



## TFE Hotels books right accommodations using sophisticated segmented audiences



### Company Overview

TFE Hotels is an international hotel group operating in Australia, New Zealand, Germany, Denmark, and Hungary.

“Quantcast has added real value to TFE Hotels by helping us build brand awareness across all of our brands, and have helped capture new audiences for us through their unique audience profiling. Running always-on digital activity alongside our tactical campaigns has provided an outstanding return on our advertising spend.”



**EMILY HOARE**

MANAGER OF STRATEGIC PARTNERSHIPS AND BRAND ACTIVATIONS, TFE HOTELS

## CHALLENGE

TFE Hotels is the only global hotel group to be headquartered in Sydney, with an established portfolio of brands including Adina, Vibe, Travelodge, Rendezvous, and TFE Hotels Collection. TFE Hotels were looking to understand the nuances between their different hotel audiences with the dual aim of reaching audiences more effectively while improving return on ad spend (ROAS).

## SOLUTION

Quantcast worked with TFE Hotels to build out a sophisticated tagging infrastructure to segment their audience at an incredibly granular level, building out over 70 audience subsets. This allowed the hotel group to understand the nuances between each brand’s audience and identify high-value customers for growth opportunities. Using this data, they shifted from tactical activity to an always-on approach that supports all brands in-market with targeted, relevant, and consistent messaging.

## RESULTS

By leveraging hyper-segmented audience groups to reach these distinct audiences, TFE Hotels achieved an average 319% ROAS. This far exceeded their goals and justified an always-on approach that continues to grow their hotel booking business.

## HIGHLIGHTS



**+319%**

return on ad spend  
(on average)



**70+**

audience subsets  
created