



Agency Collaboration:

Supporting iProspect with Data and Dashboard Capabilities for Hilton

Stacy Theilken

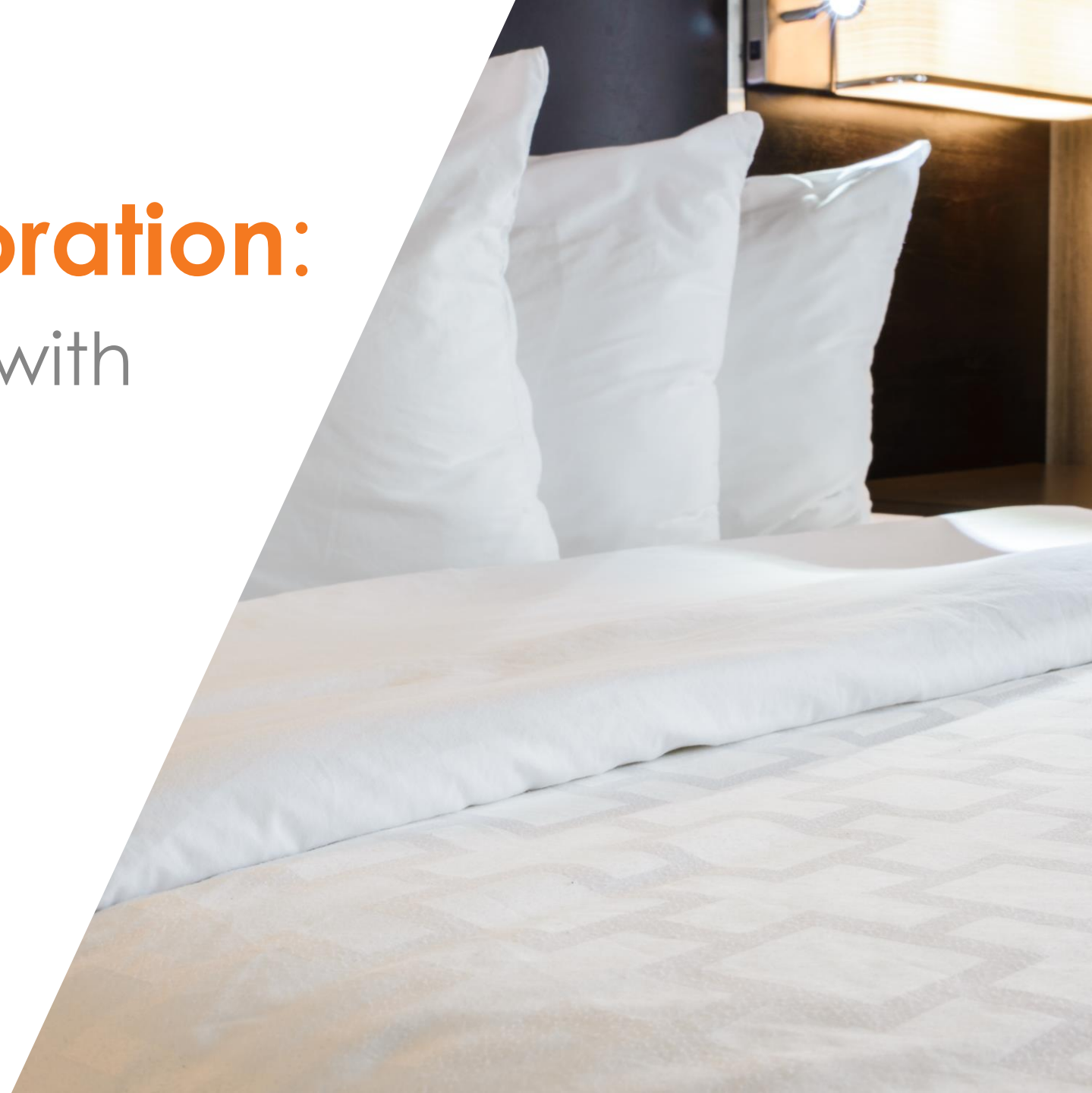
Group Account Director, iProspect

Jonathan Flander

Group Director, Digital Intelligence, Cardinal Path

Eric Hitchman

Senior Consultant, Digital Marketing, Cardinal Path



Your Presenters



Jonathan Flander
Group Director,
Digital Intelligence
Cardinal Path



Eric Hitchman
