# How did Grayling help a prestigious hotel chain uncover 358,000 new potential customers?

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**Company Profile:**
Grayling

**Client Sector:**
Agency

**Solutions:**
Audience Intelligence
Customer Insights
Twitter Marketing

- **Challenge:** Required in-depth analysis into the client's audience to expand and validate insightful traits and affinities of their potential customers, as well as actionable benchmarking against the client's key competitor

- **Solution:** Used the Audiense platform to deliver detailed insights for the client's different accounts. Analysed audience crossovers with a key competitor

- **Results:** Uncovered and organised 700,000 relevant profiles to accurately research & target
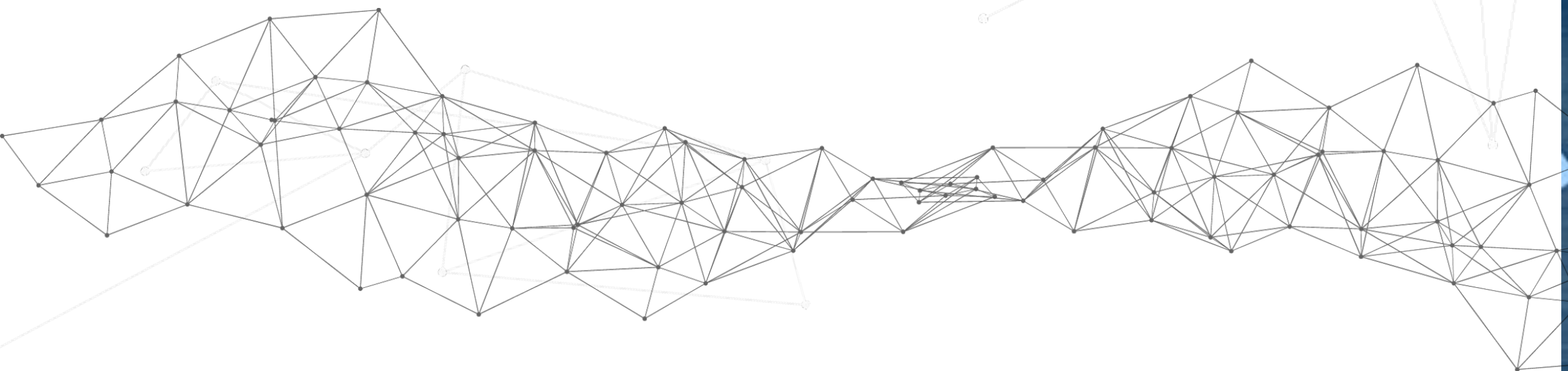
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"Whenever we need to do an in-depth audience analysis for a client, Audiense is our go-to platform. Our clients expect a level of insight from us, and Audiense delivers the data for us on the granular level that they are looking for."

