

CASE STUDY

B&B Hotels wanted to quickly implement a Customer Data Platform across multiple geographies to unify their customer data, making it instantly available to the right teams. They knew they could improve the effectiveness of marketing actions by centralising their data in real time, offering a consistent and relevant customer experience at every interaction, whether in person or online.



CHALLENGE

B&B Hotels wanted to create a unified, simplified customer view to make the entire customer data value chain more fluid. They wanted to be able to optimise their marketing strategies by personalising incentives according to typical profiles.

Unsurprisingly, like most businesses B&B Hotels had a wealth of data, held across different systems, in different repositories, updating at different speeds and with varying levels of accessibility.

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We didn't want a standardised tool from the market, but rather an application tailored to our business context. As a result, each customer now has a unique identifier that cuts across all IT bricks.”

VP Data, Customer & Loyalty

SOLUTION

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The tool had to enable us to be highly responsive by triggering actions in real time”

B&B Hotels implemented imagino's Customer Data Platform across their four major geographies in just 16 weeks. The 'use case first' philosophy meant that they identified the data they actually needed, and seamlessly integrated it into the CDP. This meant three key use cases live in just a few months.

RESULTS

- Four geographies live and running in four months
- Use case audiences created and live 5 x quicker
- Easy access to twice as many data sources
- ROI quickly achieved and surpassed

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The solution has technically de-siloed our data, but it has also de-siloed the organisation of our subsidiaries.”

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The ROI was quickly achieved, with €9 for every email sent. This result even exceeded the target we had set for ourselves.”



imagino