

# ADRIANS 2021

2021 ADRIANS FOCUS CATEGORY: RECOVERY TECHNOLOGY INNOVATION

*LEVERAGE TECHNOLOGY TO PROGRAMMATICALLY OPTIMIZE MEDIA  
TOWARDS ONLINE AND OFFLINE SALES*





# SITUATIONAL ANALYSIS

Holiday Inn Club Vacations (HICV) is a leader in affordable travel accommodations nationwide in the United States. Their properties are specifically known for create lasting memories for family vacationers with a variety of experiences of their choice in over 25+ destinations.

During the pandemic in 2020, many travel and hospitalities brands went dark with their marketing efforts, however HICV did not. Instead they opted to work towards making their efforts more effective both on the marketing side and, most importantly, on the analytical and reporting side. Both Net Conversion and HICV believe that by prioritizing the analytical side of marketing, we'd be able to make better strategic decisions and optimization to reach HICV's business goal.





# OBJECTIVE

## COMPANY OBJECTIVE

Throughout the pandemic for HICV Packages, the goal was to drive qualified Package sales with the hopes that they'll convert into timeshare owners. The problem the team was facing prior to this was that through *our digital media channels, the most down-funnel we're able to get with our conversions was driving a lead* as the Package sales happen offline through their sales team.



## MARKETING GOAL

Given that we are an analytics first company - we saw an opportunity to **develop a process that would feed offline data to an online platform for insights and optimizations.**





# IMPLEMENTATION



To be able to optimize toward the conversions that matter most to HICV, we imported offline conversions from HICV CRM (Salesforce) into Facebook by using our internal API to Conversionomics as the bridge to store and cleanup the data.

Conversionomics is Net Conversion's proprietary, data extraction and transformation platform, allowing us to connect to any data source, process complex data sets and export for near real-time reporting. The platform's first-in-class processing capabilities enable Net Conversion to make quick data-driven media decisions and prioritize analysis and action over data pulling - processes +5 TB of data per day, with 5,800+ individual data sources, performing 1,500+ transformations, powering 660+ dashboards. By using this tool, **Net Conversion has closed the online to offline gap in marketing analytics.** With **Conversionomics' internal API ability, we are able to create efficient, clean data sets in a matter of minutes to then be uploaded into digital social media ad platforms.** However, since this data does not come through their website, but rather they use a CRM program (salesforce) to accumulate their data, it is almost impossible to attribute digital media efforts to sales or conversions. Which is where the true challenge lies and how Conversionomics solves the technological issue of making the data available to import into Facebook.

For this particular case, **Net Conversion imported offline conversions from HICV CRM (Salesforce) into Facebook as an event to track downstream conversions driven by our paid media efforts.** This allowed us to have a deeper understanding of our top conversion drivers. With this data, we were then able to make efficient optimizations to increase the effectiveness of our strategy and campaign optimizations including: budget reflows, lookalike audiences in Facebook using their algorithm based on qualified actions, and use offline conversions as a KPI to optimize our campaigns towards.





# RESULTS

With Facebook and Conversionomics working hand in hand, we were able to ingest consumer leads data, manipulate the data, push offline import into Facebook and derive efficient optimizations and audience specific strategies for our client. With the additional information, we are able to derive insights and create custom audiences specific to consumer actions and demand as well as ensure that our digital strategy was reaching qualified audiences.

Upon implementation, we saw an immediate increase in conversion rate. Once we implemented the Conversionomics x FB offline conversion import saw a **+47% increase in lead to package Conversion Rate.**

From here we are hopeful to include creative targeting testing based on products and consumer journeys for increase our strategy personalization.

