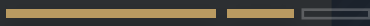


APP ENGAGEMENT IMPACT FOR A LEADING HOTEL CHAIN



THE CLIENT PROBLEM

A **leading hotel chain** wanted to **understand the merit in promoting its app**. They wanted to **encourage and incentivize their loyalty program members** to download and use it. They also wanted to understand the **financial and engagement impact** of the downloads.

THE AQ SOLUTION

1

We gathered data from users who had downloaded the app for a period of one year pre and post download

2

We also had a control group of members who had not downloaded the app (similar behavior in pre-app period)

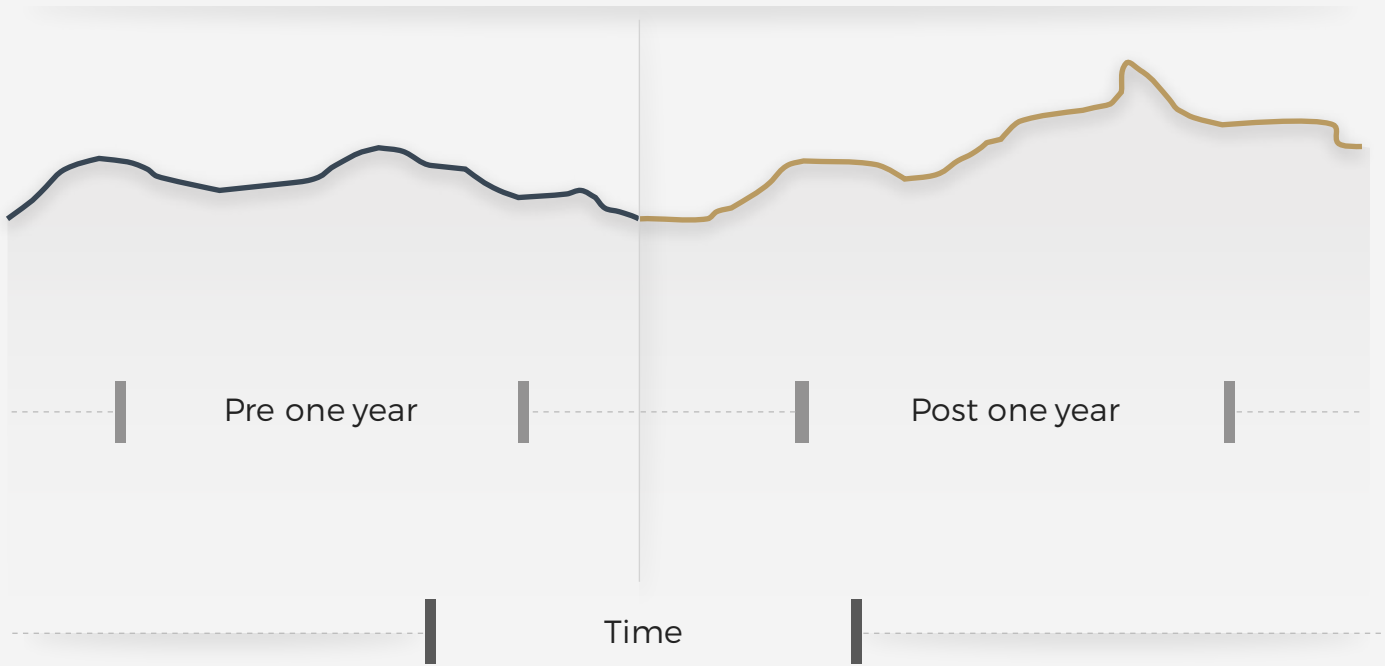
3

We compared growth of users vs. non users in the post download period

4

We conducted this study across segments, by financial and engagement metrics

APP DOWNLOADED TIME



Two year time period for app users for comparing growth.

THE CLIENT BENEFIT

17% of total bookings were done using the app once it was downloaded.

USD 1.86 million was added from app downloads to ancillary revenue.

Club members show **50% higher** room revenue growth compared to Gold and Platinum members with the app.

The mobile app had captured 8% channel share from the direct hotel channel.

The top 20% members with the highest app activity showed **3 times** more room revenue when compared with the bottom 20%.



Thank You

For any queries, get in touch with us.

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