

Marketing

Campaign effectiveness



BUSINESS PROBLEM

Anjum Hotel has been running various marketing campaigns to increase room bookings and enhance brand visibility.

We will analyze the effectiveness of different marketing campaigns and channels, to determine which ones drive the most bookings and revenue, and provide data-driven recommendations to optimize future marketing efforts



• Quick Numbers



campaign

50



of booking

252 K



Total revenue

2.1 M



TOTAL COST

1.3 M



PROFIT

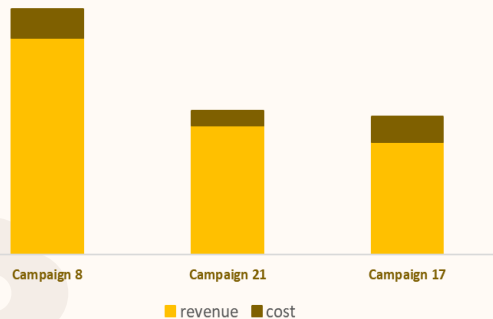
840 K



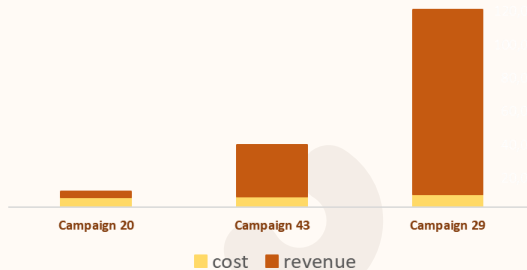
• CAMPAIGN REVENUE vs COST



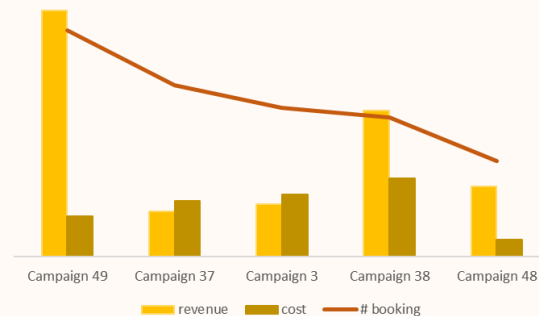
HIGH REVENUE CAMPAIGN



LOW COST CAMPAIGN



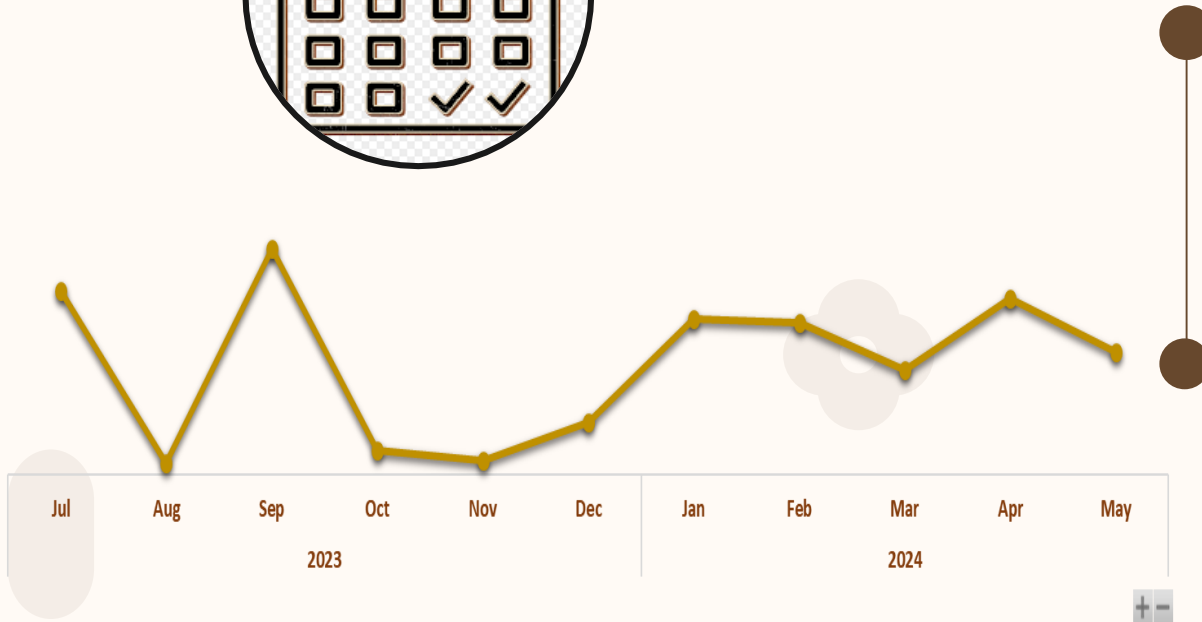
TOP 5 CAMPAIGN BY BOOKING



Booking History



There are a notable increase in total bookings from 2023 to 2024, indicating effective campaigns



