

Industry: Travel



Accor Hotels drives 16x return with 'Perfect Escape' campaign

Challenge

Like many other global brands in hospitality, Accor Hotels was severely impacted by COVID lockdowns. After a one-year pause on media activity, Accor collaborated with Mastercard on a multi-phase strategy, first by enticing travelers with flexible 'pay now, stay later' messaging, followed by two cascading bundled 'perfect escape' deals as vaccinated travel lanes opened up globally. Setting customer acquisition (CPA) and return on advertising spend (ROAS) goals, they needed a partner to help them identify their best audiences, drive direct bookings, and validate success with attribution methodology.

Quantcast

Solution

Accor leveraged the Quantcast Platform to action on the evolving habits and behaviors of their highest value personas, which included affluent travelers, YOLO adventurers, and nature lovers. This was overlaid with booking and passback data, further refining their core converter profile by determining which properties were seeing greatest traction. Quantcast's technology analyzed the results after each campaign phase to identify consumers that had the greatest interest and highest propensity to book directly, providing Accor with actionable mid-campaign intelligence to maximize return on ad spend.

Key results

#1

Partner on plan, setting the new CPA benchmark

16x

Return on ad spend (ROAS)

Results

Quantcast's bespoke audience modeling and data-driven approach in identifying Accor's best audiences drove an astounding 16x return on ad spend (ROAS), the highest of all advertising partners, and in the process set the new CPA standard for Accor hotels. Quantcast provided Accor with the tools to convert audience insights into new marketing tactics and strategies to get ahead of the competition.

“We have been working with Quantcast for the past three years, and they are our top-performing media partner in driving bookings for hotels in the Accor Network. Quantcast's programmatic product enables accurate audience reach and drives intent to book hotels within our Accor Network. Moving forward, Quantcast will play a vital role in most of our digital paid media strategies.”

Sanket Sasane
Director, Paid Media, South East Asia,
Japan, and South Korea
Accor Hotels