



ACCOR

THE ACCOR GROUP UTILIZES OPEN ADSTREAM® FOR INTERNAL PROMOTIONS

ACCOR DEVELOPS PROMOTIONAL OFFERS TO CROSS-SELL AND UP-SELL ON ITS WEB SITES

The Accor Group is a global leader in the hotel business with over 4,000 hotels on 5 continents. It offers two distinct services:

Services in the Hotel Business:

Accor offers stays adapted to each customer. The activities of travel and catering agencies and of casinos complete this unique offer in the universe of tourism and leisure.

Services for Companies

(public, private and government subsidized):

It focuses on employees' needs as well as the productivity objectives of the companies, with objectives to make life easier (ex: lunch tickets as part of salary package), to develop well-being and improve overall performance.

The Online success of Accor Group speaks for itself:

- Online Revenue of €431 millions Euros in 2004
- 9.6% of total revenue was generated on Internet in June 2005
- An increase of 40% for online nights booking in June 2005
- Up to 17,200 nights are booked online for the same hotel
- Contents and added values services for the travelers.

According to Dominique Esnault, Internet Managing Director of Accor, "The Internet is a priority and strategic channel for us. Our objective consists of developing the online booking of nights on all our proprietary Web sites."

Challenge: Gain Optimal Visibility of Targeted Audiences

Accor had several goals in mind: to develop animated advertising for their promotions and to be able to frequently renew the communication and subject topics of these advertisements. Additionally, they wanted to increase the sales from their Web sites by developing promotional offers that would allow them to cross- and up-sell their offerings. And lastly, they wanted to achieve total autonomy with their functional and marketing publishers. This meant that they wanted to have control over setting campaign parameters, with a clear definition of how the campaign was going to be run, from beginning to end. It also meant that they needed flexibility to update banners at will.

Accor came to 24/7 Real Media because they knew they could achieve several goals. As stated before, a primary goal was to have a clearly defined set of parameters from beginning to end. Another important goal was to target their internal promotions according to the language and country of the user, due to its global status. This coupled with a need to optimize performance through setting capping rules (in order to avoid saturating their targeted audience with the same ads over and over again), created a need for a well-integrated system of ad delivery and analytics.

"Thanks to Open AdStream, we quickly and easily manage our online campaigns. The reports are easy to generate, precise and rich in information. Open AdStream allows our team to be more effective."

-Sébastien Rambeau,
Head of Online
Business,
AccorHotels.com





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Solution: Making the Right Choice

Accor selected 24/7 Real Media and its ad serving solution, Open AdStream, because of its versatility in handling the issues with which they were concerned. Open AdStream allowed for contextual integration of access links to services and complementary offers from organizations such as Air France and Europcar, which develop both customers' loyalty and Accor's revenue. Additionally, Open AdStream allowed managing promotional campaigns on the booking confirmation screen of Accor's Web site, which in turn allowed for ad targeting according to the destination booked by customers.

Accor chose Open AdStream not only for its ability to deliver targeted ads, but also because the availability and the reactivity of 24/7 Real Media's technical teams are second to none. 24/7 Real Media quickly adapted to Accor's style, and was able to promptly fix any issues that may have arisen.

Results

- Able to run close to 1,000 "creatives" (internal promotions) each year.
Can target these promotions based on geography and language,
- More original and interactive creatives.
Strong rich media and flash support,
- Able to contextualize banners based on seasons, calendar events, etc.,
- Able to promote partners' offers and offer clients benefits from complementary services, and
- Higher customer satisfaction.

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

24/7 Real Media: The Science of Digital Marketing.