



High-end hotel used Way.IO's DSP to find relevant booking prospects while driving visits to their website.

Advertiser : Hyatt

Method : Audience Targeting

Predictive Modeling

**01 CAMPAIGNS GOALS**

- Raise awareness among Specific target audiences.
- Bring down cost per booking.

**02 APPROACH**

- Used Way.IO's DSP to target premium Apps and relevant audiences.
- Optimized clicks using Way.IO's predictive modeling.

**03 RESULTS**

- Successfully scaled campaign to target audiences.
- Effectively lowered cost per booking, achieved 1.5x higher booking rate than before.

**LOOKING FOR NEW MEDIA TO REACH RELEVANT PROSPECTS**

Hyatt Hotels Corporation is an American multinational hospitality company . As of March 25, 2018, Hyatt has 777 properties in 54 countries. Hyatt wanted to efficiently reach relevant prospects while taking advantage of new premium media.



**TARGETED PREMIUM TRAFFIC**

- Analyzed Hyatt brands, definition of audiences profile and selected relevant premium Apps.
- Ran price ladder campaigns, further filtered down to premium ad units.



**TARGETED RELEVANT AUDIENCES**

- Created Hyatt's proprietary audience segments through Way.IO DMP.
- Imported custom audiences into DSP campaign for activation.



**OPTIMIZED CAMPAIGNS**

- Used Way.IO's predictive modeling to raise CTR.
- Ran campaigns with a focus on cost efficiency and audience engagement.



**OUTPERFORMED CAMPAIGN GOALS**

- Achieved 100% click goal and more
- Achieved 3x higher visits, raised bookings by 1.5x, increased revenue by 1.5x than before.

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