

At Six

Boosting direct reservations through Predictive Personalization

About At Six

Member of Nordic Hotels & Resorts, a collection of luxury lifestyle independent hotels in the Nordics, **At Six** redefines sophistication in the heart of Stockholm. Formerly a bank, it's now an icon of elegance with a twist.

Designed by Universal Design Studio, **At Six** showcases art curated by Sune Nordgren. Spacious rooms and luxurious suites with exclusive touches complement vibrant bars and top-tier restaurants.

Dedicated to delivering a **unique experience to travelers**, the team at **At Six** is well aware of the importance of connecting with guests from the moment they arrive on their website.

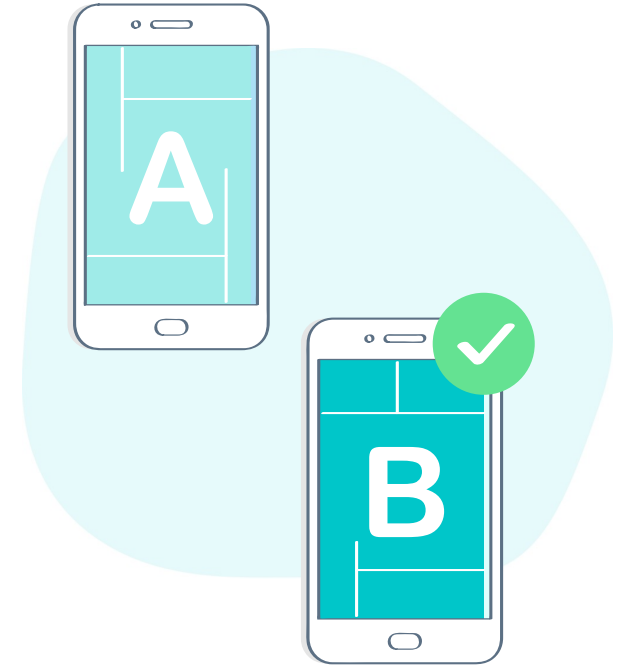


The Collaboration

As a brand that prides itself on delivering a singular stay, At Six wanted to introduce this experience from the very first point of contact with travelers: the **hotel's website**. This meant providing a unique and engaging online experience that effectively communicated the brand's values to potential guests.

Since March 2020, At Six has been working with The Hotels Network (THN) to personalize the website experience, engage with visitors, and ultimately **boost direct reservations**.

As this collaboration proved to be extremely successful, in June 2023 the brand decided to explore new opportunities to drive incremental bookings at a minimal cost of acquisition. The THN team recommended that At Six explore using an innovative platform called **Predictive Personalization**. The brand conducted an A/B test to validate the power and cost-effectiveness of incorporating this technology on their website.



How does Predictive Personalization work?

The concept of leveraging technology to optimize the user experience and increase hotel revenue simultaneously is what we call **Predictive Personalization**. This unique product follows a two-step process comprised of a predictive algorithm and website campaigns managed by THN's experts.

1. First, an **algorithm using machine learning** assigns a value score to each user in real time, based on their likelihood of completing a reservation.
2. It then **personalizes the user experience** by automatically delivering the most suitable offers and content depending on this value score.

With Predictive Personalization, hotels can easily adapt their commercial strategy on the fly, creating **value-targeted campaigns** and increasing direct bookings while reducing promotional costs.

1



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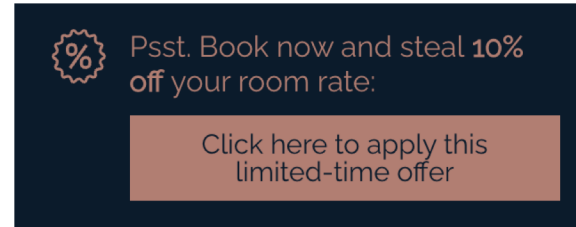


A/B Test for low-intent users

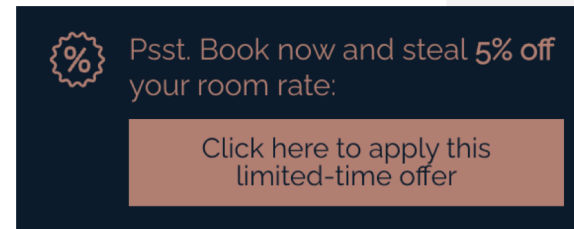
As At Six was already a THN client, activating Predictive Personalization was even faster and simpler than usual: it only involved setting the **value score** for low-intent users. The number of visitors that fell into this score was not static, as it changed constantly based on traffic behavior.

