

National hotel brand leverages ADARA to significantly outperform comparable 3rd party data sources

● The Challenge

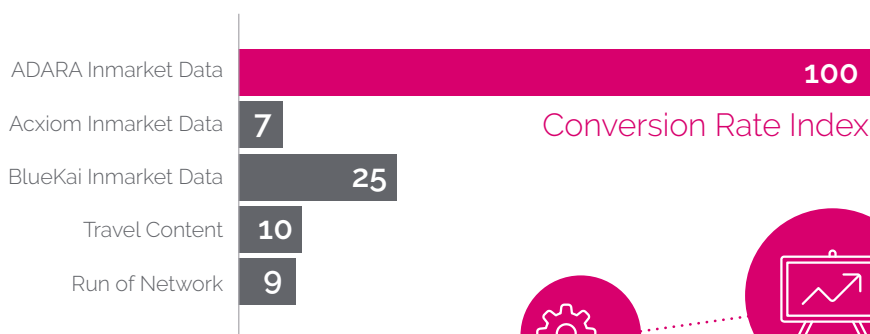
Digital Marketers today have a plethora of data and audience targeting solutions to choose from. How do they decide which sources are reliable, of high quality and truly accurate? Is the provider of the data reputable? What is the recency of the data - is it out-of-date? And does the data really matter - can I reach my targets by simply targeting the proper content or publishers?

● The Test Strategy

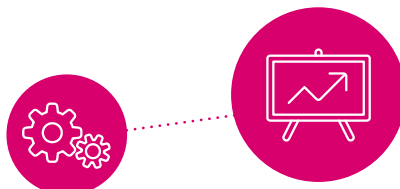
It's difficult to answer all of these questions all at once. We at ADARA thought it would be prudent to start out with a simple, straight-forward head-to-head test of different data sources as well as contextual targeting, in order to start gathering insights. We partnered with US-based hotel properties to execute this test and the objective of the campaign was to drive hotel bookings at any US-based hotel properties via display creatives.

The five tactics included:

- ADARA In-Market Hotel data
- Acxiom In-Market Hotel data
- BlueKai In-Market Hotel data
- Travel/Hotel Interest Content Sites
- Run of Site



Conversion Rate Index



● The Results

- ADARA data outperformed Acxiom and Blue Kai data sources by 14X and 4X on a conversion rate basis, respectively
- Interestingly, there is very little overlap between the ADARA data sets and the other third party data segments