

Case Study

How H10 Hotels boosted their marketing database by capturing data

The Challenge

Ranked among Spain's top 10 hotel brands, H10 Hotels is actively expanding across Europe and the Caribbean. With 66 properties across 23 destinations, the brand prioritizes customer satisfaction by providing exceptional locations, specialized services, curated cuisine, and continually updated facilities.

Direct channel growth constitutes a pivotal component of H10 Hotels' marketing strategy. As part of this strategic initiative, the brand decided to find new and effective methods to enrich their marketing database by capturing visitor data on their website.

The Objectives

- Grow H10 Hotels' marketing database by capturing the contact details of website visitors
- Offer an exclusive incentive to encourage as many people as possible to participate
- Foster a loyal base of potential guests to drive future direct bookings

The Solution

Since partnering with The Hotels Network (THN) in 2016, H10 Hotels has relied on THN's platform to enhance their direct channel performance. The team therefore decided to launch two new campaigns using THN's tools to achieve their database capture goals:

1. To boost their newsletter subscribers, H10 Hotels seamlessly integrated **Email Capture** into their website ahead of Black Friday, paired with an exclusive offer.
2. To incentivize users to share their contact information, the brand used **Form Builder**, enticing them with an attractive giveaway to celebrate the launch of their new website.

By leveraging these website tactics, H10 Hotels amassed valuable first-party data, expanding significantly their marketing database. This approach enables them to deliver tailored content and exclusive offers to subscribers, fostering a personalized connection with their audience, ultimately leading to more direct reservations and repeat bookings.

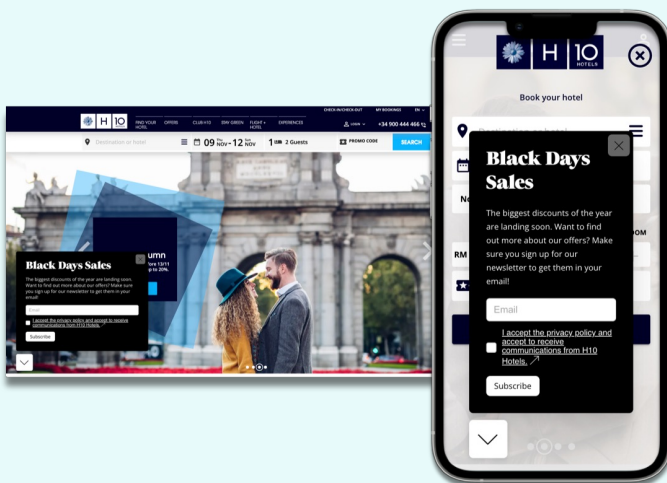
The Results

Pre-Black Friday campaign

In just one week...

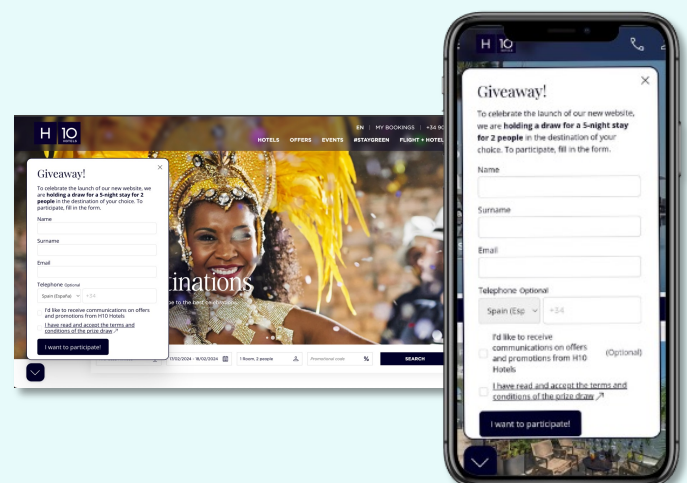
New website launch campaign

In just three weeks...



15,000+
submissions

Subscribing to H10 Hotels' newsletter,
collected with **Email Capture**



16,000+
submissions

Participating in H10 Hotels' giveaway,
promoted with **Form Builder**



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We prioritize our guests' journey from the initial moment they reach our websites. Our emphasis on building a direct connection starts with strategically expanding our marketing database, using Conversion and Personalization features to help us establish more of a relationship between our brand and users, and ultimately boost our conversion rates.

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Francesc Zambrana

Head of Digital Marketing at H10 Hotels