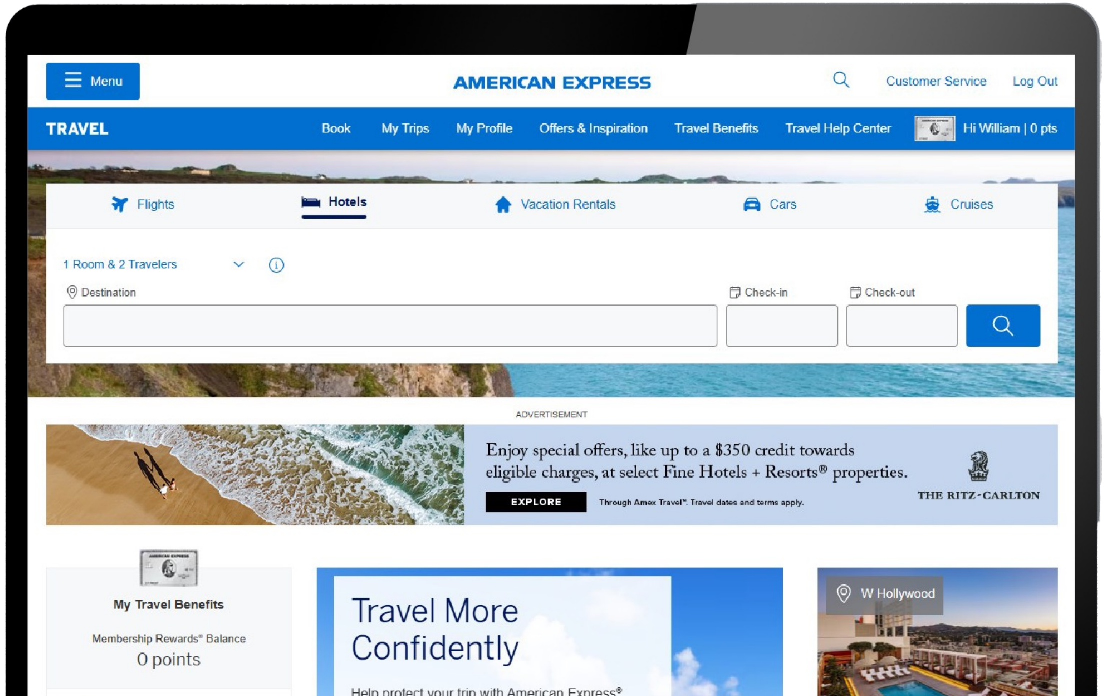
The Right Message at the Right Time



The Challenge

Luxury hotel brands face increasing pressure to maximize the impact of their advertising investments. How can they refine their media strategies to effectively drive bookings, ensuring they reach the right audience, at the right time, with the most relevant message?

The Solution

Amex Ads helped Marriott Bonvoy® connect their ideal travelers, high spending Card Members, in the moment that they are booking trips on Amex Travel™ with premium brands like The Ritz-Carlton and JW Marriott®. The results demonstrated remarkable success.

The campaign drove a $57 Return on Investment (ROI)[1], which is 3X higher than Marriott's target, proving the impact that Amex Ads can have. When compared to a control group that never saw an ad, Marriott Bonvoy achieved an Incremental ROI[2] of $8 and a 44% increase in average spend per Card Member[3]. This demonstrated that Amex Ads not only reaches its Card Members, but inspires them to take action.

The last piece of the puzzle was to deliver a creative message that could maximize engagement and conversions. Marriott Bonvoy tested different creative strategies to better understand what messaging resonated with luxury travelers. When The Ritz-Carlton leveraged offer-centric creative specific to Amex® Card Members, Click-Through Rate (CTR) and ROI saw increases of 50% and 10%, respectively, when compared to brand messaging.

Through Amex Ads' advanced targeting and measurement capabilities, Marriott Bonvoy gained clear insight into how tailored creative and data-driven strategies could directly influence Card Member engagement and drive meaningful business outcomes.

[1]Based on a free pilot program; ROI calculation = (Total Attributed Spend-Media Cost) / Media Cost; Total Attributed Spend is based on purchases made by American Express Card Members, calculated using Marriott's preferred attribution windows for click and view-through conversions. Media Cost is based on an estimated value determined by American Express.

[2]iROI calculation = (Total Attributed spend of test group – Total Attributed Spend of control group) / Media Cost; The control group, composed of 15% of eligible Card Members, were excluded from seeing ads.

[3]Average Spend Per Card Member = Total attributed spend / Number of Card Members

The Impact

$57
Return on Investment

$8
Incremental Return on Investment

44%
Increase in average spend per Card Member