



TRANSORG
ANALYTICS

Evaluating Performance of “Target Campaign” for a Hospitality Enterprise

Campaign Analytics Case Study

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Executive Summary

Introduction

The Target Campaign (TC) was analyzed from the campaign data dated 1st Jan, 2025 to 1st Feb, 2025 to assess its impact on a leading hospitality enterprise.

The key objectives were to evaluate its influence on enterprise revenue, customer acquisition, customer loyalty, and interaction with other campaigns.

This analysis aimed to determine whether TC effectively drove growth, retained loyal customers, and complemented existing marketing efforts.

Hypotheses & Key Findings

1. H0: Target Campaign has no impact on Enterprise Revenue & Customer Count

Result: Rejected

Revenue increased by +75.3% (₹380.66 Cr → ₹667.64 Cr)

Customer count grew by +44.8%

2. H0: TC does not affect Customer Loyalty & Repeatability

Result: Largely unchanged

Loyalty rates remained steady at 60%, suggesting that TC did not significantly enhance or reduce repeat customer engagement.

TC had a lower repeat rate (18%) than other campaigns, suggesting it attracted more new customers.

3. H0: TC does not affect Other Campaigns

Result: Partially Rejected

TC significantly outperformed previous time-bound campaigns, with a +241% revenue surge, demonstrating its effectiveness in driving short-term sales.

A decline in new customer for Member Rates suggests customers who might have opted for Member Rates were drawn to TC instead, indicating partial cannibalization.

Strategic Recommendation Highlights

Brands & Channels: Prioritize top-performing brands (B-1, B-2, B-3) and high-impact channels (CHA-1, CHA-3, CHA-4) to maximize growth.

Campaign Optimization: Refine campaign offers to reduce cannibalization, especially in the Member Rates segment, and boost customer retention.

Data & Modeling: Address data inconsistencies—such as the ₹4 Cr revenue gap in CHA-1—and leverage a Marketing Mix Model (MMM) to optimize resource allocation.

Data Discrepancy and Impact

Issues Identified:

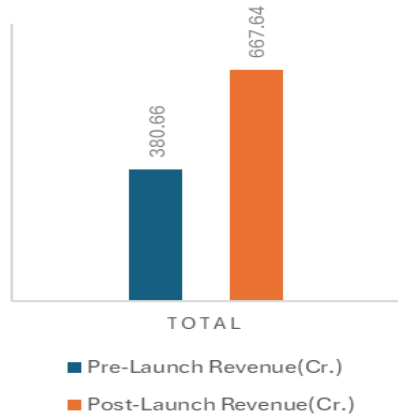
- The total customer count from individual campaigns does not align with the overall enterprise figure
- A ₹4 Cr discrepancy exists between the revenue of CHA-1 from raw data and aggregated figures.

Impact & Next Steps:

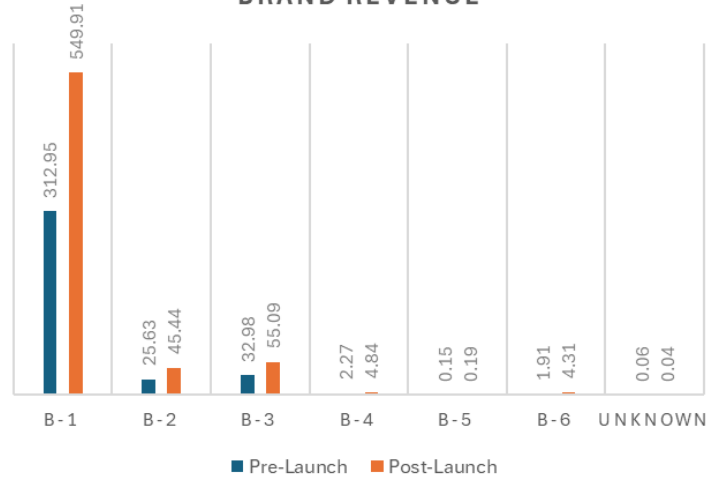
These discrepancies could skew performance assessments. Implementing a robust data reconciliation framework is recommended to ensure accuracy.

