

Accor Hotels' Revamped Digital Media Recipe drove 130x return on Ad Spend During Post-Pandemic Travel Recovery



Objectives:

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

Strategy:

Accor had leveraged on streamlining the best mix of digital media solutions across each stage of the funnel to maximise on bookings and membership recruitment which increases customer lifetime value (CLV). With limited budget and intense competition, it was crucial to make every dollar count and maximise performance.

