



Leading Brand Hotel Uses Routier To Increase Guest Engagement Levels And Improve Digital Marketing Effectiveness

As a member to one of the largest and most powerful hotel brands in the world, our client understands the importance of maintaining brand standards, building brand loyalty on behalf of their guests, and the impact that digital marketing can have on its revenues,

The Challenge

Prior to using Routier, our client couldn't figure out a way to seamlessly engage with their guests in real-time on premise in order to promote in-property offerings, deliver relevant and valuable information, and increase loyalty club members.

Additionally, they couldn't guarantee that every guest would be exposed to their current in-property offerings or know the amount of guests who were actually exposed to important marketing messages in the form of traditional costly printed materials.

Digital Marketing Done Right

With Routier, our client was able to deliver and expose any message, offering, or promotion they had to any guest in coverage across all devices. Because we offered guaranteed premium inventory, any guest that surfed the web was guaranteed to view their marketing campaigns when the hotel wanted them to see it most.

Additionally, Routier's analytics platform gave true real-time insights as to which campaigns were bringing in the best results; this way, the client could build off of what worked and avoid what didn't.

Oh yeah. And there was no CPM or CPI model. It was 1 fixed monthly price for unlimited impressions across all devices.

*The Results**

▲ 87%

Total Guest Exposure

▲ 10,000

Viewable Impressions

▲ 28.5%

Click Through Rates

*Results collected from first month implementation at hotel