



Amari's bookings increase 47% with Google Analytics' Attribution Modeling Tool

About Amari Hotels

- Full-service hotels and resorts
- Serving business and leisure guests
- www.amari.com

Goals

- Discover alternative models to last-click attribution
- Quantify the impact of display marketing on conversions

Approach

- Employed Google Analytics' Attribution Modeling Tool and Multi-Channel Funnels
- Embraced linear and time decay models
- Bring transparency into display marketing campaigns' contribution to sales
- Optimize budgets based on metrics-driven analysis

Results

- 47% rise in bookings due to investment into undervalued marketing channels
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Amari is a hotel brand owned by Onyx Hospitality Group. The company had been evaluating the effectiveness of its marketing channels based on last-click attribution, but this was proving problematic. Intuitively the team knew display marketing was an important channel contributing to the business, but the last-click model made this difficult to quantify, hard to prove, and even harder to optimize. To help Amari quantify this intuition and access measurable insights, it turned to the analytics and optimization consultancy Sparkline.

Attribution models to fit

Sparkline, which is a Google Analytics Certified Partner, proposed solving Amari's issue through the use of Google Analytics' Attribution Modeling Tool and Multi-Channel Funnels. The team used the Attribution Modeling Tool to build, customize, and compare attribution models for Amari's digital marketing activities. The aim was to apply these models in order to reveal the impact of the company's diverse marketing efforts, specifically how these worked together in driving sales and conversions. It used Google Analytics' Multi-Channel Funnels to uncover how much assistance each channel contributed towards conversions, and leveraged the Attribution Modeling Tool to assigning a non-ambiguous monetary value to those assists.

The initial challenge was discovering what model to use. After in-depth experimentation, the team decided to utilize the linear and time decay models. The linear model equally allocates the value of a sale across all touch points, while the time decay model allocates value in favor of touch points closer to the time of conversion. By using a combination of the two, Amari's digital marketing team could assess channel effectiveness both on an egalitarian basis and by showing preference for those who drove valuable traffic more recently.

"Google Analytics' Attribution Modeling Tool enabled us to truly optimize our marketing mix, resulting in a significant increase in bookings."
– Chetan Patel, Vice President, Strategic Marketing & E-Commerce, Onyx Hospitality Group

Data-driven decisions boost results

The Attribution Modeling Tool quickly became an established component of the team's digital marketing activity, driving reporting and insights frameworks. In using the tool, Amari was able to determine which channels had previously been under- and overvalued. Data revealed that had Amari continued to rely on the traditional last-click model, the company's display marketing activities would have been undervalued by as much as 500%.

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About Sparkline

- Digital analytics consultancy
 - Google Analytics Certified Partner
 - Over 18 years combined experience across product, performance and strategy
 - Based in Singapore and operating across Asia Pacific
 - www.sparkline.com
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Armed with quantitative evidence, Amari's marketing team has justified display marketing investment as part of the company's larger advertising strategy, and some Amari hotel properties have decided to increase their investment into undervalued channels. In offering a better understanding of various channels' ROI contribution, the tool has allowed Amari to create budgets based on more realistic values, allowing it to run more balanced marketing campaigns and therefore improve results.

"We have successfully shifted from the outdated last-click attribution towards a more holistic model that helps us optimize marketing accountability and, more importantly, profitability," explains Chutima Fuangkham, Director of Digital Marketing for Amari Hotels. This has allowed Amari to confidently increase its display marketing budget. Overall, by increasing investment into undervalued marketing channels, Amari has achieved a 47% boost in bookings.