Senior Consultant,
Digital Marketing
Cardinal Path



Stacy Theilken
Group Account
Director
iProspect

Media Goals & KPIs

Primary Goal:

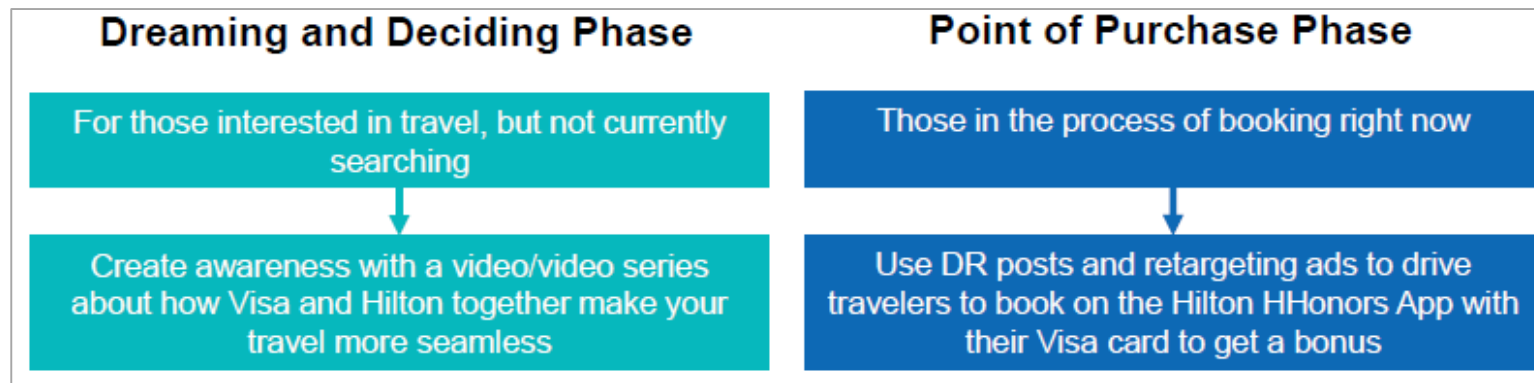
Achieve promotion goals by driving direct bookings through the Hilton Honors App using Visa cards.

Media KPI: Bookings

Secondary Goal:

Increase awareness of the Hilton Honors app by leveraging the strength of the Hilton/Visa partnership and a celebrity endorser

