USE CASE: PROPENSITY MODELLING

Knowing the Guest Before They Reach the Front Desk

CHALLENGE

A global hotel group was losing share of wallet and too many bookings to online travel agents. It needed a customer-centric experience strategy that would raise long-term preference, lifetime value and loyalty membership.

HOW AI WAS APPLIED

Segmentation: Attitudinal, emotional, behavioural and transactional data reveal distinct cohorts.

Look-alike media: Segments onboarded into the marketing cloud for precision paid media.

CRM scoring: Machine learning predicts segment membership for every guest record.

Real-time activation: Check-in, call centre, CRM and digital adapt to the predicted segment.

OUTCOMES

+15-20%
Growth in loyalty programme membership

~10%
Bookings shifted from travel agents to direct

Every guest
Scored for segment at each touchpoint

Source: engagement estimates. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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