*Johary Rafidison - Global Insights Director - Grayling*

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**Grayling** is a public relations firm with 1,000 staff working in 53 offices across the world. The company was founded in 1981 and work with clients across a wide range of sectors. The client in this case is a **luxury chain** with hotels in over 70 countries spanning six continents.
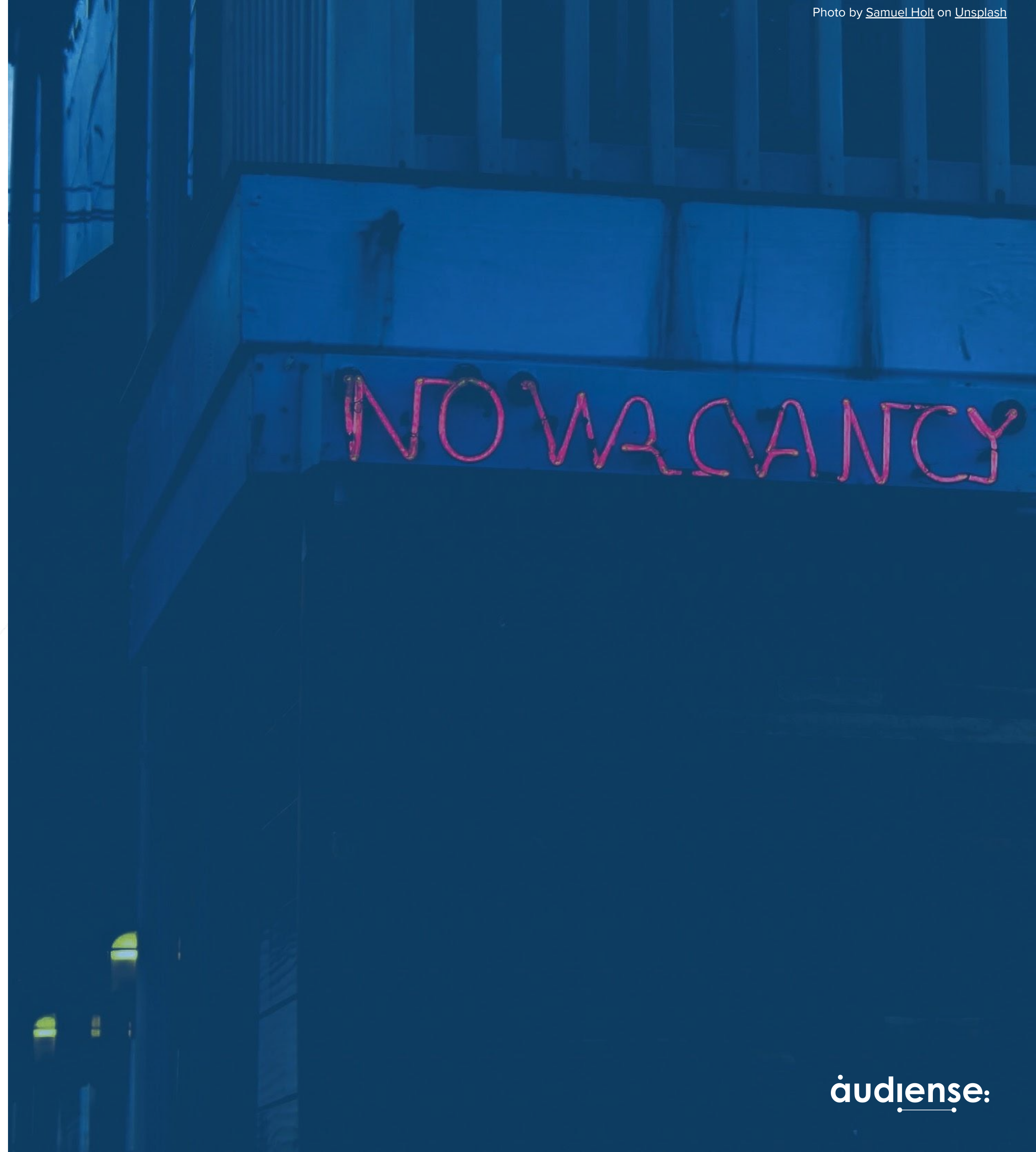
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# No room at the inn...

Grayling's prestigious hotel chain client had a similar number of followers to its competitor. But the client had no way of assessing the **quality of those audiences**, or what they were like, or how many followers were mutual.

Without this intelligence, the hotel group's strategy was unrefined, with inaccurate targeting to implement into their marketing campaigns. A whole new level of **benchmarking and audience understanding** was required...

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# The Grand Audiense Hotel

Grayling used the Audiense platform to analyse over 700,000 profiles across three of its client's accounts and three accounts of its client's competitors. This enabled Grayling to quickly **identify follower crossovers**, and to pinpoint the audience segments likely to respond to travel campaigns.

The public relations firm also helped the client to identify unique followers to each account, allowing for **customised targeting**. Using insights extracted from the Audiense platform – such as the interests prevalent in followers of a specific account, in a specific location – Grayling's client acquired a clear understanding of what communication would connect with their **competitor's followers**, and where.

This allowed them to deliver **relevant content to the right audience at the right time**. Local influencers could be identified for each audience in each market, and earmarked for special attention.

# The mints on the pillow...

- Uncovered **358,000 relevant users** exclusively following the main competitor which were analysed and used to revise the hotel brand's social strategy to attract more long-term customers.
- **Identified 150,000 users** following both the hotel client and its main competitor's accounts. This resulted in a **target audience list** with the potential for different marketing tactics to sway less brand loyal customers.
- Listed the top 25 **interests of all analysed profiles**, segmented by three key markets
- Uncovered insights about what **type of content** triggers results with each subset of users
- Found the **most popular cities** in each market for each account, and the percentage of followers within them. Vital for a hotel chain.

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**Understand and activate the audiences that matter**

How we assisted Grayling in helping a prestigious hotel chain uncover 358,000 customers

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