Target Campaign Analysis

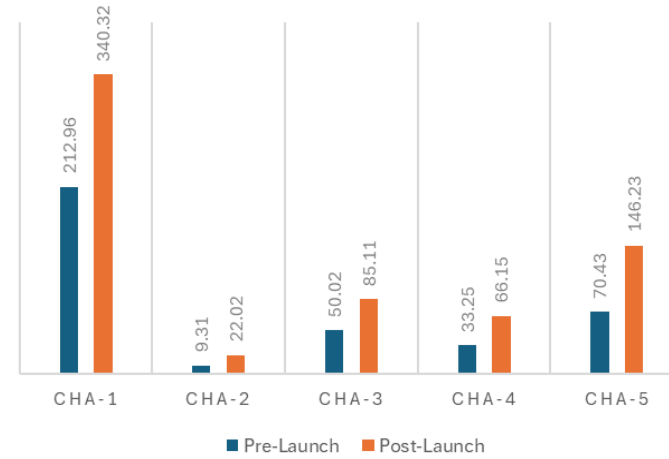
ENTERPRISE REVENUE



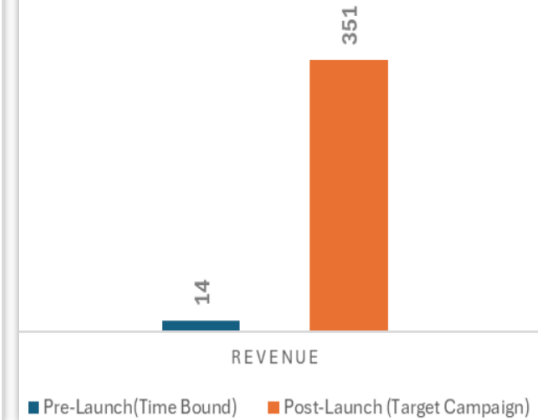
BRAND REVENUE



CHANNEL REVENUE



TARGET VS TIMEBOUND REVENUE



Enterprise Revenue Impact and Key Metrics

- Enterprise-wide revenue grew +75.3% post-launch (₹380.66 Cr → ₹667.64 Cr).
- Tuesdays and Wednesdays saw the highest revenue surge (~85%).
- Total room nights sold increased by +69.1%, showing better conversions.
- Customer count grew by +44.8%, reflecting strong acquisition.

Brand Wise Analysis

- B-1 led revenue growth with a +75.7% increase to ₹549.91 Cr, maintaining dominance.
- B-2 and B-3 grew by +52.4% and +47.9%, respectively, showing strong performance.
- Brands B-4, B-5, and B-6 saw moderate growth (~20%-30%), indicating uneven impact.
- Top 3 brands contributed ~87% of post-launch revenue, indicating uneven brand share.

Channel Wise Analysis

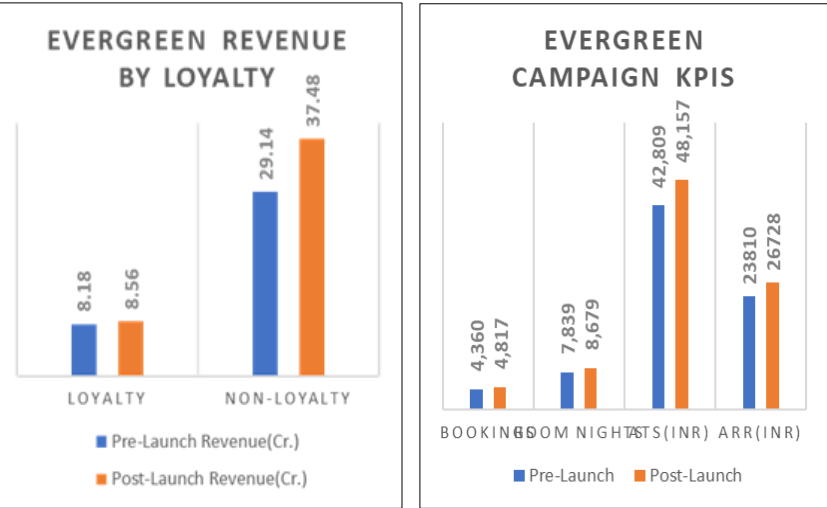
- CHA-1 is the highest-growing channel, with a +59.8% increase in revenue to 340.32 Cr.
- CHA-3 and CHA-4 also saw significant gains (+48.2% and +42.1%, respectively), highlighting strong multi-channel traction.
- CHA-2 and CHA-5 lagged behind (~25% growth), suggesting a need for targeted optimization in these channels.
- CHA-1 contributed ~51% of total revenue post-launch, reinforcing its critical role.