2023

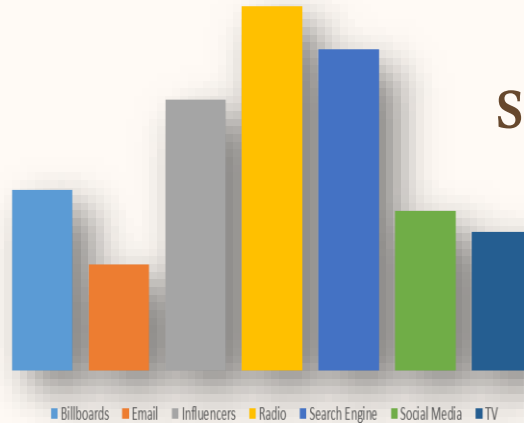
September represents the largest number of reservations

2024

April represents the largest number of reservations

• 945 days of campaign

The advertising campaign continued on various channels for 945 days . Advertising on the radio represented the largest number of days than the other channels, as well as the number of campaigns that tended to advertise on the radio(11), but it did not bring a positive result in terms of increasing reservations, as it is a high cost for a low revenues, unlike advertising on television, which is a lower cost and we obtain much higher revenues



TV

85 days
4 campaigns

Search Engine

197 days
10 campaigns

Email

65 days
4 campaigns

Social
Media

98 days
6 campaigns

Influencers

166 days
9 campaigns

Billboards

111 days
6 campaigns

Radio

223 days
11 campaigns

Target Audience for each campaign

Young Adults



Seniors



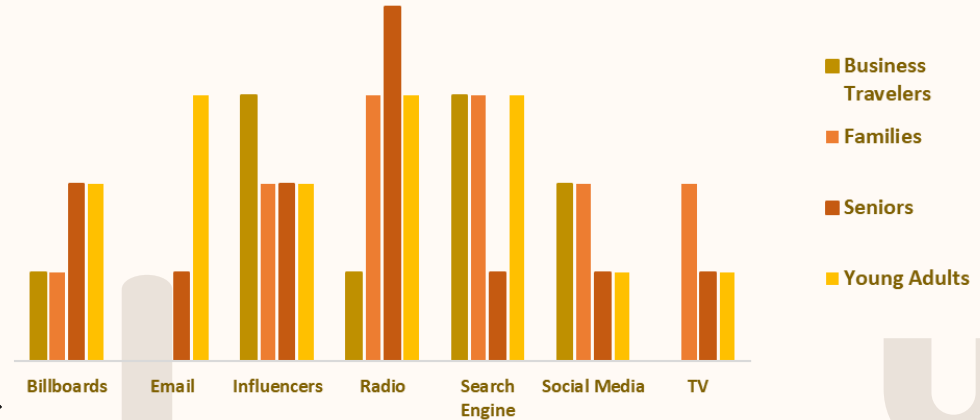
Families



Business Travelers



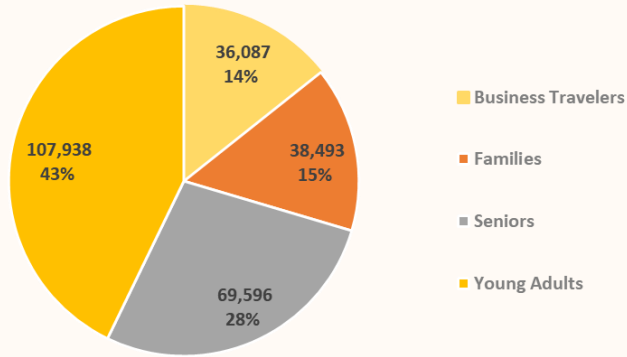
Visitors from the business class represent the smallest number of reservations, while for the rest of the Audience numbers are considered close. Perhaps this is because this hotel is not of interest to business Audience. We need to work more to target more reservation from the other Audience



• Comparison

	Business Travelers	Families	Seniors	Young Adults
Revenue	471,838.44	943,005.29	383,135.54	390,123.99
Cost	276,304.00	330,961.00	357,879.00	382,093.00
Profit	195,534.44	612,044.29	25,256.54	8,030.99

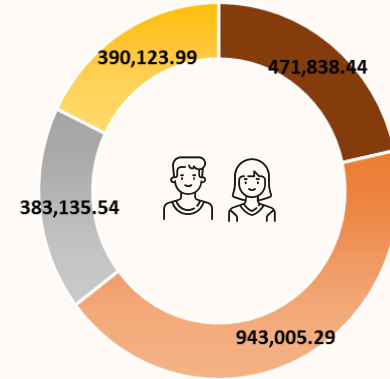
• Booking per audience



Although the percentage of bookings from families is lower, they generate the largest percentage of revenue
percentage of bookings from young adult is high, they generate the lowest percentage of revenue.

