

## TFE Hotels

# Leveraged Quantcast's audience insights to empower their marketing strategy and deliver outstanding results.



TFE hotels

### Company Overview

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

### The 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 targeting more effectively while improving return on ad spend (ROAS).

### The Solution

Quantcast worked with TFE Hotels to build out a sophisticated tagging infrastructure to segment their audience at an incredibly granular level. 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 were able to shift from tactical activity to an always-on approach that supports all brands in market with targeted, relevant and consistent messaging.

## Results

TFE Hotels developed a strategy that empowered them to manage targeting and focus across their entire brand portfolio, whilst being as efficient and effective as possible. With Quantcast's help, TFE Hotels have achieved an average return on Ad Spend (ROAS) of 319% and gained invaluable insight into their audiences.

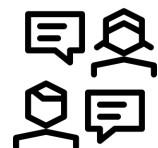
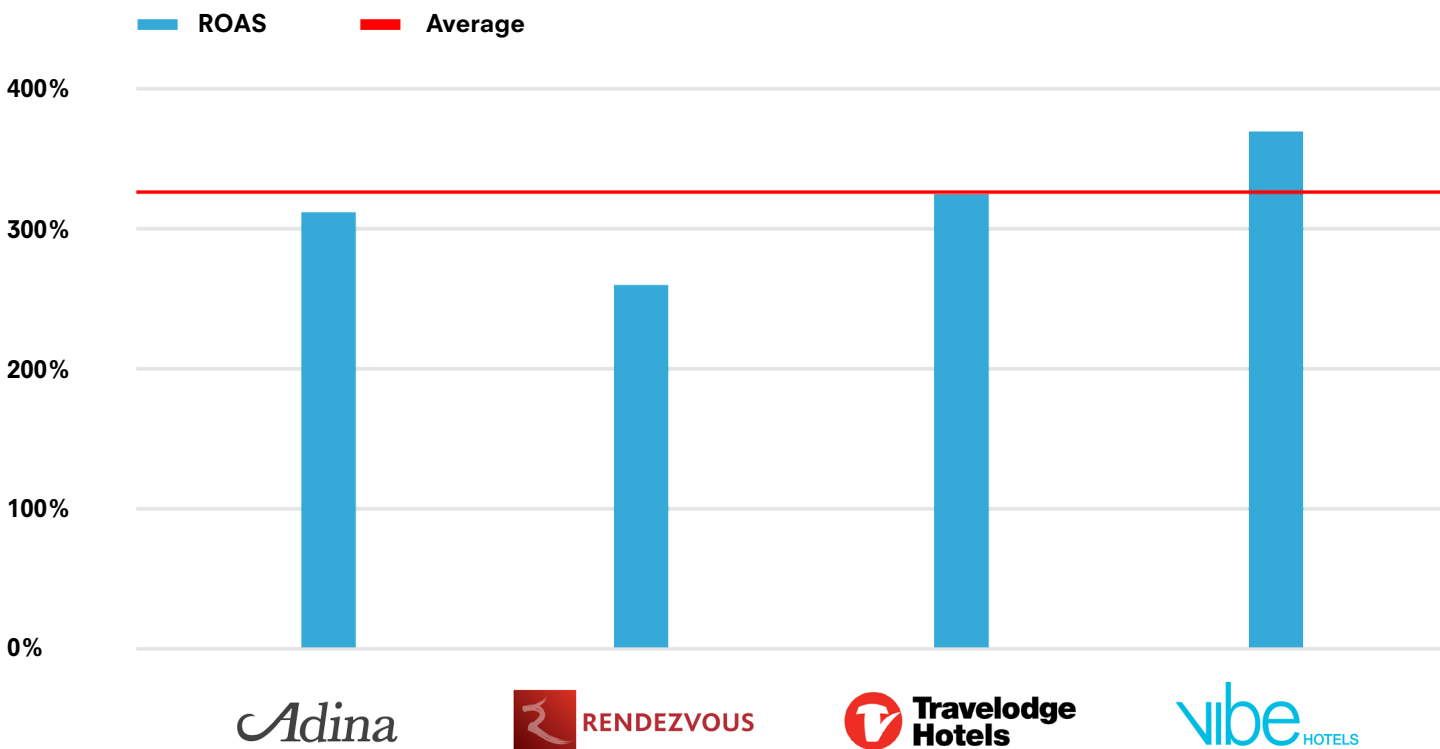
# 70+

audience subsets were created

# 271% - 368%

range on the return on ad spend

### Return on ad spend across the TFE Hotel brand portfolio



### Client Testimonial

"Quantcast have 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 & Brand Activations,**  
**TFE Hotels**