In terms of the actual campaign running on the hotel website, THN's Campaign Manager took care of everything, from creating the **Smart Notes** for both Domestic & International visitors to fit the identity of the brand, to controlling the campaign performance.

To measure the effectiveness of the campaigns, A/B tests were set up, splitting low-intent users into two groups. **Group A** was shown the exclusive offer while it remained hidden for **Group B**. 50% of the traffic was allocated to Group A and 50% to Group B. Users with a mid or high-intent to book were excluded.



Campaign for International Users

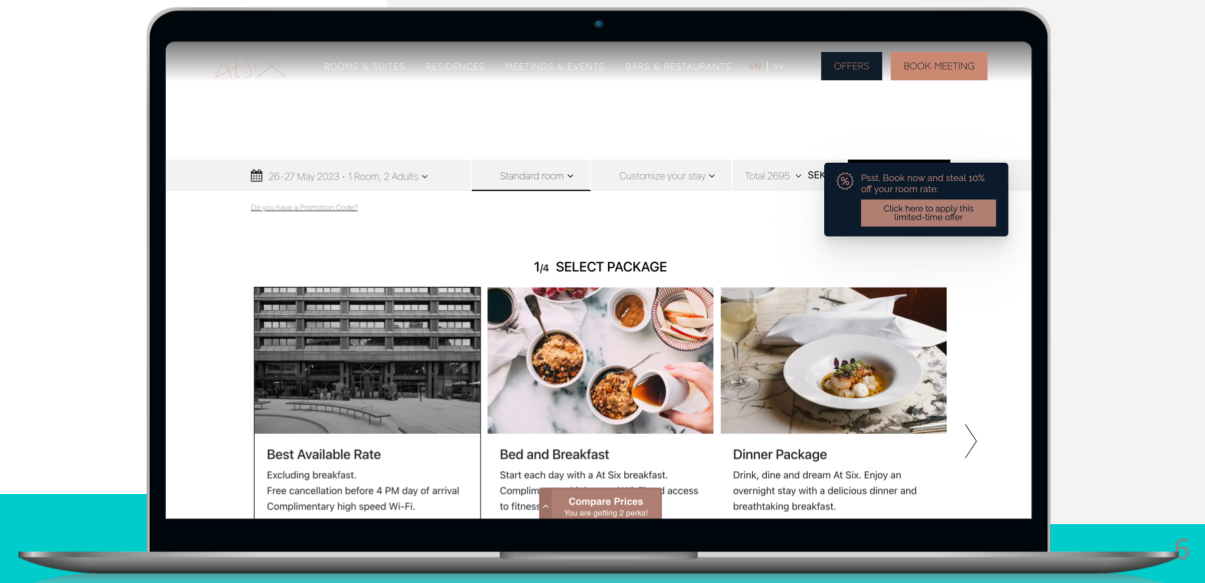


Campaign for National Users

Two experiments were set up, one isolated for users coming from Sweden and the other for users visiting from all other countries.

A 5% & 10% off secret sale message was displayed via the use of Smart Notes to encourage low-intent (0 to 40% probability of completing a reservation) users to book.

By using a **one-click promo code** technique, At Six was able to ensure the discount could only be applied to that specific booking and not be shared with any other user.



The Results

After running the low-intent campaign for three months (Jun 1st to Aug 31st) the results showed that by using Predictive Personalization, At Six increased conversion rates, bookings and revenue.

- With these hyper-targeted 5% & 10% offers, they were able to **generate additional reservations** from users who most likely would not have booked otherwise.
- What's more, they **reduced the promotional costs** they would have incurred had they shown this offer to all users, regardless of their booking intent.

+ 15,330€

Savings in promotional spend

The algorithm identified those visitors with a high likelihood to book. As these users don't need an extra incentive to book, the discount wasn't offered to them, creating savings in promotional spend.

+ 11,945€

Revenue from low-intent users

This was the value of the bookings completed using the promo code by users who had a low likelihood of booking.