We must reconsider the price plan and add activities that suit families & seniors

• Revenue per audience



■ Business Travelers ■ Families ■ Seniors ■ Young Adults

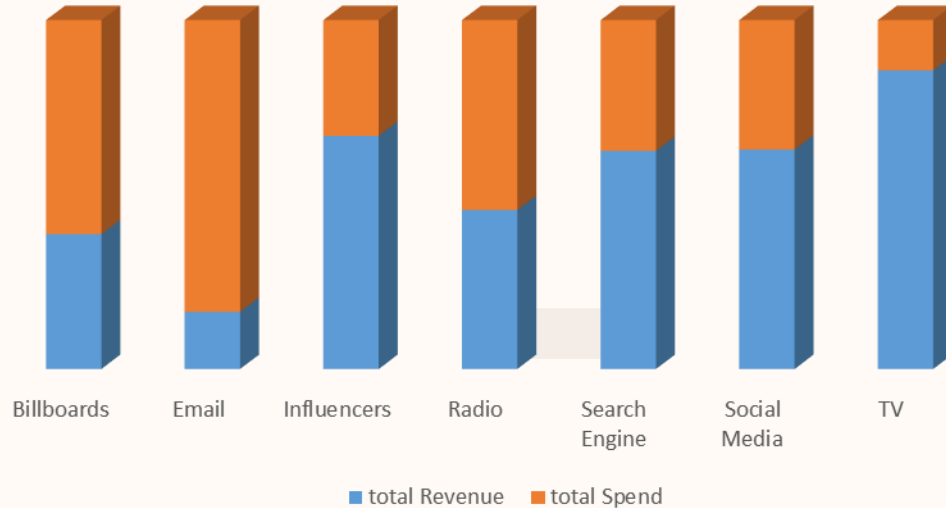
Audience	Revenue	%
Business Travelers	471,838.44	22%
Families	943,005.29	43%
Seniors	383,135.54	18%
Young Adults	390,123.99	18%
Grand Total	2,188,103.26	100%

• Comparison per audience

Row Labels	# Impressions	# Bookings	Revenue
Business Travelers	1,854,889	36,087	471,838
Families	3,389,451	38,493	943,005
Seniors	2,227,725	69,596	383,136
Young Adults	2,524,759	107,938	390,124
Grand Total	9,996,824	252,113	2,188,103

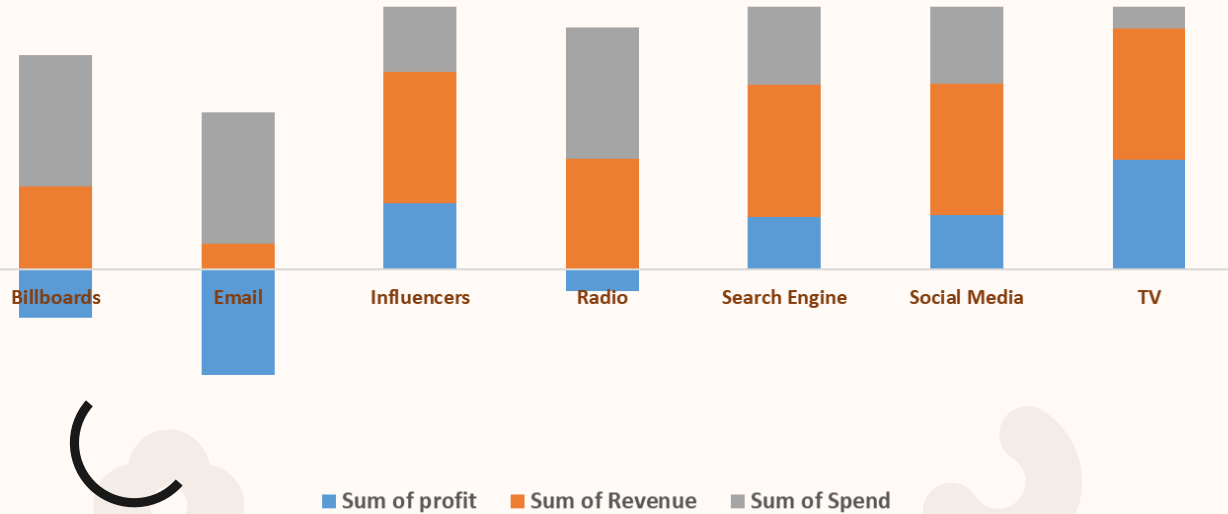
Labels	Booking/Impression %	Booking %	Revenue %
Business Travelers	2%	14%	22%
Families	1%	15%	43%
Seniors	3%	28%	18%
Young Adults	4%	43%	18%

