

Barceló
HOTEL GROUP

JAKALA | BMIND

taptap

CASE STUDY



"The increased efficiency achieved thanks to location analytics has allowed us to complete our full funnel strategy by incorporating new formats into our media mix."

Alberto Rodriguez,
Global Head of Digital Marketing
BARCELÓ HOTEL GROUP

Barceló Hotels and agency JAKALA BMIND connect with audiences in New York interested in travel through a high impact DOOH campaign complete with supporting 1:1 channels in the media mix. The omnichannel campaign was planned and activated with Taptap technology.

CHALLENGE

Barceló Hotel Group - with the support of **JAKALA BMIND** and its Hexagon tool - identified the New York metropolitan area as one of the areas with the highest affinity to find potential travelers to the Caribbean destination. With the help of **Sonata, Taptap Digital's geospatial platform**, a planning process was carried out taking into account the areas of greatest affinity, the user profile and the DOOH screens available to reach Barceló's audience **in the most efficient way**.



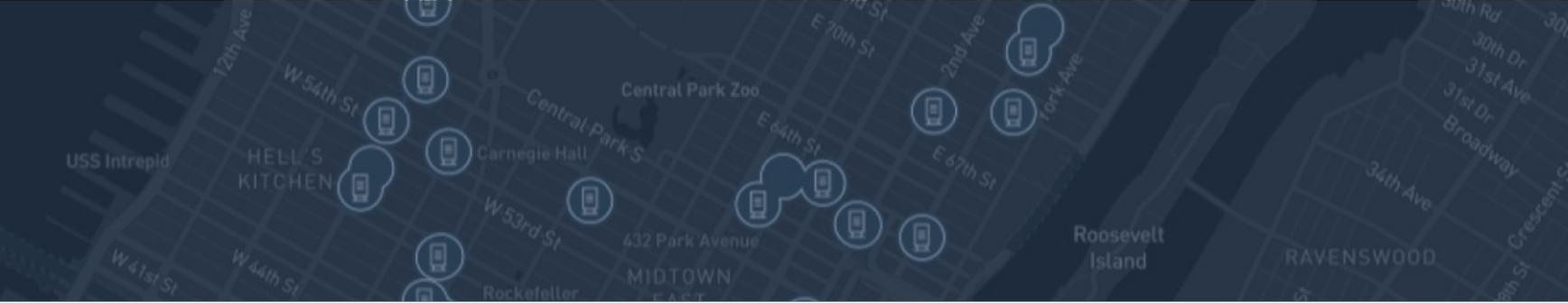
AWARENESS



COVERAGE



VIEWS



PROFILE

JAKALA BMIND, through its geolocation data analysis tool **HEXAGON**, provided **Sonata** with the areas where it found the most affinity to the potential customer, based on:

- Zip codes in NYC with the most sales for destinations Punta Cana and Riviera Mayo
- High affinity zones (areas with high potential) based on competitor presence and the consumer profile

JAKALA BMIND uploaded these areas into Sonata and enriched them sociodemographic variables like **ages 30-65 with interest in Travel, Lifestyle, Luxury and Culture**.

ACTIVATION

The integration of **Sonata** with the different outdoor SSPs (inventory access platforms) in the United States, allowed us to activate all types of screens, prioritizing those with the most high impact format and those located outdoors. In this way, a selection of the most relevant and spectacular screens in the **Manhattan** area were activated in a 100% programmatic manner.

In addition, contextual rest segmentations were constructed in which to re-impact with video formats users previously exposed to **DOOH** screens.

X GEO CONTEXT

X DOOH

X VIDEO

X AFFINITY INDEX

In order to be **more efficient at the omnichannel level**, areas already covered by video campaigns in other channels were also excluded.

MEASUREMENTS & RESULTS

The campaign achieved omnichannel results: it reached a potential affinity audience of **more than 1.4M users** (1,218,600 DOOH + 277,390 Digital Mobile).

In terms of interaction results, the digital mobile video campaign achieved a **VTR of 80%**.

Through this action, **Barceló**, together with **JAKALA BMIND**, managed to develop a **strategy focused on efficiency** thanks to the use of advanced Location Intelligence and real-time purchasing technologies, which maximize the usefulness of data and audience analysis.

PERFORMANCE

75

Digital Screens Activated

80%

VTR in audience extension activation

1.4M

Users exposed to the campaign

