



UAE

Marriott leverages programmatic and location technology



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Marriott Bonvoy

Marriott Bonvoy, Marriott International's award-winning travel program and marketplace, is one of the largest hotel loyalty programs and gives members access to transformative, eye-opening experiences around the corner and across the globe. The Emirates NBD Marriott Bonvoy World Mastercard Credit Card is one of the exclusive credit cards. Known to offer lucrative travel and lifestyle benefits, this credit card helps its card members to make the most of each spending. From complimentary nights at over 7000 hotels globally, free flights, VIP access to world-class experiences, and free airport lounge access, to room upgrades, golf benefits, and more, card members can enjoy an array of free services with this Emirates NBD credit card. To create more added value to the customers, this card has indulged in one of the most distinctively rewarding programmes that is also easy to use and redeem.

The Highlights

817,203

Reached Unique Users

1.79%

CTR (Global Benchmark 0.40%)



In addition to promoting the Marriott Bonvoy World Mastercard Credit Card, and generating leads through different media channels, we also look into testing and trying out new high impact digital formats. We decided to work with InMobi for our 'Limited Time Offer' campaign, and were very happy with the results. The campaign exceeded YoY results and we have surpassed our yearly card acquisition KPIs despite the competitive market.



Reem Makarem
Performance Marketing Manager - Europe, Middle East and Africa at Marriott International

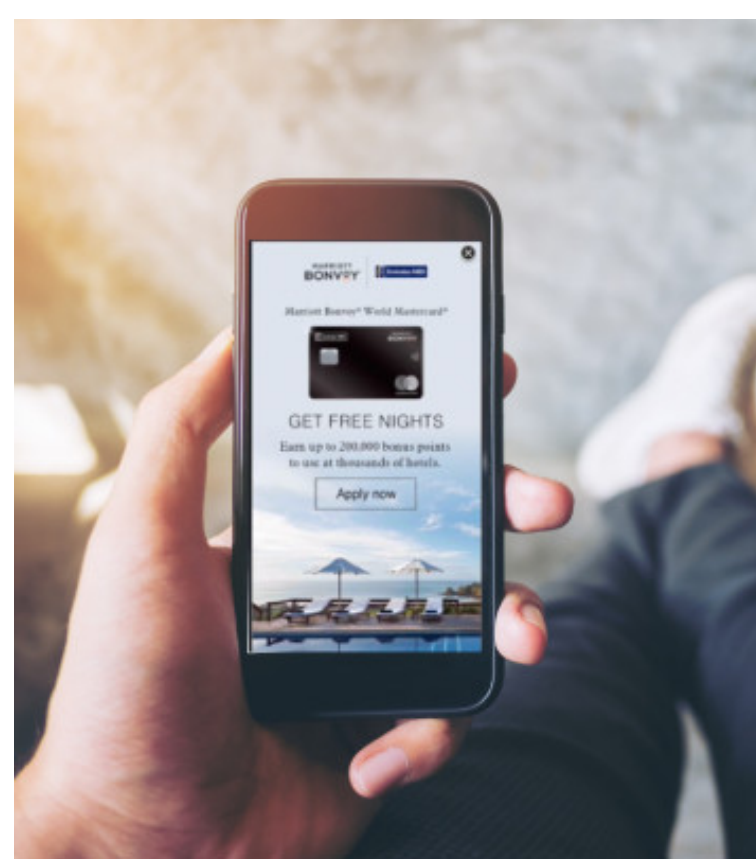
The Brand Objective

Marriott's key objectives were to drive credit card applications and overall awareness of the card and its benefits, to affluent local and expat customers in the UAE.

They also wanted to simplify the messaging around earning Marriott Bonvoy points and show what customers could redeem them for (for example: 2 nights in a hotel participating in Marriott Bonvoy).

Marriott wanted to target specific affluent audiences in the UAE - residents, locals over 21, expats over 25, new and existing customers. They were interested in Travelers (business + leisure), cardholders of other credit card brands, Emirates and Etihad fliers, and those looking for money can't buy experiences, luxury travel and lifestyle benefits

Simplified: To drive awareness of the Marriott partnership with Emirates NBD to promote the limited offer of 200,000 bonus points by effective use of Location targeting by specifically geo-targeting affluent and expat customers in UAE



