



## BRAND & DATABASE BUILD

### CLIENT BRIEF

A US hotel aggregator engaged ROKT to help build its database globally, in particular across North America, Australia, Singapore and New Zealand. Additionally, the company aimed to increase awareness of its brand and gain share of mind with consumers in an active buying mindset, likely to travel.

### ROKT SOLUTION

The ROKT email solution allowed the aggregator to drive newsletter memberships from consumers who had actively chosen to receive ongoing email communication from the brand.

Through constant testing on the ROKT platform, findings indicate that hotel and accommodation brands require an incentive to see high engagement, given the timeliness of a travel purchase. The campaign assisted in driving initial consumer spend by providing a voucher upon email sign-up.

The flexibility of the ROKT platform has allowed the hotel brand to use a number of different voucher values and offers to gain the highest engagement possible in each market.

### CAMPAIGN SUCCESS

In total, the brand's message has been seen by over 5.8 million unique consumers globally, and ROKT has provided over 700,000 referrals of consumers actively choosing to receive ongoing email communication.

Referral marketing is now one of the brand's core acquisition strategies in each market.

### CAMPAIGN INSIGHTS

The hotel brand found that different voucher values achieved different levels of success globally. In Singapore, a voucher of a dollar value (e.g \$50 off), paid off five times faster than percentage value (e.g 10% off). Comparatively, in Australia, the company found that using a percentage discount paid off 2 times faster.