

# Club Quarters winning AI machine learning strategy to boost direct bookings

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To a traditional hotel website,  
all users look the same



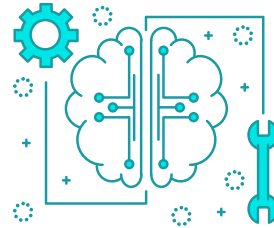
With predictive analytics,  
every user is different



## Growth through Predictive Personalization

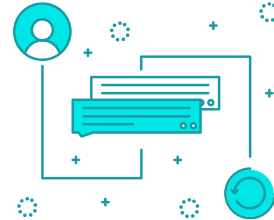
# How Does Predictive Personalization Work?

1



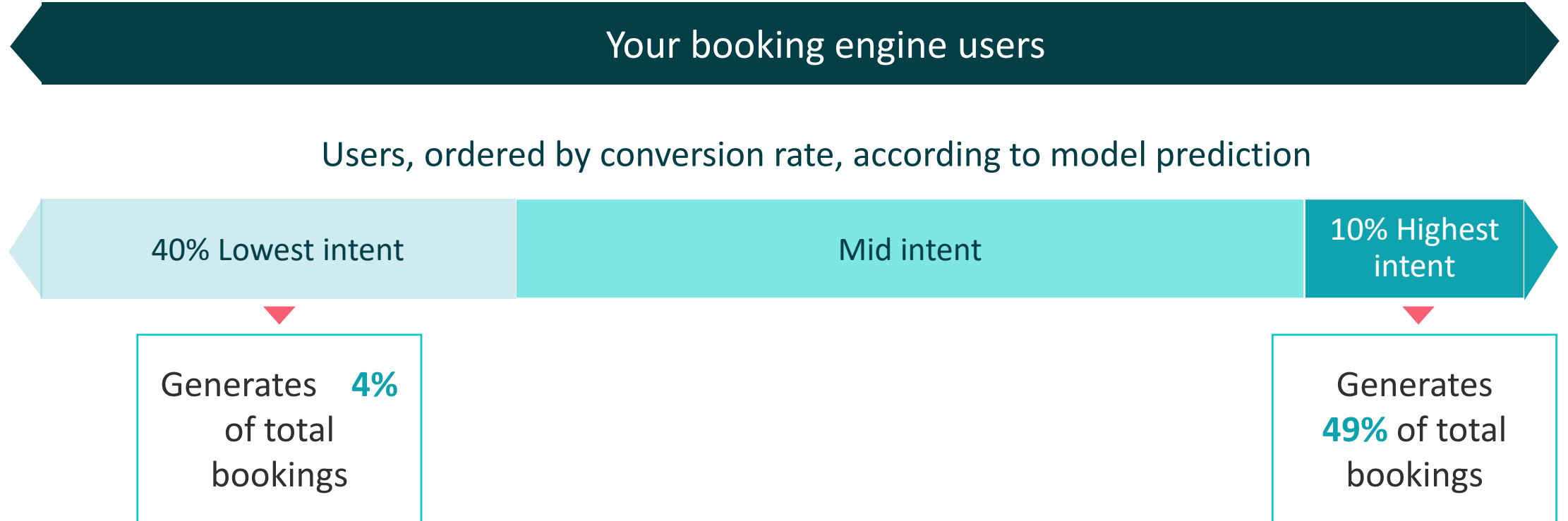
Applies **machine learning** techniques to understand **user behavior**

2



Then **personalize** the website experience by automatically presenting the best **content and offers** for that user

# How does Predictive Personalization work?



# Club Quarters Predictive Personalization





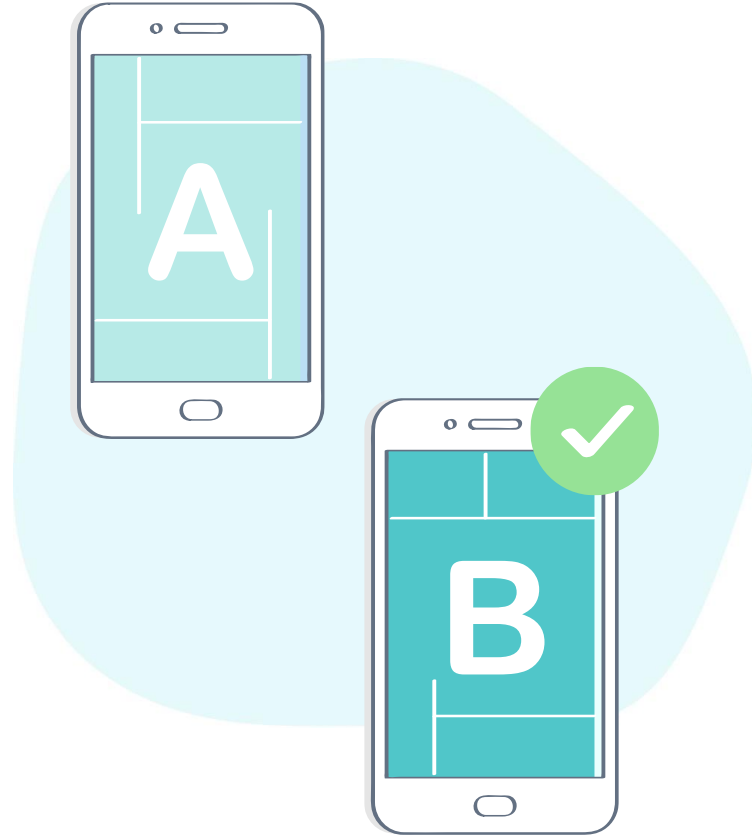
## About Club Quarters

Full-service hotels located in world-class cities in the U.S. & UK  
designed for business travellers



# The Challenge

Pivoting focus from business to leisure and attracting new guests that were visiting their destination cities and book direct



## The Collaboration

The Hotels Network suggested AI-machine learning algorithm with an A/B test to validate the power and cost-effectiveness of their technology.

This case study shows how exclusively targeting low intend website visitors with hidden campaigns via THN's AI machine learning algorithm, CQ was able to increase revenue.



# Test Design

01

Script Installation via  
Google Tag Manager  
(quick, fast and easy)

02

Protect ADR and Reduce Costs  
w/o an specific promo and w/o  
paying for bookings would have  
already received

03

Targeted low-intent users  
(visitors least likely to book)

04

CQ Low Intent Discount  
Offer only shown once

05

A/B Split among the identified 30%  
low-intent website visitors (50/50)

06

Timing: 3 months on 3 hotels

07

Success Criteria

- Bookings between the test and control group
- Bookings using the promo code
- Revenue generated

## The Results & Outcome

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**17.2%**

increase in bookings  
versus those who did not in the control group

**\$41,746**

net incremental revenue driven by using Predictive Personalization

# Thank you!

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