• Channel Revenue & Cost



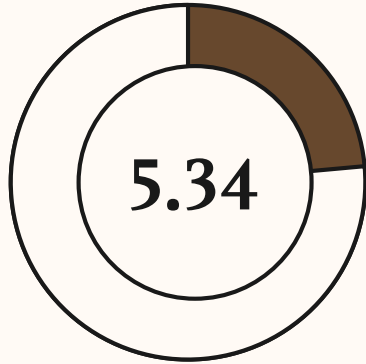
fillter		total Revenue	total Spend
Billboards		102,650.22	162,934.00
Email		26,800.11	136,870.00
Influencers		271,169.63	134,706.00
Radio		265,235.79	316,558.00
Search Engine		542,011.17	324,717.00
Social Media		252,661.03	148,972.00
TV		727,575.31	122,480.00
Grand Total		2,188,103.26	1,347,237.00

- Profit generated by each channel



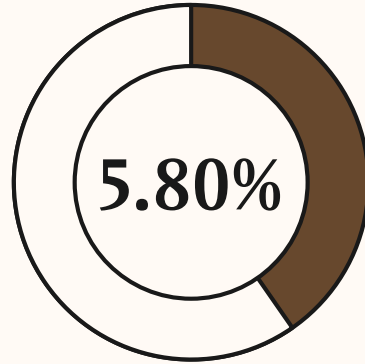
It is clear that marketing campaigns through billboards, radio, and emails are useless, as most people skip them, and their cost is not small. We can focus more on visual campaigns.

- **KPIs**



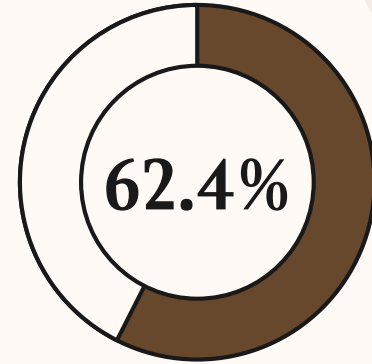
Cost Per Acquisition

Total marketing spend/
number of new customers



Click Through Rate

Numbers of clicks /
number of impressions

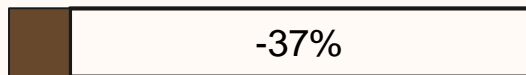


ROI

Revenue - cost
/ cost

• ROI Per Channel

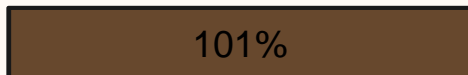
Billboards



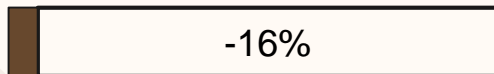
E-mail



Infulencers



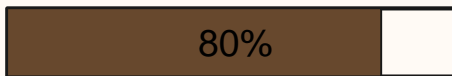
Radio



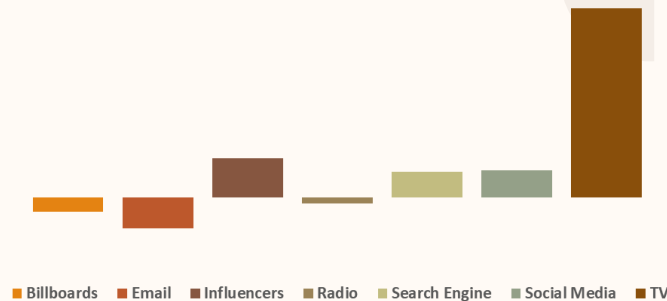
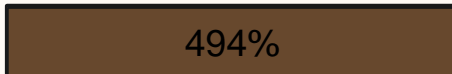
Search engine



