Hyatt Hotels | **Automated Client Reporting**

HYATT ®

PROBLEM STATEMENT

Hyatt was looking for a data visualization solution to help centralize their media and property level reporting.

Thompson hotels was recently acquired by Hyatt and was chosen as the first phase of brands under the Hyatt umbrella to implement Datorama. The main goal of this project was to eliminate the manual process of creating daily performance views.

SOLUTION

Hyatt's biggest need was the ability to segment their marketing results based on the region, hotel name, and hotel chain. Because of Hyatt's acquisition of the Thompson Hotels chain, the data was scattered between multiple accounts and platforms, including over 7 historical files from Thompson's previous marketing agency.

Search Discovery's solution harmonized all those sources, including Bing, Adwords, Facebook, Instagram, a transition to a new DCM account, and a switch from Google Analytics to Adobe Analytics. The result was a single joint data pool and valuable dashboard that seamlessly shows insights regardless of the initial fragmentation.

BUSINESS IMPACT

Hyatt estimated spending ~60 hours a week to create the views that they now have in the Datorama dashboard. The new dashboard enables the Hyatt team to make faster marketing decisions for their 80+ Thompson hotels and reduce agency costs by saving the hours previously purchased for reporting. Since Hyatt's main accounts are now integrated, Hyatt can easily scale this implementation to their remaining 800+ global hotels.