

# uniqodo



## Record Bookings for Autumn Sale Powered By Uniqodo



In the competitive hospitality market, discount voucher codes help hotels to attract and engage prospective customers. Leading UK hotel company, Travelodge, has used voucher codes for a number of years but was finding it more and more difficult to control and target their usage. Since working with Uniqodo, Travelodge has been able to offer more value in their exclusive promotions, because Uniqodo ensures the discount codes are only used by the intended audience. The 2017 Autumn Sale achieved the highest volume of bookings in a single week with varying discount promotions applied to hotel stays depending on location, date and available rooms.

“We’ve been working with Uniqodo for about twelve months and each campaign we do is getting more targeted. Uniqodo are good at

coming up with solutions that enable us to run completely new promotions. This has really helped our digital marketing teams tackle and deliver their different objectives. The relationship feels closer than a third-party agency because they are always so agile and responsive. It’s great that we deal directly with the founders of the business who are the technical experts. Working with Uniqodo has significantly accelerated our campaign capability.”

### Challenge – no capability to target exclusive discounts across hotels and stay dates

Online sales are a key focus for Travelodge, sharing promotions to reach new and existing customers across multiple channels. Interim Head of Digital Acquisition and Trading for Travelodge, Tony Barker, highlighted that previously Travelodge had very limited capability to differentiate discount offers to help boost bookings in certain hotels or for quieter stay dates. *“We used to issue discount codes for promotions or lapsed customers or staff, but we couldn’t control where the codes were shared and who was using them. Therefore we couldn’t go out with really strong offers to target where they were most needed.”*

## **Solution – creating a responsive, targeted campaign for the Autumn Sale**

Using Uniqodo, Travelodge was able to offer a tiered set of discounts, which they could vary dynamically for hotels based on their capacity on a given date. Travelodge ran the Autumn Sale with a strong headline message - discounts of up to 30% - using multiple channels to raise awareness:

- Email marketing to their database
- Social media – organic and paid
- Digital display advertising
- Paid online search
- Onsite messaging based upon hotel/dates user searching for using Uniqodo Canvas overlay functionality

Uniqodo created more sophisticated validation rules to control who would see each discount code, drive business where it was most needed to increase occupancy and ensure discounts weren't misused.

## **Impact – highest amount of booking revenue in a single week**

This campaign was the first where Travelodge could vary the discount for certain hotels and certain stay dates. The Autumn Sale was a huge success, leading to the highest volume of bookings in a single trading week. The Digital Acquisition team has an online dashboard to track the status of all campaigns set up, the volume of codes and redemptions. The visibility of the data is helping them to do more work with their analytics to understand their customers' buying behaviours. With Uniqodo, Travelodge is able to bring new and more effective digital marketing campaigns to market much faster.