Starwood Hotels connecting with guests.

Leading worldwide hotel and leisure company uses Adobe Analytics to stay ahead of the competition with more personal, data-driven marketing campaigns.

"With so many channels and languages, we're looking at dozens of sites simultaneously. The data warehouse capability within Adobe Analytics is vital to our success."

Jen Yacenda, associate director of digital analytics, Starwood Hotels and Resorts

SOLUTION

Adobe Analytics and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

GROW
Supported a 15% year-over-year growth in page views

SEGMENT
Created segments on the fly to focus on most promising traffic

UNCOVER
Identified opportunities for additional learning or engagement in analytics

RAISE AWARENESS
Increased engagement with analytics across the company with a 60% growth in usage and 10% growth in report consumption

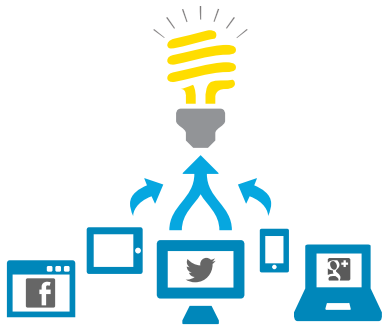## Starwood Hotels and Resorts Worldwide, Inc.

Established in 1991

1,200 properties in 100 countries

Stamford, Connecticut

www.starwoodhotels.com

CHALLENGES

- Promoting data-driven strategy across the company
- Supporting growing digital marketing through analytics
- Identify opportunities to enrich and engage analytics experiences

Generating insights and ideas

Small team, big impacts

Starwood Hotels & Resorts Worldwide, Inc. is one of the world's leading hotel and leisure companies with more than 1,200 properties in nearly 100 countries. Starwood owns and operates some of the most renowned hotel brands, including St. Regis, Westin, and Sheraton. Boasting one of the industry's leading loyalty programs and Starwood Vacation Ownership, a provider of world-class vacation experiences, Starwood delivers exceptional travel experiences to guests worldwide.

To help Starwood brands stay ahead of competitors, the company increased its investment in digital channels. Starwood currently has 12 brand, travel, and corporate sites, with the majority translated into eight languages. In addition, the company has nine mobile sites and multiple apps. Overall, the company's branded web channels have enjoyed a 15% year-over-year growth in views. As Starwood expands its digital footprint, the company is also shifting more toward data-driven strategies.

"Statistics cited in the digital marketing industry are showing that as many as 60% of companies are planning to invest more in digital channels and analytics next year," says Jen Yacenda, associate director of digital analytics at Starwood Hotels and Resorts. "Knowing more about our customers gives us a competitive edge."

Despite the rapid expansion of digital channels and the push towards more data, the digital analytics team at Starwood hasn't grown as fast. This has pushed the team to search for more efficient ways to engage their colleagues and support their goals. Using Adobe Analytics within Adobe Marketing Cloud, teams across Starwood are working with reports and dashboards to gain insights into performance. Leveraging user logs, the digital analytics team is helping managers across the company identify ways to increase engagement and get the most out of web analytics.

Complex, international traffic

The search engine optimization team uses Adobe Analytics to gain a clearer understanding of desktop and mobile search, as well as how optimization efforts affect conversion. "The ad hoc analytics capability within Adobe Analytics makes reporting and tracking of search channels much more efficient," says Yacenda. "Real-time segmentation enables teams to get a detailed picture of performance."

Marketers around the world use Adobe Analytics to build out custom dashboards that show the exact data necessary to enhance performance. Working with an aggressive mobile pipeline, the mobile team analyzes apps to understand adoption and usage, while the social media team analyzes engagement to identify relevant new social channels.

"Identifying how users engage with Adobe Analytics helps uncover opportunities for additional learning and promoting data-driven strategies."

Jen Yacenda, associate director of digital analytics, Starwood Hotels and Resorts

SOLUTION AT A GLANCE

Adobe Marketing Cloud, including Adobe Analytics and Adobe Target solutions. Capabilities used include:

- Marketing reports and analytics
- Ad hoc analytics
- Data warehouse
- Data workbench
- Report builder

For more information
www.adobe.com/solutions/digital-marketing.html

"With so many channels and languages, we're looking at dozens of sites simultaneously," explains Yacenda. "The data warehouse capability within Adobe Analytics is vital to our success, allowing us to import all the data and then manipulate it later." Repeated segmentation helps Starwood break down the reports even further to answer deep-dive questions, such as conversion rates for visitors looking at a specific page on a specific device.

Despite the marketing focus, many teams around Starwood take advantage of the insights from Adobe Marketing Cloud. The customer contact center uses the data workbench capability within Adobe Analytics to combine online and offline insights to learn ways to better serve customers. The digital teams also work with the integrated Adobe Target solution within Adobe Marketing Cloud to optimize digital channels for greater conversion and returns.

Identifying opportunities for engagement

As a small team supporting company-wide analytics initiatives, the digital analytics team must prioritize activities and maximize efficiency. By combining Adobe Analytics log data with other files, the team can identify internal users and opportunities for growth.

For instance, log analysis helped clarify that nearly half of the internal users of Adobe Analytics come from the marketing organization but also showed that usage could be improved further. Three campaigns in particular accounted for 50% of activity from marketers using the Adobe solution; and out of the 100 reports available, only 12 reports drove 85% of report views.

"Identifying how users engage with Adobe Analytics helps uncover opportunities for additional learning and promoting data-driven strategies," says Yacenda. Based on insight about marketing usage, the digital analytics team plans to host additional training sessions to boost engagement in other reports.

Looking deeper into the logs, the digital analytics team also can identify power users across the company. These users tend to not only consume, but also share data. One user, accounted for 40% of the total data downloads. Since power users have a far reach, it is particularly important to confirm that these employees are using the analytics tools correctly, productively, and consistently.

By identifying key teams and actively promoting deeper use of Adobe Analytics, the digital analytics team is increasing engagement. "Although the number of users has stayed the same, we saw 60% growth in the use of analytics tools and 10% growth in report consumption over the past year," says Yacenda. "This tells us we're helping to build a data-driven culture at Starwood Hotels and Resorts."