

# INDIA'S LARGEST BRANDED HOTEL NETWORK INCREASES BOOKINGS BY 5X WITH TRIGGERS & RECOMMENDATIONS ACROSS EMAIL & MOBILE

“Blueshift’s Programmatic CRM has helped OYO become a leader in 1:1 customer engagement across all marketing channels. With Blueshift’s precise recommendations and targeted triggers, we have been able to achieve 5X higher bookings from email & mobile channels.

Sumit Gupta, Head of Customer Retention | Oyo



www.oyorooms.com

Hospitality

OYO is India's largest branded network of hotels offering standardized stay experiences at an unmatched price. Millions of web and mobile visitors every month turn to them to book a room at their more than 7000 hotels in 200+ cities. OYO has raised over \$180M from Softbank, Sequoia, and Lightspeed.

## Travelers respond to a personalized experience on mobile and email with 5x increase in bookings

The hospitality industry focuses on getting heads in beds while delivering a unique in-person customer experience for every guest. This personalized approach to customer service has become the goal for the modern digital marketer in their online engagement as well. As a market leader, OYO focuses on not only being an affordable booking option but also providing predictability in hotel stay experiences. Building a full 360 degree view of every customer across online, email, and their offline sources would be the foundation to building out a truly cross channel customer experience - from email to mobile push to SMS.

Rich, dynamic push notifications tailored to the individual's behaviors and interests



5x

Increase in Bookings





## OBJECTIVES

OYO focuses on driving growth and engagement through digital marketing across multiple channels with a unified personalized customer experience. OYO chose Blueshift to help them with the following:

### Synchronize cross-channel data

Data unification was a key obstacle. The data OYO had could only be used by marketing about 30% of the time. Marrying online behavior with their offline data (including field teams and call centers) had been a constant obstacle.

### Create a single 360-degree view of each customer

OYO needed insight into how each customer transacted and engaged across multiple channels and platforms to better optimize the user experience.

### Target and track anonymous users

OYO looked to target anonymous users and record their behavior until they became known for current and future initiatives.

### Reduce abandonment rates

OYO wanted to reduce abandonment through targeted price drop alerts & abandoned search reminders across key marketing channels.

### Increase app usage

65% of OYO's customers were engaging on their app, however, setting up targeted, personalized app campaigns to drive further engagement was a major obstacle.

### Location based targeting

OYO knows it's all about being location-aware and building an experience around their intended destination.

### Unified reporting for multiple communication channels

OYO was using multiple tools for emails, SMS, and app notifications, making it difficult to track preferred channels for customers and deliver to the right channel at the right time.

### Segment quickly across multiple criteria

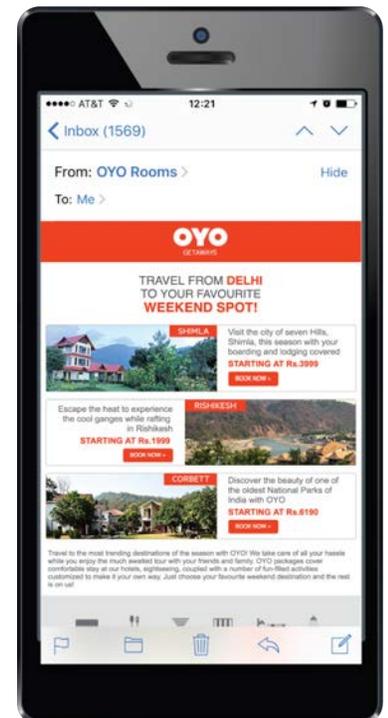
OYO evolved to cater to customers of all demographics with different needs in terms of price tiers, amenities, location, hotel policies, leisure/business travelers, and family size. Sending just the right personalized communication to these customers was paramount.



[www.oyorooms.com](http://www.oyorooms.com)

Hospitality

- Triggers
- Personalization
- Recommendations
- Email
- Mobile
- Online/Offline Data



Dynamically personalized emails built from rich segmentations



# THE STRATEGY

Through Blueshift's Programmatic CRM platform, build a customer-centric online and offline view of every traveler to deliver a more personalized customer experience across all channels.

Thanks to Blueshift's advanced ability to ingest and process multiple data sources from online and offline activity, quickly segment audiences, and operate in real-time across multiple channels, OYO was able to build a better user experience across mobile and email while gaining a full 360 degree view of every customer. OYO can now couple offline and call center bookings with each customer's online behavior to deliver relevant recommendations and price drop alerts tailored to the individual.



