

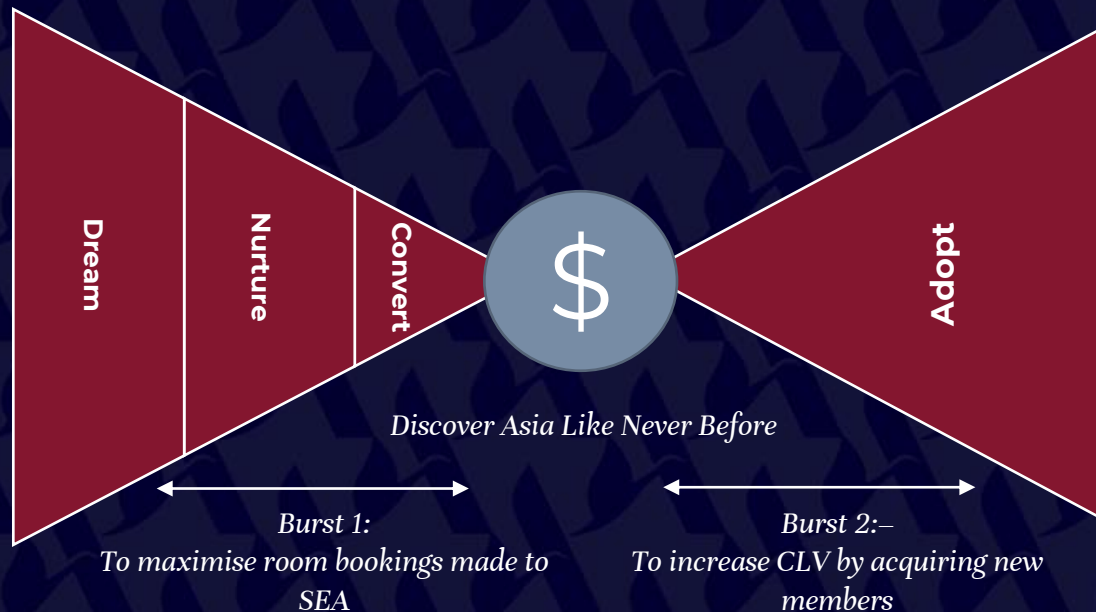
Accor Hotels' Winning 'Bow-Tie' Strategy Drives 130x Return on Ad Spend During Post-Pandemic Recovery

Objectives

1. Maximise Room Bookings
2. Increase Customer Lifetime Value (CLV) by acquiring new members

Strategy:

Accor curated its version of a modernised 'Bow Tie' marketing funnel instead of a 3-Tier traditional marketing funnel which extends beyond the conversion stage. It sees the potential of newly converts to be Accor brand advocates by registering for Accor membership which aims to achieve retention through this 360-user journey.



Results

\$37 Million Revenue | New Accor Members: 7,870 increasing CLV

130x ROAS | 530% target achieved vs forecasted | 2x greater CPA efficiency vs forecasted

Next Steps

This Bow Tie funnel strategy will act as a framework which could be replicated and adapted across different platforms and phases. Further advancements could be made to cross/up sell users who had registered for an Accor membership to upgrade to a higher membership tier, further increasing the CLV and become Accor's brand ambassadors, further growing as a brand and achieving optimal success.