Media KPIs: Completed Video Views & App Downloads

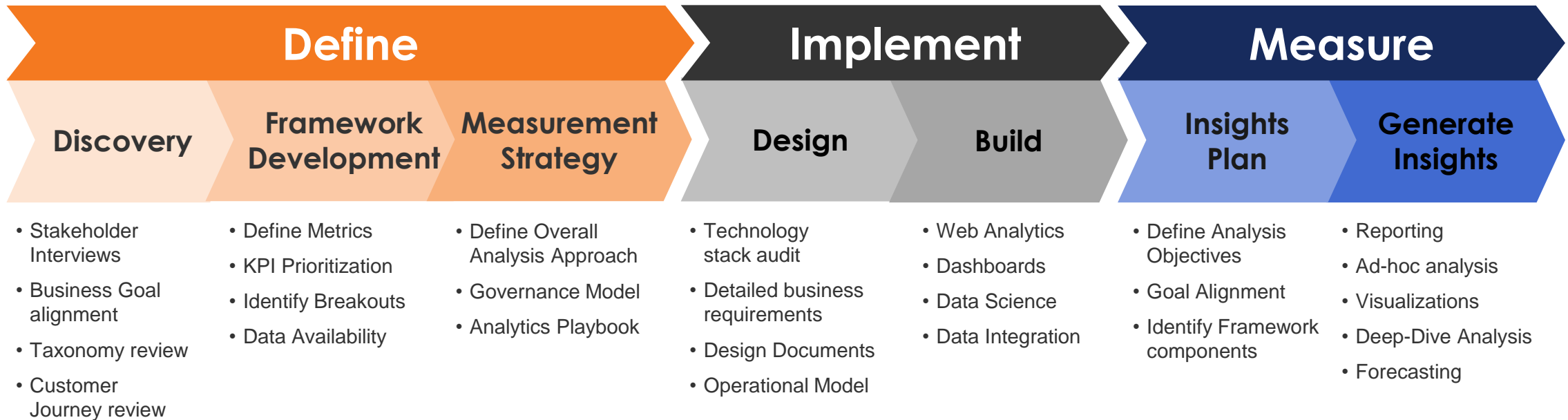


The Challenge...

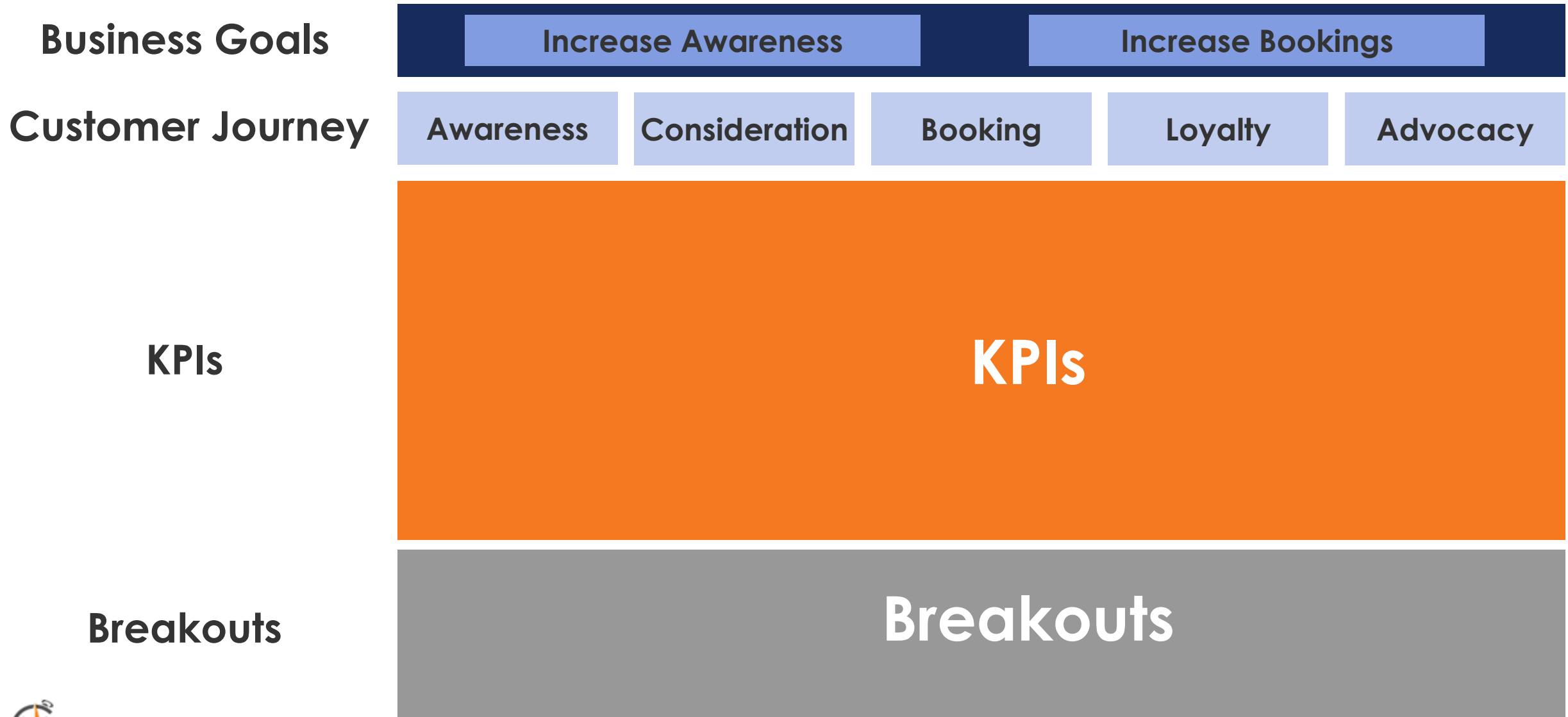
- **Develop** a consolidated, seamless media campaign that spans the full consumer journey.
- **Activate** key audiences, from dreaming and deciding to point of purchase.
- **Grow** awareness and consideration of Hilton Honors and Visa among upper-funnel travel audiences.
- **Drive** in-app bookings through highly targeted lower-funnel media.
- **Prove** the power of digital media – beyond media KPIs.

