



A predictive approach drives nearly 5K incremental bookings for Premier Inn

GOAL

Increase leisure stay bookings and brand awareness

With more than 750 hotels in the UK and 68,000 rooms in great locations, Premier Inn is owned by the Whitbread Group and is the UK's biggest hotel brand. It offers quality accommodation at affordable prices for both leisure and business travelers.

The hotel business wanted to improve efficiency across the organization, something that was also a strategic objective for the Whitbread group. Strategic goals included integrating scalable platforms, creating a center of digital excellence within the business, and creating actionable insights. Premier Inn also wanted to increase online bookings as well as raise awareness of the brand among consumers who had not previously visited its website.

The company's goals included:

- Increase leisure stay bookings
- Increase efficiency and scale from ad buying
- Raise brand awareness

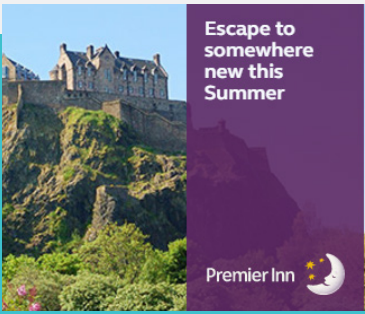
Sizmek implemented an A/B prospecting test with Premier Inn, splitting the chain's overall online audience into control and exposed groups. This allowed Sizmek to observe the impact of paid media on new customers compared with a group that was not known to Premier Inn.

Control audiences received display advertising encouraging them to donate to Great Ormond Street Hospital (Premier Inn's nominated charity). Meanwhile, the exposed audience received strategic DCO creatives showing nearby Premier Inn hotels based upon their customer profiles.

Following the test phase, Sizmek expanded its role with Premier Inn to increase ROI and target the right customer at the right moment.

SOLUTION

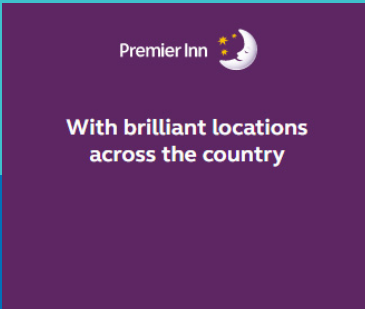
Use DCO to target the right customer at the right moment



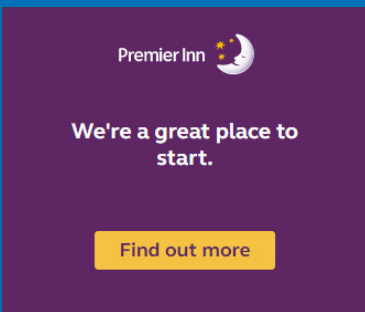
Sizmek provided expert guidance for the hotel brand, enabling them to distribute targeted, personalized creative to customers most likely to engage with the brand. This reduced the chance of wasted or unwanted advertising and increased the impact of the campaigns for Premier Inn.

Sizmek technology delivered a significant incremental conversion rate of 0.008%, which translated to 4,954 incremental conversions and £6.5 million in incremental revenue for the retailer. It also helped the brand improve the online customer experience.

RESULTS
Nearly 5K
incremental
conversions

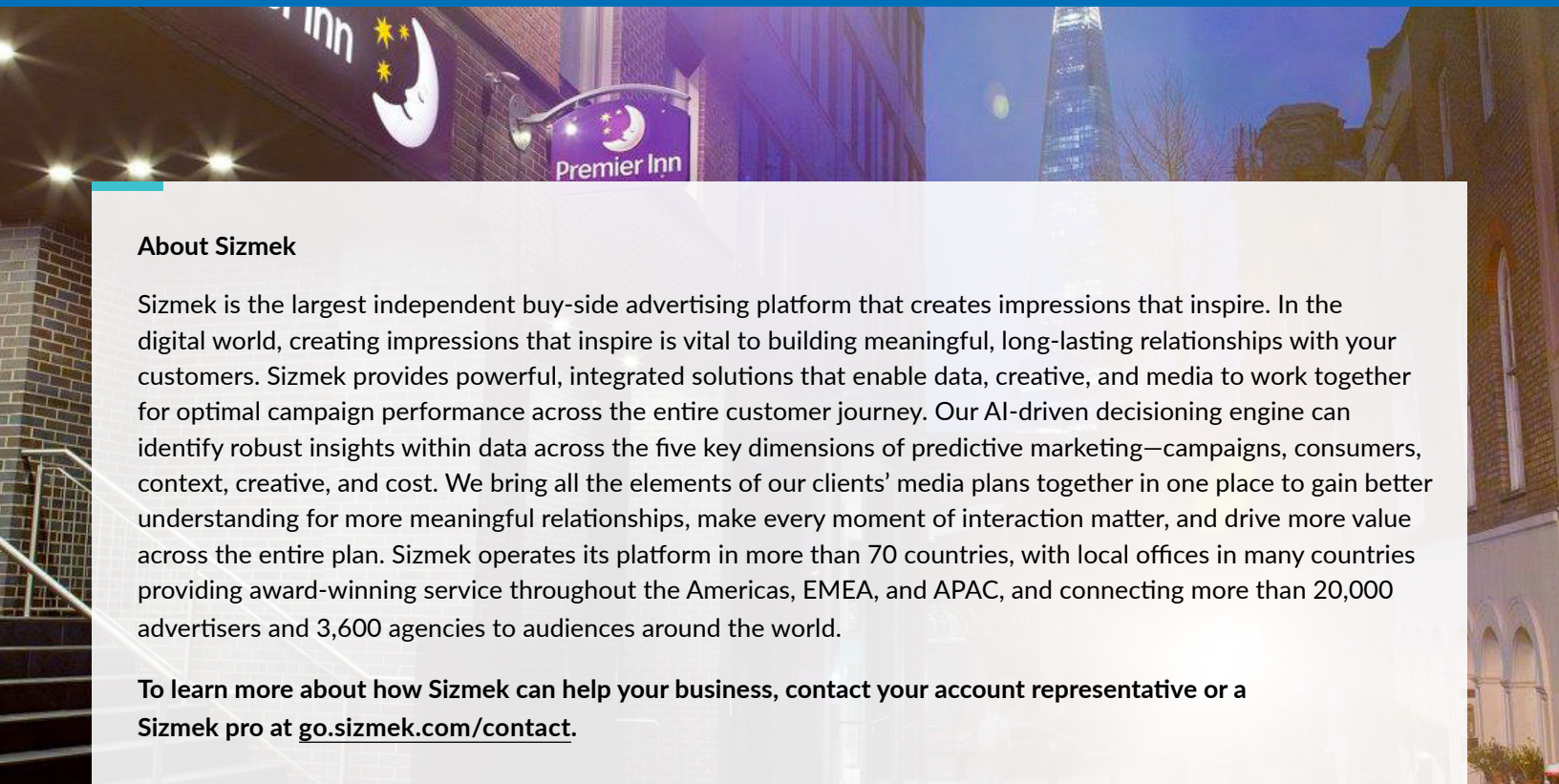


“Sizmek has a thorough understanding of, and passion for, their technology. Premier Inn was new to programmatic advertising, but Sizmek was able to present a strong case for implementing advertising at scale using its predictive platform, which we found 10 times more user-friendly than others.



By bringing the Sizmek DSP in-house, we can run campaigns efficiently and confidently, knowing the Sizmek team is there for support when needed.”

JAMES DE CUNHA,
PROGRAMMATIC EXECUTIVE, PREMIER INN



About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.