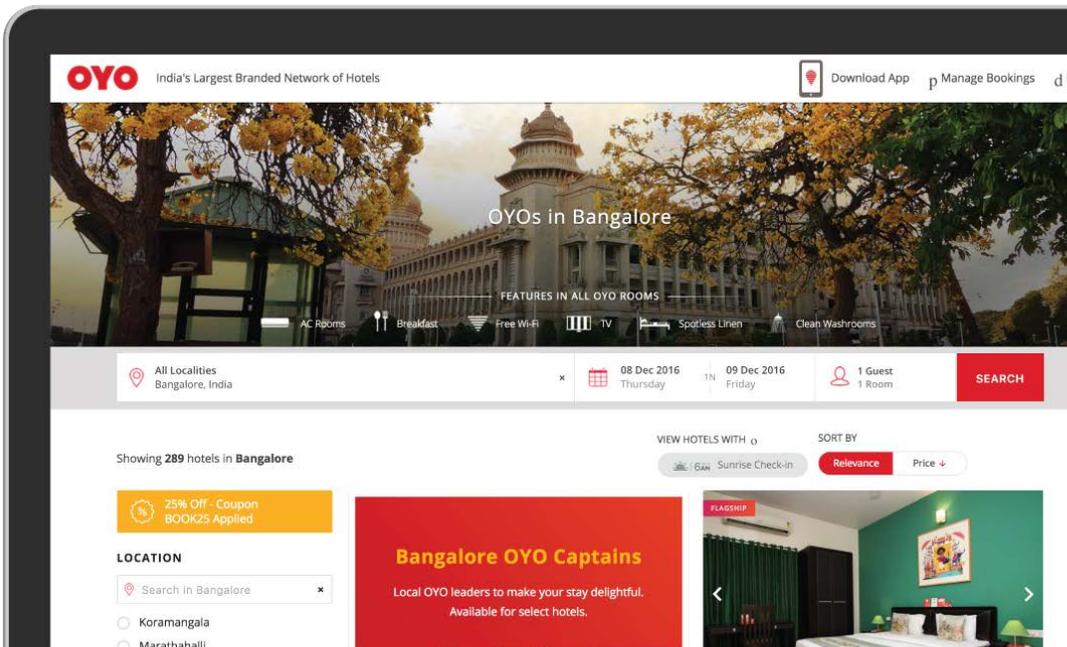
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Hospitality

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Key components of the strategy:

<b>DATA UNIFICATION</b> Unify Historical Online and Offline Data with Up-to-the-Moment Behavioral Data.	<b>360° CUSTOMER VIEW</b> Create a Unified View of Each Customer, Updated in Real Time	<b>CROSS CHANNEL ENGAGEMENT</b> Build Cross Channel Triggered Campaigns Operating Across Customer Lifecycle	<b>CAMPAIGN REPORTING</b> Execute Campaigns Quickly with Single Dashboard Reporting
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Price drop alerts for the properties and regions travelers care most about

## CONCLUSION



**5x** Increase in Room Bookings

Triggers & recommendations that produced a 5X lift in bookings from email & mobile channels.

Time-to-Value measured in weeks (not months) built upon a unified online and offline customer view produced sharp increase in bookings.

Within weeks of integrating with Blueshift, OYO was able to launch highly personalized multi-touch email, mobile, and SMS campaigns reaching millions of customers monthly:

- Multiple triggered campaign types
- Price Drop Alerts
- Booking Recommendations
- Destination Recommendations



360°

### 360-Degree Customer View

Unifying multiple online and offline data sources produced a true 360° view of every customer.



### Rapid Deployment

25+ lifecycle & event-triggered campaigns automated within 3 months of going live, across email and mobile.

### The core capabilities built into Blueshift made this strategy successful:

- Real-time, 360-degree, multi-channel customer profiles that update with every user interaction, location, & channel preferences.
- Campaigns built upon up-to-the-moment customer behavior, instead of attributes, to create more relevant customer experiences and drive performance.
- Easy to use Personalization Studio that enables marketers to create different types of targeted recommendations for different segments of users quickly that can be repurposed and launched easily across multiple channels.
- Geo-location tracking that detects user location from mobile lat/long or IP address enabling marketers to segment by geographical regions.
- Anonymous user tracking built to identify the behavior of non-logged-in users by tying together email clicks with web behavior.
- Flexible and scalable event tracking built upon fluid input of events and actions, measured in real-time, and instantly accessible for deep dive segmentation.