Target Campaign Performance over time

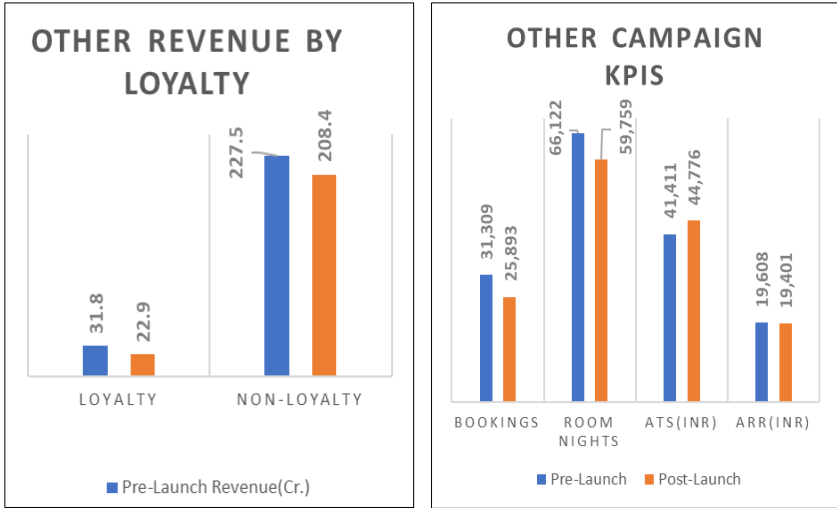
- The TC (Jan' 25) achieved the highest revenue growth, outperforming all previous TCs.
- Nov '24 TC saw a +68.2% YoY revenue increase, while March '24 underperformed with only +21.4% growth, indicating execution inefficiencies.
- Target Campaigns outperformed Timebound Campaigns, driving a +241% revenue surge (₹14 Cr → ₹351 Cr) and a 3.5x higher customer count, confirming superior engagement.

Cannibalization Effects

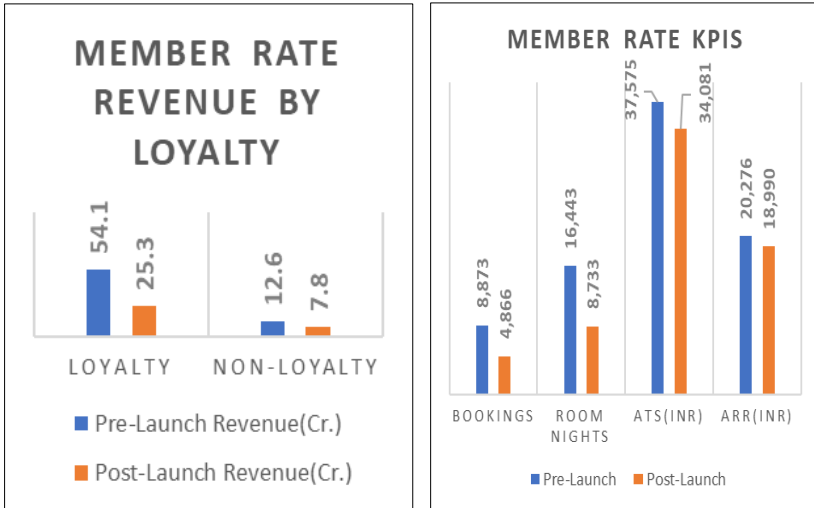
Evergreen Campaign Revenue & KPIs



Other/Retail Campaign Revenue & KPIs



Member Rate Campaign Revenue & KPIs



Target campaigns significantly boosted revenue, but loyalty vs. non-loyalty revenue shifts indicate partial cannibalization.

Member rate revenue dropped, suggesting reduced reliance on discounted rates. While Evergreen and Other Campaigns saw ATS & ARR growth, bookings remained stable.

Target Campaigns Drove Significant Revenue Gains

Target campaigns outperformed timebound campaign, increasing revenue from ₹14 Cr to ₹351 Cr (+241%).

