

Case Study

Personalized video advertising increased bookings by 30% for Hotels.com
42% uplift in purchase intent and 65% uplift in brand favorability



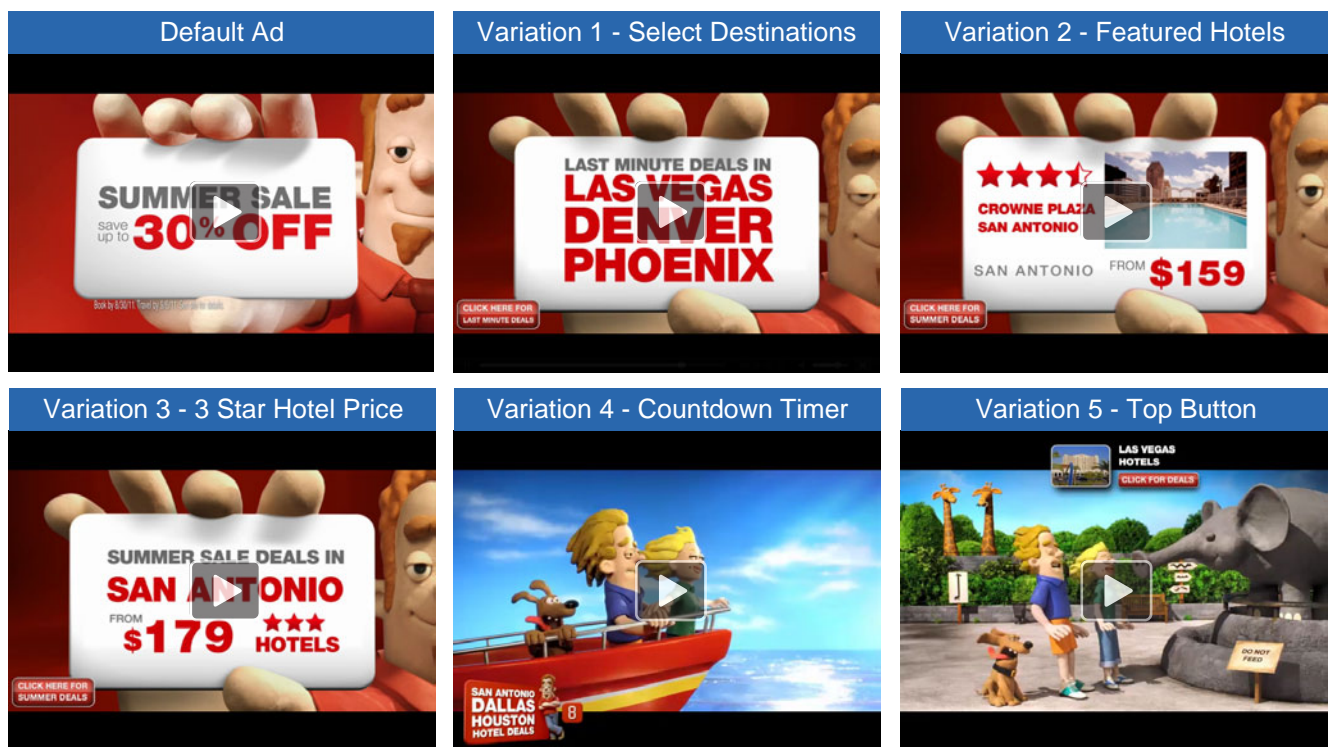
Challenge

Hotels.com was running a national summer sale with thousands of hotels participating in the campaign and had only a single “one-size-fits-all” TV spot to leverage. This made delivering the right message to the right audience through online video a challenge. The objective was to drive brand awareness and ultimately increase bookings on the website. In order to achieve this, the brand had to deliver the most relevant combination of featured destinations, hotels, and pricing to different audiences in real-time. This required the dynamic personalization of existing video assets to deliver offers without compromising the broadcast quality of the ad.

Solution

With Eyeview’s proprietary technology, viewers received geo-targeted and personalized versions of the video ad containing the most relevant offer. The ability to seamlessly integrate relevant visuals as well as incorporate custom voice-overs, buttons, and countdown timers provided a compelling advantage. Over 500 versions of the ads were delivered and analyzed for effectiveness.

[See online demo](#)



Results

Eyeview’s technology produced substantial uplifts in all key brand metrics. On average, the personalized videos produced over 42% uplift in purchase intent and 65% uplift in brand favorability when compared to the original TV ad. Most notably, they had a direct impact on sales and averaged over a 30% increase in bookings on the Hotels.com website.

About Eyeview

Eyeview, through its patent pending technology, lets advertisers deliver localized, personalized, real-time updated video ads
[Learn More >>](#)