The Hilton logo is displayed in white serif font within a white rectangular border. The background of the slide is a composite image: the top right shows a school of fish swimming in clear blue water, while the bottom right shows a dining table with white chairs and a laptop, set in a room with a large curved window overlooking the ocean.

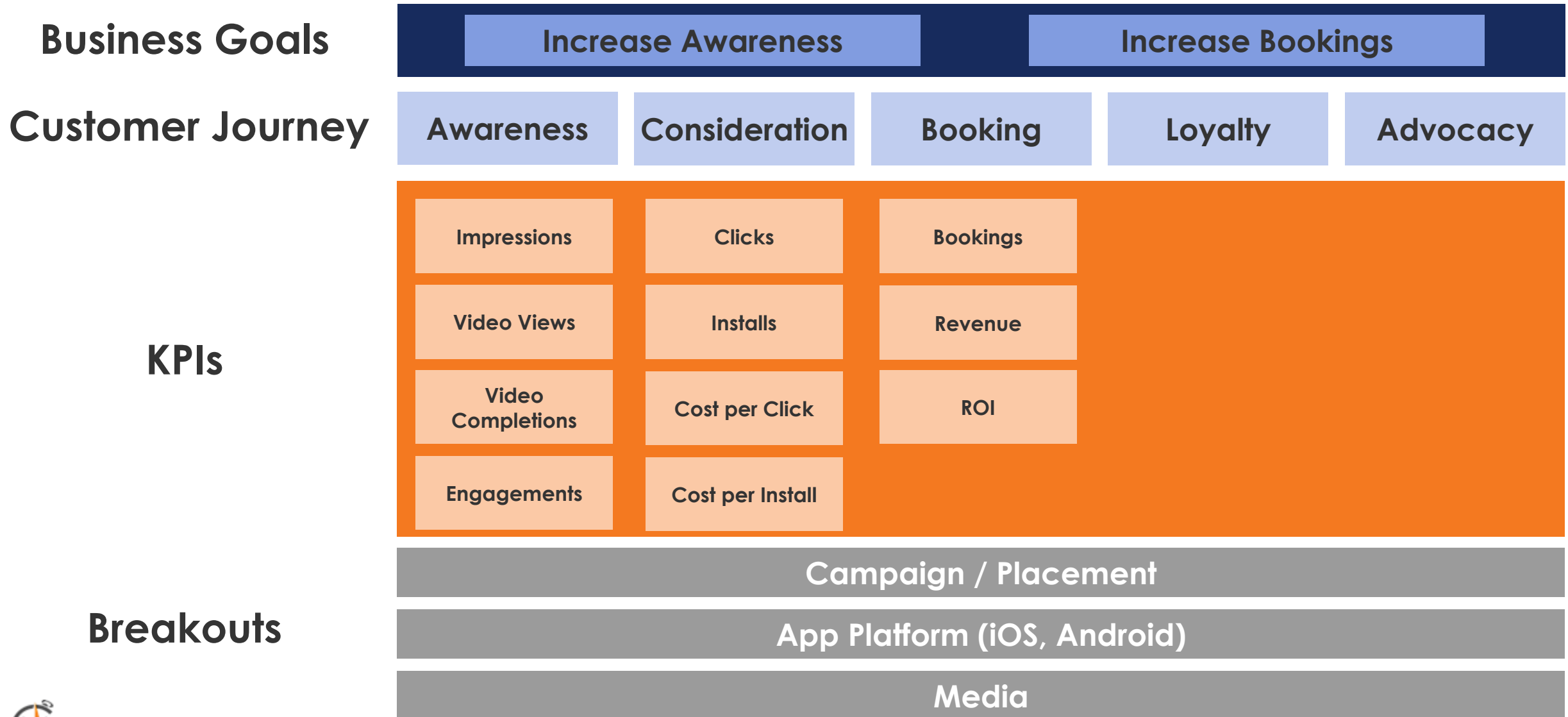
Our Approach to Measurement



Components of a Measurement Framework



Hilton Measurement Framework



Insights Platform

Source data

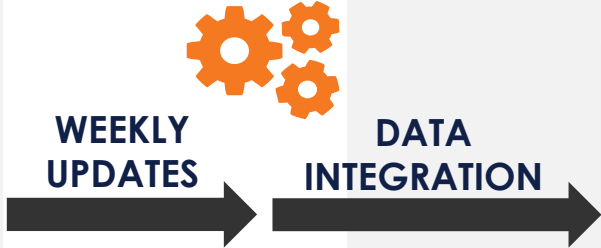
KOCHAVA

Kenshoo

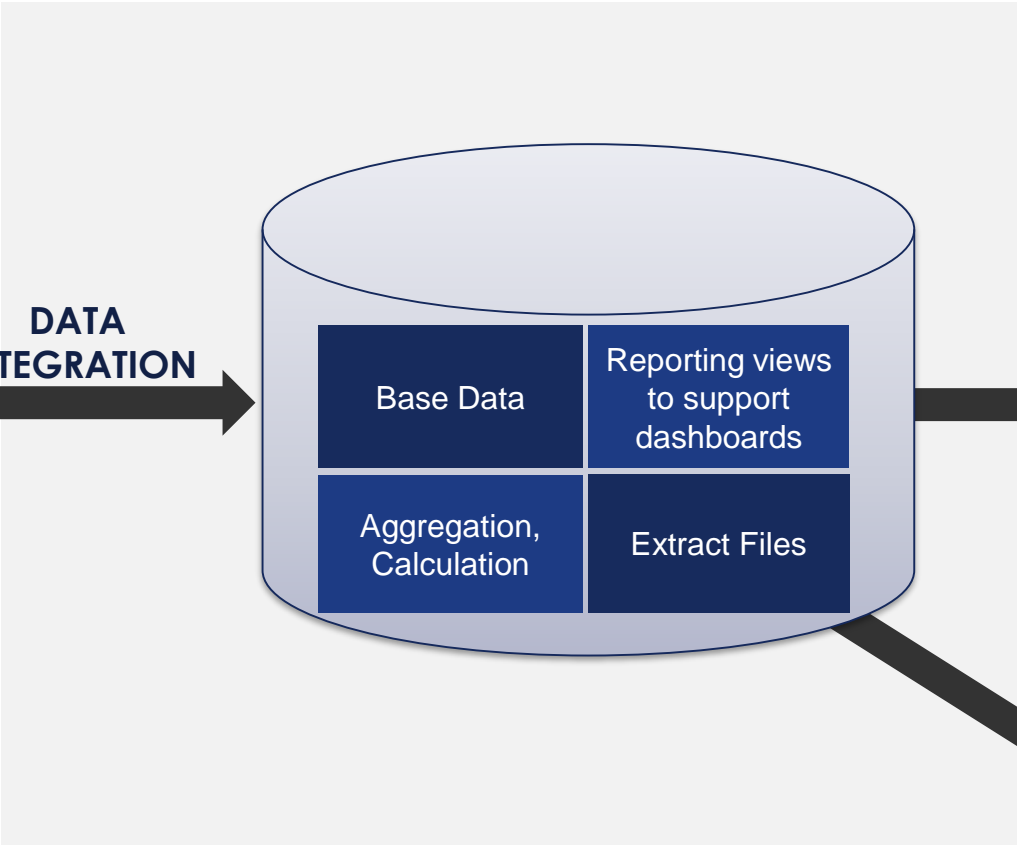
Facebook, Twitter, Instagram

DoubleClick by Google

Cost Data



Reporting Database



Dashboards

HILTON Installs & Bookings: Social Drilldown

View & Engagement Rates by Channel & Campaign Name

Channel	ROI (%)	Bookings	Revenue	CTR (%)	Engage. Rate (%)	Video Comps	VCR (%)	Installs
Facebook	100.00	142	\$10,553	0.54%	4.94%	0.00%	74,980	7.6%
Twitter	100.00	129	\$22,279	0.39%	1.25%	0.00%	141,204	6.2%
Instagram	100.00	161	\$14,819	0.36%	0.80%	0.00%	78,519	6.2%

Social Video & Engagement Rates by Campaign

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HILTON Installs & Bookings: Channel Report

Channel	Spent	ROI (%)	Revenue	Bookings	CTR (%)	Video Views	Video Completions	VCR (%)	Cost per Install (\$)	Installs
Total	\$1,495,255	\$2.00	\$3,368,383	17,059	190.45M	486,754	13,01M	43.0%	\$28.50	59,128

