Case Study

Global hotel brand increases direct bookings by 25%, using Adara's website personalization solution



Overview:

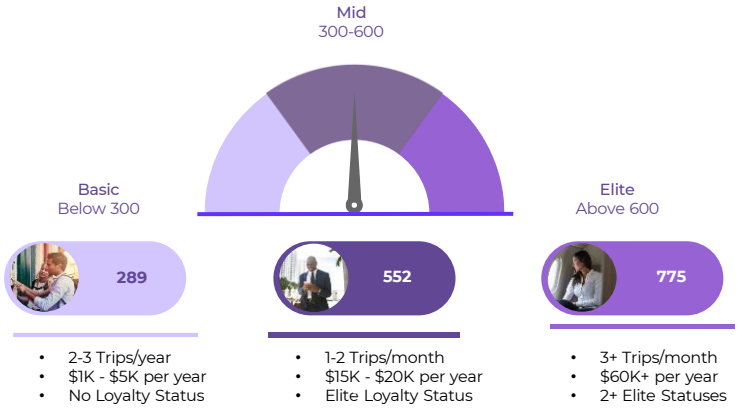
A global hotel brand wanted to incentivize customers to book directly with them to maximize individual traveler yield.

The brand developed a direct booking strategy to increase the conversion rate of its website visitors with intelligence-driven website personalization across the entire research and booking experience.

Strategy:

The Adara ID Graph, is powered by millions of data points on travelers to interpret intent and travel preferences. Intelligence derived from this is **Adara's Traveler Value Score**.

The score allows marketers to qualify valuable customers instantly enabling precise offer personalization across the traveler's journey with direct integrations to existing personalization solutions (e.g. Adobe Target, Optimizely, and more).



Solution:

The hotel brand used the Adara Traveler Value Score and custom propensity scoring of audiences to measure the effectiveness of the personalized offers quickly and efficiently.

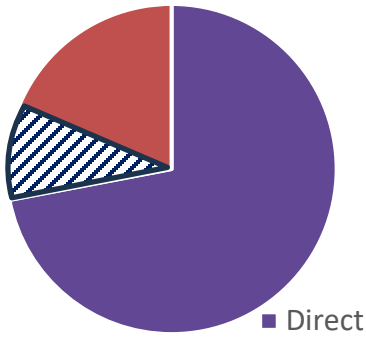
The process of rapidly launching, testing, optimizing and measuring personalized website content independently from their IT team gave the brand's digital team independence to execute with minimal IT and analytics resources.

Results:

With Adara's traveler intelligence, the global hotel brand delivered personalized offers to loyalty members, general bookers, and anonymous visitors.

They achieved a significant increase in direct booking conversions and yield among website visitors with a propensity for non-direct bookings.

Propensity to Purchase



25% **conversion rate lift** across loyalty and non-loyalty segments

10% Increase in loyalty program join rate

About Adara

As part of RateGain, Adara is one of the world's largest data exchange platforms, providing access to ethically sourced customer data. With 270+ global partners supplying aggregated real-time traveler insights, we deliver predictive intelligence that drives better marketing ROI. Leveraging the richest travel data co-op with 4 billion searches and 23 billion data elements, Adara empowers brands to thrive in the fast-paced digital economy.

About RateGain

RateGain is a global leader in SaaS solutions for the travel and hospitality industry, serving over 2,800 customers and 700 partners across 100+ countries. Our mission is to accelerate revenue generation through enhanced acquisition, retention, and wallet share expansion.