

A background image of a hotel lobby with a woman in a uniform holding a tray, overlaid with a green tint. The text is centered over this image.

“We needed better data so we could make better decisions with our marketing spend. This meant finding an enterprise solution that helped us ensure accurate tracking from the very beginning of each campaign.”

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- A white L-shaped graphic element.
- Fortune 500 Hospitality Group
 - 1M+ Rooms Across 100+ Countries Globally
 - 10K+ Campaigns Annually Across Digital Channels
 - 250+ Claravine Users

“Claravine unified our campaign tracking strategy so we could make media decisions with consistent, richer data that spanned digital channels, helping us dramatically improve our campaign performance.”

- **2% increase in revenue per available room (RevPAR)**
- **99%+ tracking code format compliance**
- **60% reduction in time spent cleaning data by analytics team**

Claravine Customer Story: Fortune 500 Hospitality Company



Background

Company executed over 1,000+ digital campaigns globally spanning paid search, display, affiliate, video, offline, PR, social, and others on an annual basis, requiring over 10,000 unique tracking codes annually. This required coordination across various parts of the organization. Leadership needed visibility into which content, creative and campaigns were most effectively driving customer reservations.



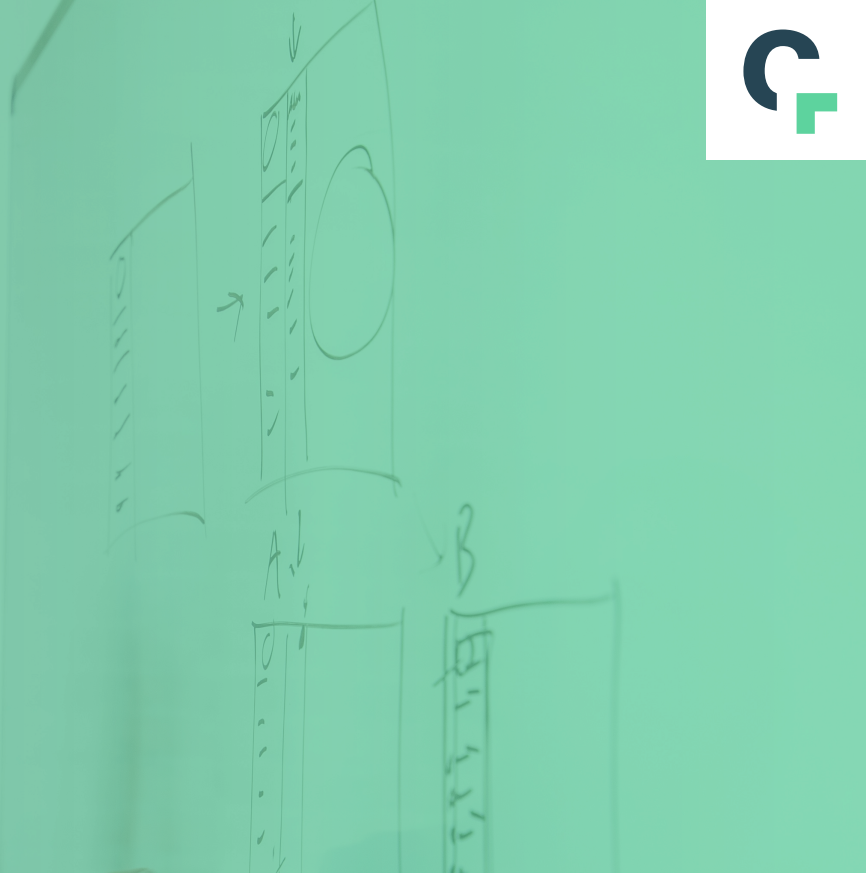
Challenge

Analytics team was completely responsible for creating and validating campaign tracking for the entire global organization, including both marketing and internal campaigns. This process resulted in media execution delays and comprised a significant burden on the internal team, who had little time remaining to actually provide analytics support. Furthermore, the existing manual process, based on excel spreadsheets, could not account for every scenario, resulting in inconsistent data and human error. As an end result, analytics teams lacked the full campaign views they needed to make decisions.



Results

Claravine enabled automated campaign tracking, allowing coverage to increase from 66% to 99% and vastly reduced the amount of time required for the analytics team. As a result, company was able to obtain true, cross-channel campaign insights, instantly improving the ability of marketing leadership to make better media decisions and adjust tactics to drive campaign success. In addition, Claravine provided the foundation for attribution models and analytics tools needed to optimize marketing spend across the global organization. During the first 12 months post implementation, revenue per available room (RevPAR) increased nearly 2% YoY, while marketing spend decreased.



About Claravine

Claravine is the leader in digital experience data management, with over 3,500 brands globally using our software to enable effective campaign and experience tracking. Claravine allows digital teams to consistently create and validate tracking, providing the data clarity needed to deliver the experiences that best drive conversion across each digital touchpoint.

For more information please contact:

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