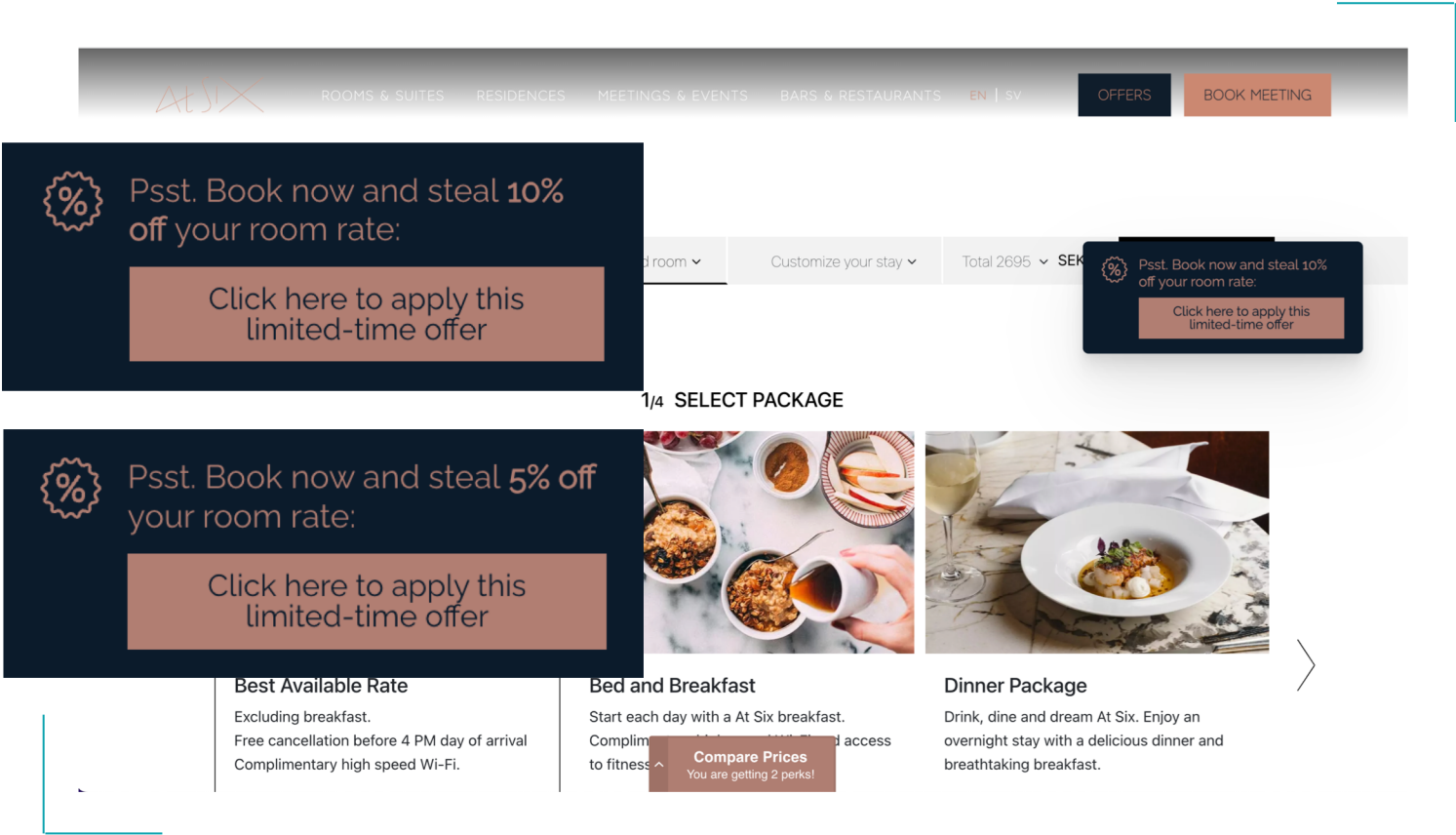
+25

Bookings influenced

This was the number of visitors who came back after seeing the offer and completed a booking using the promo code.



Case Study



10%

Average Conversion uplift

There was a 10% average uplift in the conversion rate for low-intent users that saw the offer (Group A) vs. the control group with no offer (Group B), between both campaigns.

About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. The company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.





www.thehotelsnetwork.com

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