



Radisson: Personalizing ads in multiple languages automatically with AI, increasing revenue and efficiency

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GOOGLE CLOUD RESULTS

- ✓ 22% increase in ad-driven revenue
- ✓ 35% increase in return on ad spend
- ✓ 50% increase in productivity for global media teams
- ✓ Ad copy translated in hours, not weeks

Radisson Hotel Group automated ad creation, localization, and translation using Vertex AI and BigQuery, increasing ad-driven revenue by 22% and return on

ad spend by 35%, while halving manual work and personalizing customer experiences.



Radisson ads speak your language

“Radisson Hotel Group wants to be at the forefront of implementing AI-driven solutions, so Google's pioneering AI tools and scalable platforms made them an ideal partner.”

Velit Dundar
Vice President for
Global Ecommerce,
Radisson Hotel Group

Every moment matters.
Chaque instant compte. Jeder Moment zählt. Cada momento importa. Kila wakati ni muhimu.

That's [Radisson Hotel Group](#)'s brand promise. And with over 1,460 hotels in more than 100 countries, keeping that promise means speaking many, many languages. (That last one is Swahili.)

"We strive to deliver memorable moments in every interaction our customers have with our brand," explains Velit Dundar, Vice President for Global Ecommerce at the Radisson Hotel Group, "and our 'Yes I can' service philosophy means we strive to speak to our customers in their own language," he adds, noting that the Radisson website is available in multiple tongues. "Ad personalization is at the heart of Radisson's mission because it demonstrates that we've anticipated and met each of our guest's unique needs."

But personalizing marketing content so it resonates with local audiences had become a linguistic and process automation

challenge for Dundar, who oversees digital advertising and decisioning at Radisson. Not only were existing workflows primarily manual, but customer information was siloed by region and scattered across multiple platforms. "That made it difficult to deliver the kind of one-to-one personalization at scale that's key to enhancing both customer experience and customer lifetime value," he continues.

So he turned to Google for a solution.

"Radisson Hotel Group wants to be at the forefront of adopting emerging technologies and implementing AI-driven solutions," Dundar states. "Google is a pioneer in AI, and Google Cloud's scalable data platform and advanced AI tools made them an ideal partner."



AI ads that outperform manually written ads

Together with consulting firm and Google Cloud partner [Accenture](#), Radisson Hotel Group used [Vertex AI](#) to train a generative AI agent on a unified enterprise and customer dataset in [BigQuery](#). This dataset aligns prospective guests with the unique characteristics of each Radisson property. The AI analyzes this data and generates localized advertisements, which can then be automatically translated into more than 30 languages, providing the type of personalized "moments" Radisson strives to deliver to all of their guests.

Accenture's solution even ensured that the ad copy translations fell within the

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maximum character count of each platform on which the ads run, including [Google Ads](#).

Radisson Hotel Group

"By creating modular, reusable components, Accenture guaranteed our ad generation process could be scaled across all our hotels, providing consistent, high-quality ads while reducing manual work," Dundar comments. "Now we can create personalized ad copy and translate it into more than 30 languages in just a few hours, something that in the past could take up to eight weeks."

But automating the delivery of culturally relevant ads at scale not only cut the time it takes Radisson's media teams to produce ads in half — it also improved ad conversion rates and brand engagement, propelling Radisson's brand promise into the AI era with a 22% increase in ad-driven revenue and a 35% increase in return on ad spend (ROAS).

"We found that generative AI consistently outperforms manually created ads across diverse markets, which revolutionized Radisson's digital marketing," Dundar states proudly. "AI-driven ad personalization has become the cornerstone of a fully automated, data-driven ad strategy that gives us more time to focus on strategic projects that explore new revenue opportunities."



A unified, fully integrated marketing data ecosystem

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Radisson Hotel Group chose to work with Google for its extensive experience in AI and analytics and its broad suite of integrated technologies. BigQuery's scalable data platform unites vast amounts of Radisson customer data efficiently, eliminating data silos and giving its marketers a 360-degree view of hotel customers that helps them analyze data-driven marketing campaign success in real time

**standards in
data security,
privacy, and
ethical AI use."**

Velit Dundar
Vice President for
Global Ecommerce,
Radisson Hotel Group

and respond quickly to
changing market trends.

"Bringing together data from
disparate sources to create a
unified customer view that
supports better decision-
making is a puzzle for every
marketing organization,"
observes Dundar, "and one
that Google Cloud is helping us
solve."

Meanwhile, Vertex AI is providing a scalable platform for building, training, and deploying the custom AI models for copywriting and translation. And the seamless integration between BigQuery and Vertex AI obviated building complex data pipelines, streamlining the project and ensuring the system will scale with future growth.

"The full integration of Vertex AI with the rest of Google Cloud simplifies data input and output for the models and makes managing their evolving complexity easier," Dundar relates. "It also minimized the time and effort needed to implement our new AI-driven ad solution."

Indeed, Google Cloud's integrations with the [Google Marketing Platform](#) — especially [Search Ads 360](#) — and other Radisson systems also foster collaboration across teams, accelerating innovation cycles. "Pushing personalized content directly to Search Ads 360 is a breeze," Dundar reports, "enabling us to optimize campaigns quickly and efficiently."

He also credits Google Cloud with newfound business agility: It enables Radisson to scale storage and computing resources up or down based on demand, optimizing costs and performance. "Most importantly, Google's strong commitment to responsible AI practices has been crucial in safeguarding our customers' trust by upholding the highest standards in data security, privacy, and ethical AI use," Dundar adds.



**Making every moment matter with
generative AI**

Dundar is currently experimenting with use cases for generative AI beyond ad personalization that will improve ad targeting and expedite time to market, and for brand-enhancing tools like chatbots and semantic search. And by harnessing AI for predictive analytics, Dundar aims to set new benchmarks for service excellence and guest satisfaction.

Another initiative aims to democratize data access and empower non-technical decision-makers by enabling natural-language database queries for actionable information.

"Generative AI has the potential to alter many aspects of Radisson's media and ecommerce operations in new and exciting ways," Dundar concludes. "With Google Cloud's scalable data and advanced AI tools, Radisson is building a new way to reimagine the customer experience, personalize our interactions with our guests, and make every one of those interactions matter."

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Radisson Hotel Group is an international hotel group, operating in EMEA and APAC with over 1,460 hotels in operation and under development in 95+ countries. The international hotel group is rapidly expanding with a plan to significantly grow the portfolio. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

Industry: Travel & Hospitality

Location: Radisson Hotel Group HQ in Belgium

Products: [Google Cloud](#), [BigQuery](#), [Google Ads](#), [Google Marketing Platform](#), [Search Ads 360](#), [Vertex AI](#)

About Google Cloud partner- [Accenture](#)

[Accenture](#) is a leading global professional services company that helps the world's leading businesses, governments, and other organizations build their digital core, optimize their operations, accelerate revenue growth, and enhance citizen services — creating tangible value at speed and scale.

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