Customer engagement in target campaigns was 3.5x higher, confirming stronger adoption.

Loyalty Revenue Shifted Across Categories

While Evergreen Revenue from loyalty members saw a slight increase, non-loyalty revenue surged from ₹29.14 Cr to ₹37.48 Cr (+28.6%).

Other Campaign's Revenue for loyalty members grew modestly, but non-loyalty revenue declined from ₹222.5 Cr to ₹208.4 Cr (-6.3%), suggesting cannibalization.

Member Rate Revenue Declined Post-Launch

Loyalty revenue in the member rate segment dropped from ₹54.1 Cr to ₹25.3 Cr (-53.2%). Non-loyalty revenue declined (-38.1%), indicating lower discounted member rates post-campaign uptake. This indicated that members used Target Campaign over others.

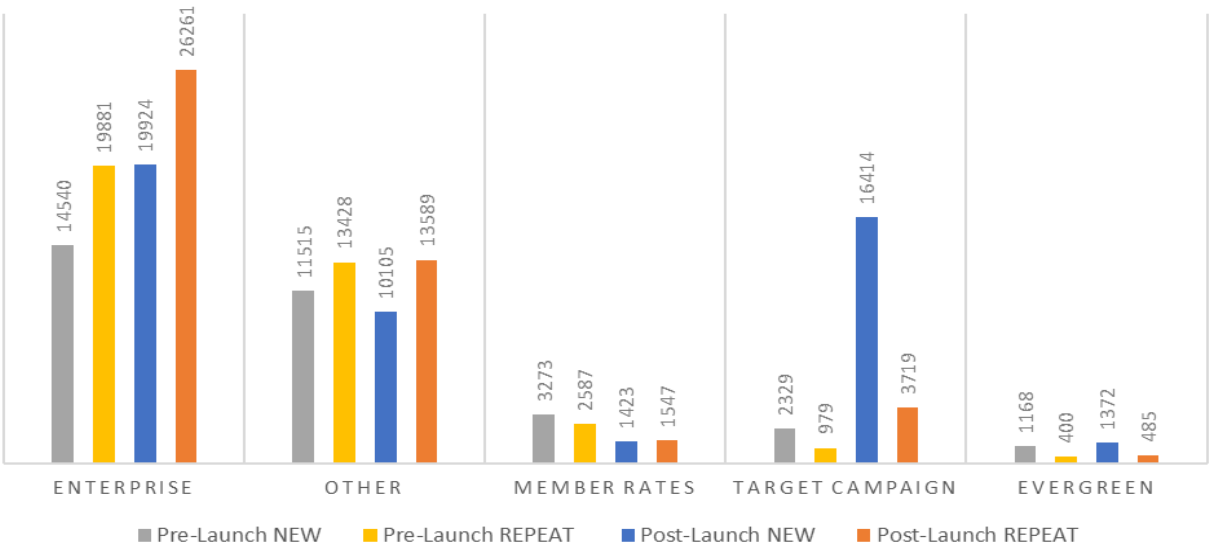
Key Performance Indicators Show Mixed Trends

Evergreen & Other Campaigns: ATS & ARR increased, but bookings showed only modest growth.

