

Case Study for Campaign Analytics

Evaluating the Performance of a “Target
Campaign” in the Hospitality Industry



Seasoned Vendor 2021 – Analytics India Magazine

Top 50 Best Companies to work for in 2016 – Silicon Review Magazine Predictive
Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine

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I. Background:

Envision a vibrant hospitality enterprise, boasting a diverse collection of hotel brands tailored to meet the unique demands of various customer segments. This enterprise is no stranger to strategic marketing initiatives, and one of its most ambitious endeavours is the *Target Campaign*—a high-stakes campaign designed launched in January 2025, to drive customer engagement and boost revenue.

However, the enterprise doesn't rely solely on this campaign for marketing their business and offers. It also runs a variety of other campaign types, including exclusive *Member Rates* for loyalty members, *Evergreen* offers available to all, *Time-Bound* offers with limited availability, and *Others* that don't fit into these categories. Each campaign type serves a unique purpose, but the launch of the *Target Campaign* has raised critical questions: Is it delivering on its promises? Is it overshadowing or cannibalizing other campaign types? And most importantly, is it driving the enterprise toward its revenue and customer acquisition goals?

II. Objective:

The primary goal of this case study is to assess the performance of the recently launched *Target Campaign*. The analysis will focus on understanding its impact on enterprise revenue, customer acquisition, and possible cannibalization of other campaign types. Additionally, the study will evaluate the performance of other campaign types (*Member Rates*, *Evergreen*, *Time-Bound*, and *Others*) before and after the launch of the *Target Campaign*. The data provided includes key performance indicators (KPIs) for loyalty and non-loyalty members, repeat vs. new customers, and their loyalty split across different campaign types. The final aim is to uncover actionable insights and provide recommendations to refine future campaigns.

III. Key Questions to Address:

1. **Performance of the Target Campaign:** How has the *Target Campaign* performed since its launch? Which channels (e.g., CHA-1, CHA-2, CHA3) and hotel brands are generating the most engagement and revenue via this campaign? Are there any standout trends in customer behaviour?
2. **Cannibalization Effect:** Has the *Target Campaign* cannibalized the revenue of other campaign types, such as *Member Rates* or *Time-Bound* offers? If so, to what extent, and which campaigns are most affected?
3. **Customer Acquisition:** Has the *Target Campaign* successfully attracted new customers? What is the loyalty split among new and repeat customers, and how does this compare to other campaigns?

4. **Revenue Impact:** Has the enterprise revenue increased post-launch of the *Target Campaign*? How does the revenue growth compare to the pre-launch period, and what role does the *Target Campaign* play in this growth?
5. **Loyalty vs. Non-Loyalty Members:** How have loyalty and non-loyalty members responded to the *Target Campaign*? Are there significant differences in their engagement, spending patterns, or booking behaviours?
6. **Repeat vs. New Customers:** What is the proportion of repeat vs. new customers attracted by the Target Campaign? How does this compare to other campaigns, and what does it reveal about customer retention and acquisition?
7. **Suggestions for Improvement:** Based on the findings, what recommendations can be made to enhance the performance of the Target Campaign in future launches? How can the enterprise minimize cannibalization and maximize customer acquisition?

IV. Data Provided:

- **Campaign Types:** *Target Campaign*, *Member Rates* (8 campaigns), *Evergreen* (12 campaigns), *Time-Bound*, and *Others* (13 campaigns).
- **Customer Segmentation:** Loyalty vs. non-loyalty members, repeat vs. new customers.
- **KPIs:** Revenue, customer acquisition, engagement metrics (e.g., Length of Stay (LOS), Lead Time, Average Room Rate (ARR), Average Ticket Size (ATS)), and loyalty split.
- **Time Periods:** Pre-launch (1st Jan – 13th Jan) and post-launch (14th Jan -1st Feb) data for the Target Campaign along with other campaign types during the same period.
- **Channels:** CHA-1, CHA-2, CHA-3, CHA-4, CHA-5.
- **Hotel Brands:** Multiple brands catering to different customer preferences and budgets.

V. Glossary:

1. **Loyalty Members:** Customers who hold a membership with the hospitality client.
2. **Non-Loyalty Members:** Customers who do not hold a membership with the hospitality client.
3. **Campaign Types:** Multiple campaigns run simultaneously, and they are categorized into the following types:
 - **Target Campaign:** The recently launched strategic campaign, the performance of which is to be analysed.

- **Member Rates:** Campaigns or offers exclusively for customers who hold a membership with the hospitality client. There are 8 campaigns under this category.
 - **Evergreen:** Campaigns or offers that run throughout the year and are available to anyone. There are 12 campaigns in this category.
 - **Time-Bound (Previously Marketed Strategic Campaign):** Campaigns or offers that are available for a limited period.
 - **Others:** Campaigns that do not fall into any of the above categories. There are 13 campaigns in this category.
4. **Channel:** The platform through which customers can book stay offered by the hospitality client.
5. **Hotel Brand:** The hospitality client operates several brands, each catering to different budgets, interests, and preferences.
6. **KPI Terms:**
- **LOS (Length of Stay):** The number of days between the check-in date and check-out date.
 - **Lead Time:** The number of days between the booking date and the check-in date.
 - **ARR (Average Room Rate):** Calculated as total revenue divided by the total number of room nights.
 - **ATS (Average Ticket Size):** Calculated as total revenue divided by the total number of reservations.
7. **Repeat Customer:** Customers who have previously availed services under a specific campaign type.
8. **New Customer:** Customers who are availing services for the first time under a specific campaign type.

Points to be noted: There is a revenue difference of 5 Cr in “Raw Data” Sheet and “TC loyalty - non loyalty kpi “sheet.

VI. Expected Deliverables:

- A comprehensive deck that includes:
 - An **executive summary** highlighting key findings and insights.
 - A **detailed analysis** of the *Target Campaign's* performance, including channel and brand contributions.
 - Insights into **cannibalization effects** and **customer acquisition** trends.
 - **Strategic recommendations** to refine and improve future campaigns.

Conclusion:

This case study is not just an analysis; it's a story of how a strategic initiative—the *Target Campaign*—can potentially shaped the fortunes of a leading hospitality enterprise. By diving deep into the data, we'll uncover whether the campaign lived up to its promise, how it influenced customer behaviour, and what lessons can be learned for future launches. The findings will not only provide a clear picture of the campaign's impact but also serve as a roadmap for driving sustained growth and customer engagement in the competitive hospitality landscape.