

IHG Uses Unica's Interactive Marketing Solutions to Drive Major Improvements in Email/Web Engagement and Revenue – at Global Scale

The world's #1 hotel group implements real-time, personalized marketing with Unica – and drives over 400% more revenue per impression

ABOUT INTERCONTINENTAL HOTELS GROUP

InterContinental Hotels Group (IHG), the world's largest hotel group, has more than 650,000 guest rooms in over 4,400 hotels across 100+ countries. IHG operates seven hotel brands: InterContinental, Crowne Plaza, Hotel Indigo, Holiday Inn, Holiday Inn Express, Staybridge Suites, and Candlewood Suites. IHG's strategy is to build the industry's strongest "operating system" comprising everything it does to drive demand—advertising and marketing campaigns; ten global call centers and thirteen local language websites; an 8,000-member sales force; Priority Club Rewards, the world's largest hotel loyalty program with 48,000,000 members; and all the advantages of IHG's unparalleled global distribution and scale.

THE CHALLENGES

As the world's largest hotel group, IHG views its unparalleled scale and distribution as a key competitive advantage. However, its huge global scale also makes managing individual customers extremely complicated.

Says Lincoln Barrett, IHG's vice president, Guest Marketing, "Today, our customers are more informed than ever. They demand greater relevance. And they control the purchase process as never before. On our side, marketing seven unique brands in 100 countries isn't easy, and traditional media are just too slow and generic. To put it simply, our customers are behaving in real time, and IHG was behaving in 'batch.'"

THE SOLUTION

"Marketing and IT collaborated to find unique solutions to the challenges we faced," says Barrett. "First, we rebuilt our enterprise data warehouse and created a real-time customer data mart, bringing together data stored in multiple spreadsheets, databases, and data repositories. Then, to ensure we could actually *do* something with all that data, we implemented Unica's marketing suite."

"We started with Unica Campaign," continued Barrett, "which helps us generate customer lists and assign marketing offers much more quickly and seamlessly. We then implemented Unica Interact to arbitrate offer management in a real time environment."

"We're also deploying Unica Marketing Operations to help us implement a seamless global workflow, getting all our teams on the same page to manage campaigns from start to finish. We also intend to use Unica Optimize to make the most of all customer interactions across our entire ecosystem. Put it all together, and we're building a truly real-time marketing organization."

THE RESULTS

Replacing Missed Interactions with Individualized Offers

For years, IHG knew it was missing out on sales opportunities associated with millions of interactions. Using the Unica marketing suite and its new real-time data mart, IHG solved this problem.

First, IHG moved oversight of transactional email from IT to marketing, and migrated from external email vendors to a unified internal

OBJECTIVES

- Move to real-time marketing that's dynamic, relevant, and multi-channel
- Create more campaigns – and more customized campaigns – without higher costs
- Improve engagement
- Translate deeper engagement into more revenue
- Improve business agility
- Utilize all available marketing data across the entire company, worldwide

platform based on Unica Campaign. Next, it integrated email and transactional data into its centralized database, and redesigned all of its email templates.

Finally, and crucially, it integrated Unica Interact within its newly orchestrated workflow, using Interact to identify the best offer for each customer based on all seven up-to-date data sources now available.

The results have been remarkable, says Barrett. “We are getting tremendous lift in many of our direct mail and email programs – and we’re doing it at scale, in a very complex business environment. We’re generating hundreds of campaigns where we were previously able to create only a handful. Our campaigns are achieving substantially higher open and click-through rates. Our revenue per booking and impression is a *lot* higher: in fact, revenue is up more than 400% per impression.”

“What’s more,” adds Barrett, “our dynamic capabilities aren’t limited to our email channel. We’re lifting response online, too.”

“Whatever channel you’re talking about, the bottom line is driving relevance. We can now personalize our messages at all levels, down to the individual hotel. We’ve found that when we’re more relevant to the individual customer, we get a lift in all our engagement metrics – and that leads directly to more revenue.”

Continuing the Journey to Right-Time Marketing

“We know our customers demand marketing that’s dynamic, highly relevant, and reaches them in all the channels they care about,” says Barrett. “We’re not all the way there yet. It’s a journey. We’re still bringing aboard additional channels, integrating more of our agencies, and adding more localization and optimization capabilities. But the Unica technologies we’ve already implemented have given us the strong foundation we need to get there.”

ABOUT UNICA

Unica Corporation (NASDAQ: UNCA) is the recognized leader in marketing software solutions. Unica’s advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of online and offline marketing. Unica’s unique interactive marketing approach incorporates customer analytics and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 1,500 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit www.unica.com.

RESULTS

- Greater campaign relevance and customization
- 250% more clicks per day
- 400%+ more revenue per impression
- Threefold increase in revenue per booking
- More campaigns without more staff: “from handfuls to hundreds”



unica

Unica Corporation	Australia
Worldwide Headquarters	Belgium
Reservoir Place North	Brazil
170 Tracer Lane	France
Waltham, MA 02451	Germany
USA	India
T +1.781.839.8000	Netherlands
F +1.781.890.0012	Singapore
E unica@unica.com	Spain
www.unica.com	United Kingdom
	United States

Unica and the Unica logo are registered trademarks of Unica Corporation with the U.S. Patent and Trademark Office. **MARKETING SUCCESS STARTS WITH U** is a trademark of Unica Corporation. All other trademarks are the property of their respective owners.

CS-IHG-0710-PDF

© 2010 Unica Corporation.
All rights reserved.