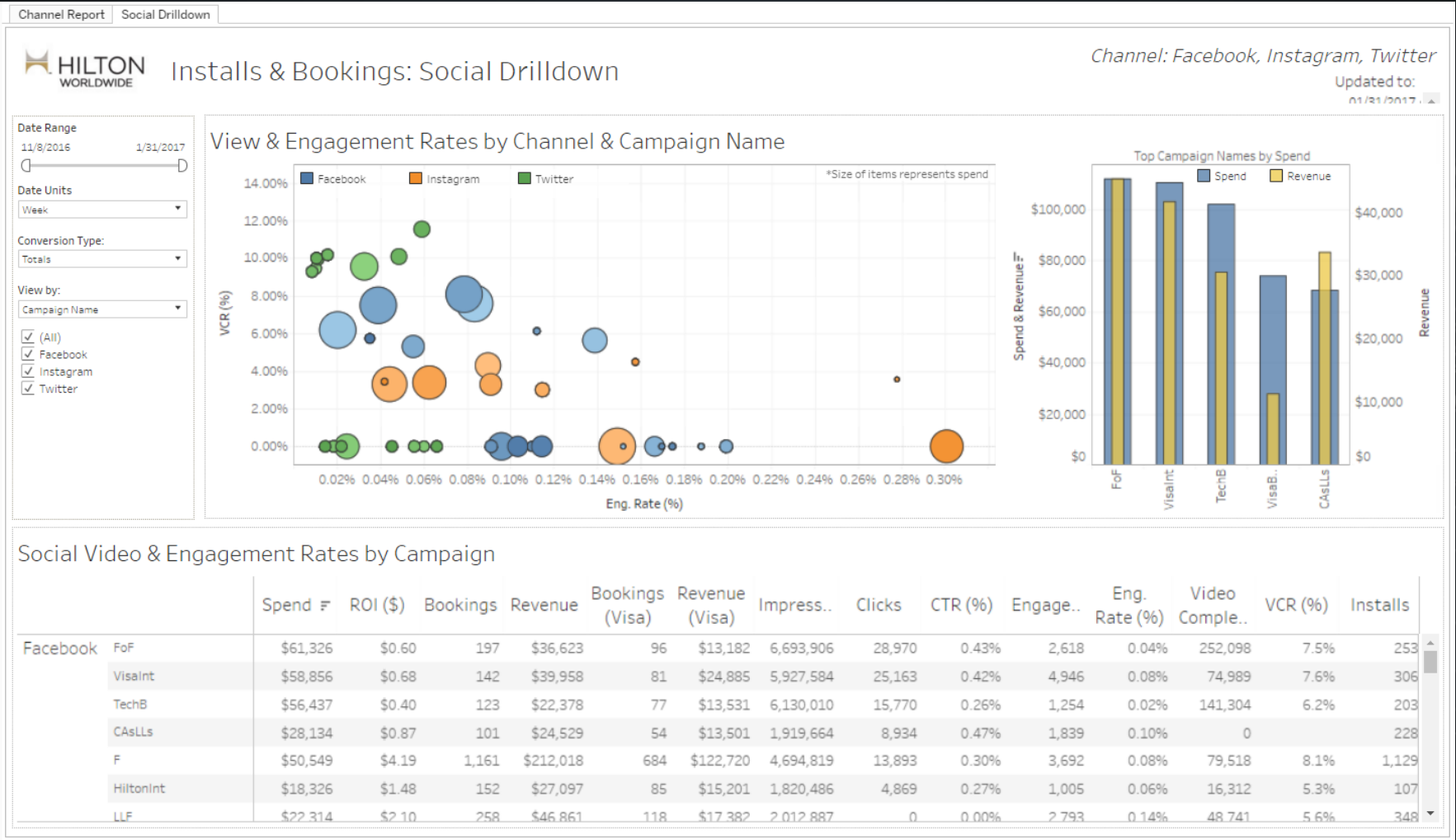
Performance: Trending by Week

Channel	Spent	ROI (%)	Revenue	Bookings	CTR (%)	Video Views	Video Comps	VCR (%)	Installs	
Display	\$1,200	\$3.04	\$3,600	47	\$2.04M	66,211	118,113	78.0%	\$41.26	468
Search	\$17,974	\$0.96	\$17,346	105	\$8.47M	65	1,052,491	0.00%	\$165,470	482%
Video	\$4,027	\$0.09	\$2,639	179	\$2.28M	89	1,038,004	0.21%	\$62,950	46,2%
Native	\$12,240	\$0.33	\$7,365	306	\$1.70M	156	1,084,841	0.52%	\$1,084,786	1,014,613
Direct	\$41,212	\$0.23	\$12,357	302	\$2.94M	127	1,458,417	0.20%	\$1,003,000	1,453,586
Referral	\$88,397	\$0.62	\$145,132	382	\$6.80M	189	2,018,892	0.30%	\$2,018,892	78,7%
Unassigned	\$46,684	\$0.49	\$23,639	165	\$13,433	72	10,427,466	0.27%	\$1,617,178	2,061,769