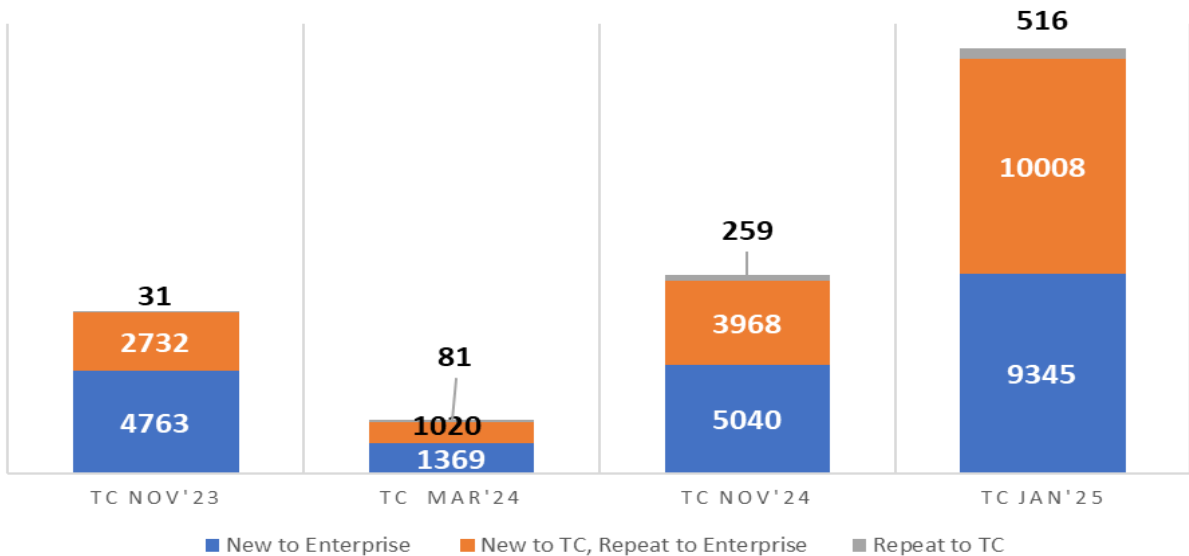
Member Rate KPIs: Bookings and ARR declined, highlighting reduced reliance on member rates or cannibalization by Target Campaign.

Customer Acquisition Trends

REPEATABILITY SPLIT



TARGET CAMPAIGN NEW/REPEAT CUSTOMER



The post-launch phase maintained a balanced acquisition-retention strategy, with strong new customer growth from the Target Campaign and increased repeat rates in core segments. The loyalty program remained effective, with stable retention in Enterprise (60%) and Other (53%). However, declining member rate acquisition signals a need for deeper analysis. While targeted campaigns drove expansion, sustained growth hinges on boosting repeat engagement for long-term retention.

New vs. Repeat Customer Trends:

- Repeat customers for the Enterprise rose from 19.8K to 26.2K customers.
- The repeat rate for other campaigns increased from 54% to 57%, showing sustained customer engagement.
- Target Campaign had the highest proportion of new customers (82%), underscoring its success in expanding the customer base.
- However, Member Rates and Evergreen campaigns saw a decline in new customers (-56% and -26%), hinting lower traction in these campaigns.

Target Campaign Impact on Customer Acquisition:

- For the Nov '23 Campaign, most customers were new to Enterprise (4.7K+), while only 2.7K were repeat customers.
- The Jan '25 Campaign, had the most substantial performance (20.1K total customers), with 10K+ repeat customers and 9.3K new enterprise customers, demonstrating growing loyalty.
- Repeat customers within the Target Campaign rose from 979 pre-launch to 3.7K post-launch, validating the success of loyalty-driven initiatives.

Strategic Recommendations

Brand Recommendations

1. Focus marketing and promotional efforts on the top-performing brands—B-1, B-2, and B-3—contributing about 87% of post-launch revenue.
2. These brands have grown substantially (B-1 up +75.7%, B-2 up +52.4%, and B-3 up +47.9%).
3. For brands with moderate performance (B-4, B-5, B-6), consider tailored messaging or targeted offers to boost their impact.
4. Reallocate resources to the high performers while testing strategies that could drive incremental revenue for the lower performers.

Campaign Recommendations

1. The Target Campaign's performance clearly outstrips previous time-bound initiatives, generating 241% more revenue and 3.5 times higher customer counts.
2. Continue to invest in and refine the Target Campaign, ensuring clear differentiation from other offers, such as Member Rates, which experienced a decline in new customer acquisition.
3. Enhance the campaign's focus on repeat engagement by leveraging personalized follow-up strategies, A/B testing different messaging, and refining the offer structure to balance new customer wins with retention.

Channel Recommendations

1. Invest further in high-impact channels, particularly CHA-1, CHA-3, and CHA-4, which have driven the majority of revenue growth. .
2. Channels CHA-2 and CHA-5, with lower growth, should be evaluated for optimization opportunities.
3. Applying a Marketing Mix Model (MMM) can help quantify each channel's contribution and inform resource reallocation.

Data Management Recommendations

1. Investigate and correct the ₹4 Cr revenue gap in CHA-1 between raw data and aggregated figures
2. Align campaign-level customer counts with the overall enterprise total through improved data integration.
3. Develop a standardized framework to ensure consistent, accurate tracking across all data sources.

THANK YOU!