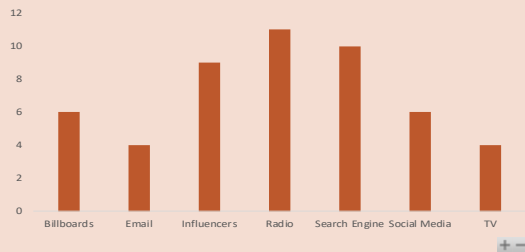
Social media



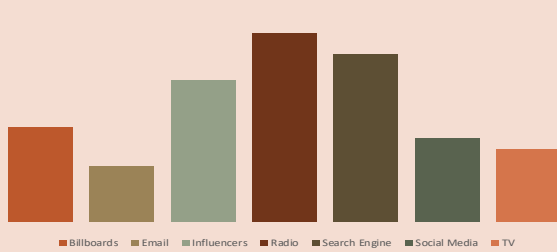
TV



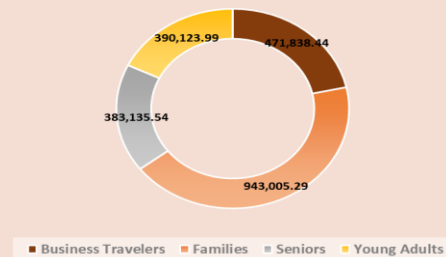
Number of Campaign Per Channel



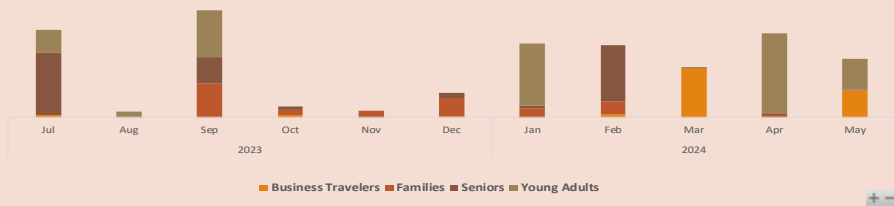
Campaign Days Per Channel



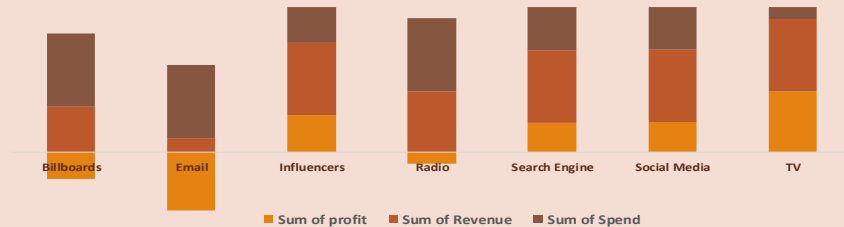
Revenue Per Audience



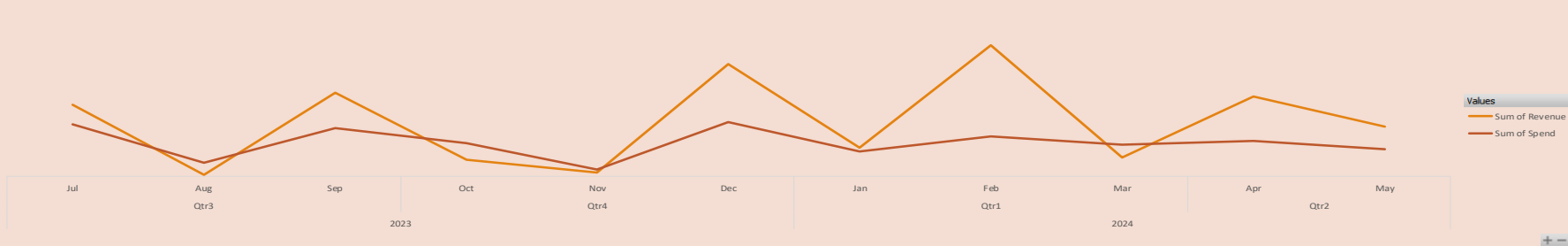
Audience Booking Per Month



profit generated per channel




Revenue , Cost Over Mohths



• Recommendation

- **Focus on High-Performing Channels:**

TV – Influencers – Social Media. 


Allocate more budget to these channels while potentially reducing spending on less effective ones

- **Optimize Low-Performing Campaigns:**


Radio – Billboards - Emails 

consider in creative idea to improve their performance.


- **Refine Targeting:**

Ensure that marketing messages are reaching the right audience. 

- **Content Marketing Strategy:**

Develop a content marketing strategy to attract and engage target audience. 

- **Track and Measure Consistently:**

Continuously track and measure marketing performance using relevant KPIs. Monitor metrics for improvement and optimize future campaigns. 

Thanks!

Nagwa



ANJUM
HOTEL
MAKKAH