MARRIOTT
BONVOY

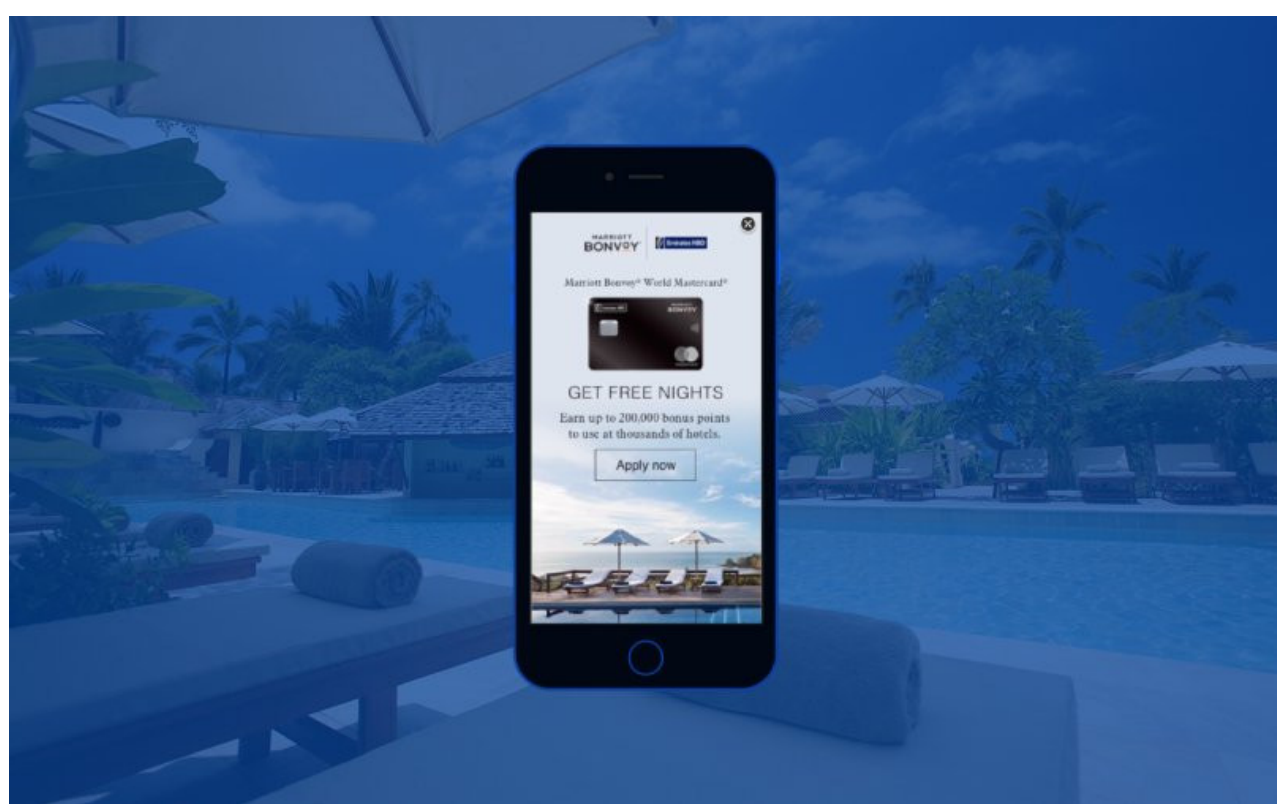
The Solution

In collaboration with Precision and Spark Foundry, InMobi created and ran a PMP campaign programmatically for Marriott. The campaign creative was an interstitial display banner, created with the primary objective to drive maximum CTR and high-quality website traffic.

But it was really about how this campaign reached Marriott's intended audience that made the difference. This was done primarily through sophisticated Audience Segments to identify specific users, and using location technology to find those users in a geographical context relevant for Marriott's campaign. Here's how:

1. The campaign was targeted through InMobi's Audience segments, built over years of 1st party SDK data, type of app and usage patterns. InMobi identified affluent and high net worth audiences such as Luxury Shoppers, Frequent Travellers, Expats and Lifestyle Enthusiasts in the UAE.
2. The audiences' mobile behaviour patterns were then evaluated against whether they use credit cards or frequent flyer programs and if they're interested in travel and holiday packages.
3. InMobi's polygon mapping and geofencing technology was applied precisely around affluent residential neighborhoods, hotels, airports, business centers, and other buildings that saw a higher influx of their identified Audience Segments.

Marriott, Spark Foundry and Precision worked with InMobi to continuously optimize the campaign on high performing sites to ensure it was reaching relevant, target audiences in an effective manner on mobile channels.



The Results

The results of the campaign showed a great performance: a click through rate of 1.79% smashing the global benchmark by 4 and a half times and with a reach of over 800,000 unique users within the polygon-mapped areas.

Throughout the campaign, the top performing audiences were affluent audiences, frequent travelers, credit card holders, and groups of users interested in categories like holiday and travel packages, luxury vacations and resorts, air miles, and frequent travel programs.

Furthermore, the InMobi campaign contributed to the wider success of the Marriott Bonvoy World Mastercard Credit Card campaign, which exceeded card leads year over year.

Reached **817,203**
Unique Users

1.79% CTR
(Global Benchmark 0.40%)