



## Case Study: TargetingHub™ Custom Campaign

### Client Profile

Vizery's client, an independent, oceanfront resort & spa with 195 rooms is located in Atlantic Beach, FL.

The resort features luxurious amenities and award-winning cuisine enjoyed with ocean views. It is optimally located walking distance from a plethora of restaurants, boutiques, art galleries and nightlife.

### Client Goal

The client's objective was to target individuals without children for a "couple's staycation" through an omni-channel marketing campaign.

They were unsure how to properly segment their target audience and identify the most desirable customer profiles.

### Strategy

Vizergy's strategy started with analyzing existing PMS data to determine the client's best customers.

Using the **TargetingHub™** platform, demographic parameters were set for distance from hotel & whether they have children.

Narrowly targeting this demographic set will place the resorts omni-channel marketing tactics right in front of their desired customers.

### Tactics

- Identify best target audience using PMS data
- Pull target list of contacts within demographic set:
  - Set parameters accordingly:
    - Geography: 300-mile radius
    - Demographics: No children
  - Segmented List: 2,470 contacts
- Campaign channels: Email & Facebook Ad
- Promotions sent to segmented list during Summer season

### Campaign Results

The oceanfront resort & spa saw an influx in their couple's staycation bookings as a result of campaign efforts. With an **ad spend of \$350** & total **campaign budget of \$1,150**, the results below were generated in **3 days**.

