

How working with a location intelligence company redefined a national hotel chain's approach to mobile media

Looking at online bookings only does not tell the full story of how media impacts stays, as bookings often occur via other channels, including walk-ins.

Therefore the national hotel chain wanted to gauge the influence of their mobile media on hotel visitors by measuring real-world visitation patterns.

Partnering with PlacelQ empowered the national hotel chain to round out their strategy using audience targeting and real-world measurement tool, Place Visit Rate (PVR*).

*PVR connects foot traffic with ad campaigns. PVR measures the effect of advertising on actual store visits through observed device movement at scale.

In the way they target using location data...

People seen at airports and hotels



6.09% PVR

Competitive hotel chain visitors



4.87% PVR

In the way they set and define goals...

The goal is...



to convert **competitive customers** into national hotel chain customers



not to achieve high PVR

Competitive hotels exposed group



+26% LIFT

Competitive hotel control group



In the way they define their target audience...

PlacelQ analytics discovered some unique insights about the national hotel chain's visitors:

- Their Business Travelers on the road had a high affinity for certain QSR brands
- A high percentage were younger, more ethnically diverse and had rather different income levels than assumed



In the way they define their competitive set...

By observing “real-world” hotel visitation behaviors, PlacelQ helped the national hotel chain understand what other competitor brands their audiences were actually frequenting

Conclusion

Location data is a powerful tool for understanding future hotel visitors and visitation patterns.

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PVR isn't the goal. PVR measures the success against the goal. We were successful at driving other hotel loyalists to the national hotel chain instead. We saw a 26% lift in visitation to the national hotel chain's properties from those who previously stayed at a competitive hotel and saw a national hotel chain ad.