



> Solution Brief

Business Impact

People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction.

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Challenges

- **Time-consuming processes.** Manual processes cannot keep marketing and finance teams in sync regarding campaign planning, execution and measurement.
- **Doing more with less.** Marketers are under increasing pressure, but their tools don't show them where to adjust marketing program investments so they can maintain performance targets.
- **Conflicting strategies.** Traditional hotel marketing organizations are organized by region, brand or product line, so maximizing ROI across the entire business can cause conflicts.

Plan and prioritize marketing campaigns to get the best possible results

The Issue

How important is it to keep your guests' attention? Clearly, guests who get irrelevant or repetitive offers may become frustrated and opt out of your communication channels. Once a guest has opted out, you have lost your chance to continue marketing to them.

Through an array of technologies, guests can quickly broadcast their discontent via social media to millions of others. As a result, customer relationship management has been transformed into customer-managed relationships, turning the tables on who dictates what is talked about, where and when. Still, hotel marketers are expected to contribute demonstrably to profitability, growth and competitive advantage. Marketing activities must show measurable results.

There's a multitude of possible combinations - for millions of guests, numerous service offerings and brands, multiple communication channels, a variety of campaign choices, competing business goals, and constraints such as channel capacity, budgets and contact policies. How can you know which combinations will work? Integrated marketing messages yield the best results, but require complex methods. The stakes are high. Money spent on campaigns sent to less-than-ideal targets could have gone to more rewarding campaigns.

Our Approach

Traditional prioritization or rules-based systems are insufficient to make your marketing activities highly successful. Only through true optimization can hotel companies gain critical knowledge about factors that influence the success (or failure) of marketing campaigns, such as adding a new channel, reducing a budget or altering a guest contact policy. SAS delivers software and services to help you:

- **Evaluate multiple campaigns simultaneously** using mathematical optimization and predictive analytics to determine which products should be marketed to individual guests for maximum ROI.
- **Define your own constraints and optimization objectives** and run what-if scenarios easily, without having to understand the complex math behind the optimization process.
- **Ensure a productive and fruitful way of interacting with guests** through user-defined and organization-defined contact policies.

SAS helps hotels plan and prioritize all outbound guest communications, maximizing effectiveness while balancing capacity to deliver with the likelihood that guests will respond.

The SAS® Difference: Maximize campaign effectiveness

SAS Analytics generates powerful insights that are easy to integrate into campaign selections, real-time decisions and channels. Deliver relevant offers and messages to guests anywhere, anytime. With SAS, you can:

- **Define your own constraints and contact policies**, and flexibly change them at will.
- **Find solutions to issues faster.** SAS uses proven algorithms to reduce run times for existing optimization approaches from days to minutes.
- **Take advantage of existing technology investments** and decrease the total cost of ownership. The SAS solution can be tightly integrated with your existing marketing automation solution, and is built on the same robust, flexible platform as other SAS solutions.

SAS supports marketers in making the most of each communication, helping amplify economic outcomes. With SAS, hotel marketers can determine the best offers for individual guests to improve ROI and profitability. They can optimize across complex contact policies to avoid oversaturating guests with offers. And they can increase channel effectiveness with better targeted leads.

Case Study: A Midsize Hotel Company

Situation

A marketing organization at a midsize hotel company had multiple potential offers for its guests, but was constrained by the contact policy restricting the number of offers sent to each guest. At the same time, the marketing team wanted to reduce guest opt-outs by ensuring that promotions were relevant and designed to provide the maximum marketing ROI.

Solution

With SAS, the hotel company:

- Knows which offers are most relevant to guests, and can maximize response and overall return from the marketing investment while accounting for contact policy constraints.
- Better understands the factors that influence a marketing campaign's success or failure - such as adding a new channel, reducing a budget or altering a guest contact policy. The solution helps them recognize how these factors affect the business.
- Can determine the best way to interact with guests to reduce the number of interactions and gain a higher return from campaigns.

Results

By using SAS, this midsize hotel company improves response rates, decreases guest opt-outs and streamlines the marketing budget by staying focused only on campaigns that yield the best results.

What if you could ...

Identify the most relevant offers

What if you could quickly determine maximum ROI by including or excluding campaigns and offers, given budget and resource constraints?

Improve planning with scenarios

What if you could compare the expected ROI from multiple campaigns by flexibly changing your budget and constraints?

Increase guest satisfaction and loyalty

What if you could reduce the number of interactions with your guests, cut costs and still get a higher return on your campaigns?

You can. SAS gives you **THE POWER TO KNOW®**.

SAS Facts

- SAS helps customers at more than 75,000 sites improve performance and deliver value by making better decisions faster.
- SAS customers or their affiliates represent 93 of the top 100 companies on the 2014 Fortune Global 500® list.
- SAS is a leader in "The Forrester Wave™: Cross-Channel Campaign Management Platforms, Q3 2014."

Learn more about SAS software and services for hotels at: sas.com/hotels.