Redpoint

The Power of Data Readiness: citizenM Drives **3X Ad Conversions** and **44% Email Open Rates**

Company Overview:

Founded in 2008 and headquartered in the Netherlands, with locations across Europe, Asia and the U.S., citizenM is a premium hotel chain focused on delivering a world-class guest experience and increasing engagement by humanizing a digital-first approach. The brand's unique "affordable luxury" value proposition is a first in the hotel industry.

Challenges + Goals:

citizenM faced several challenges. The hotel chain was not able to easily manage and streamline guest data from various sources, including its website, mobile app, CRM system, in-room tablet and other channels. As a result, the hotel struggled to deliver relevant, real-time experiences across the pre-trip to post-trip customer journey.

The lack of a single guest view also made it difficult to create accurate segments to underpin analytics, decisioning and measurement. All of this limited the effectiveness of targeted advertising and marketing campaigns.

After two failed attempts at getting its data in order, citizenM approached Redpoint with three key challenges:

- ✅ **Create an accurate Golden Record for each guest, ingesting, cleansing and unifying data from eight different sources**

- ✅ **Drive targeted advertising and improved analytics and decisioning through powerful segmentation and multi-channel activation capabilities**

- ✅ **Enable the brand to use everything it knows about the guest to enhance the guest experience**

44%
email win-back campaign open rate, **yielding hundreds of new transactions**

10%
conversion rate for mobile app downloads through targeted SMS outreach, **more than double** that of previous campaigns.

12%
conversion rate from Google Ads uploading data from Redpoint, a **3X increase** over a non-targeted audience.

65%
match rate for Facebook data uploads, a **2.5X lift** over industry standard

Winning Solution

The Redpoint Data Readiness Hub unifies citizenM's "messy data," bringing together data from multiple sources (reservation systems, web properties, call center, etc.) to create a single guest view that acts as a data foundation for all engagements. Redpoint creates a Golden Record with real-time updates from each data source to ensure that the single view captures a guest's preferences and behaviors across every touchpoint. A contextual understanding of each guest over time through the use of persistent key management allows for deeper insights and more meaningful, relevant experiences.

citizenM uses the Redpoint Smart Engagement Hub for segmentation and journey orchestration. The hotel chain creates and executes targeted multi-language messaging across multiple channels including email, SMS, Facebook, mobile app and Google Ads, with impressive results. For example, call center integration enables reservation teams to make personalized offers based upon known guest behaviors and preferences.

Partnering with Redpoint has had a significant impact on citizenM hotels, resulting in improved guest experiences, increased engagement, better data insights, more informed business decisions and increased revenue. For instance, by leveraging the Golden Record, citizenM created a personalized SMS outreach campaign, achieving a conversion rate double that of earlier, non-targeted outreach.
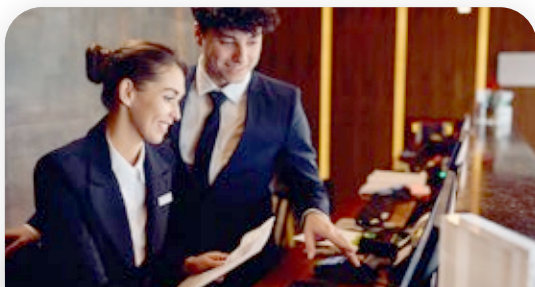
3x Ad Conversions

44% Email Open Rates

> 66
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> *"We'd tried twice before and still had fractured data. Redpoint unified eight data sources into one real-time guest profile, helping us target more precisely and drive strong conversions across channels."*
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> **– citizenM Director of Customer Experience & Digital**

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