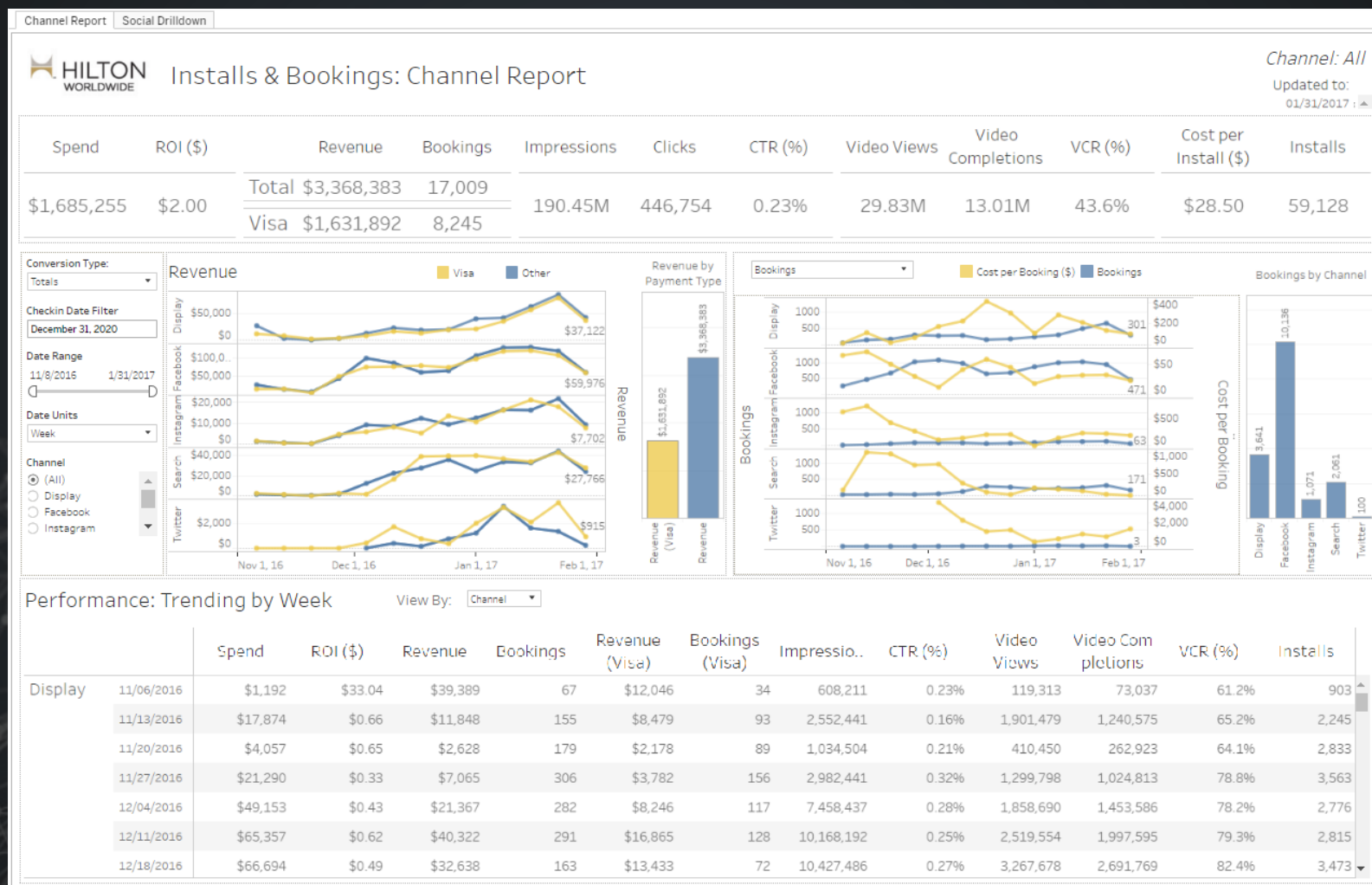
Direct access provided to iProspect and Hilton client

ANALYTIC DATASET

Dashboard Demo



Dashboard Demo



Success

190M+

Impressions Served

13M+

Completed Video Views

59k+

App Downloads

83k+

Visa Bookings

Key Accomplishments

First fully integrated, cross channel digital media campaign for Hilton.

First alignment of Honors Marketing and Analytics, Digital, Financial Partnerships, and Agency teams.

First campaign to leverage new in-app tracking capabilities at scale.

First campaign to directly tie digital media performance to business results.





Why Cardinal Path?

Ability to manage
complex data and
deliver results with
speed and accuracy





Winning together in the digital economy

- **Identify opportunities:**
 - Define a Measurement Framework
 - Turnkey campaign reporting
 - Data visualization and dashboards
 - Integrating complex data sources
- **Contact us**
Email Jonathan @ jflander@cardinalpath.com



Thank you