

How Hilton Boosted Revenue

with a Data-Driven Campaign

With more than 550 locations across six continents, Hilton Hotels & Resorts provide an authentic and contemporary experience for guests worldwide.

CHALLENGE

Hilton wanted to surprise, delight and thank their loyal Hilton Honors rewards program members by delivering a hyper-personalized email with real-time content that gave them more insight into their travel experiences. The problem? This was uncharted territory for Hilton, and they needed to figure out how to access their data and turn it into a compelling story.

Seeing this level of engagement further fuels our push for more **personalized messaging company-wide.**

SOLUTION

Most of Hilton's messages tend to be quick and straightforward - but not this one. Movable Ink provided Hilton with the advanced capability to pull in selected data fields, creating an easy way to personalize each email for each customer in real-time. Hilton ensured that there was enough room for the data, included data thresholds, and used fallback default messaging so that the story flowed even if the thresholds weren't met.

RESULTS

Using real-time member data in a meaningful way, Hilton created an unparalleled email experience. This campaign saw huge lifts in open rates, click-through rates and revenue, providing an \$82 per-click conversion rate. Members loved the personalized, dynamic messaging, fueling Hilton's push for more personalized messaging company-wide. As a next step, the brand is looking to expand the program to better reach their non-English speaking members.

70%
lift in open rates

37%
lift in CTR

\$82
per-click
conversion rate

This campaign saw **outstanding performance**, and it's one we are all very proud of.

EMAIL SAMPLE

