How premium holiday rental agency Quality Cottages used Hive to increase direct bookings and renter loyalty

Hive Marketing Cloud™

QUALITY COTTAGES
Est.1961

Quality Cottages is a Welsh family business that has grown into a pan-Wales agency specialising in quality holiday cottage rentals. Their main marketing objective is to **increase direct bookings** and **renter loyalty** whilst **maintaining high occupancy** and yield for the cottage owners they work with.

Before working with Hive, they were running several different systems for each of the brands within the group - Quality Cottages, Quality Unearthed and Quality Villas.

They wanted to **consolidate all the data they held on their customer's** as there was anecdotal evidence that customers would buy from several brands, and they wanted to validate this hypothesis.

The Challenge

Quality Cottages had found it increasingly difficult to identify previous customers accurately because they had no way of linking their previous interactions and stay details to a single customer profile that they could market to.

As a result, marketing communications were limited to batch and blast style email broadcasts, sent in the run-up to seasonal events such as Easter and Christmas. Quality Cottages wanted the opportunity to be much more targeted and personal in their approach.

In addition, Quality Cottages had no accurate way to monitor lapsed customers and knew they were suffering because they had no reactivation programme in place to encourage repeat custom.

> **We needed to improve our marketing communications and use data we held on our renters to provide more personalised and relevant messages. Hive Marketing Cloud helped us to grow average stay value and reactivate lapsed renters.**

Gareth Robinson, General Manager

Quality Cottages had traditionally been a business with around 60% loyal returning customers but it had become difficult to segment their audience based on their booking history, preferences and requirements.

They were also under consistent pressure from accommodation owners to achieve desired rental incomes and customer demand for their properties. The holiday rental market is highly competitive and organisations like Quality Cottages can find it difficult to command exclusivity from property owners without the results to support it.

> **❝ We were astounded with the superb results achieved by this one simple focused activity. We previously spent a lot on search marketi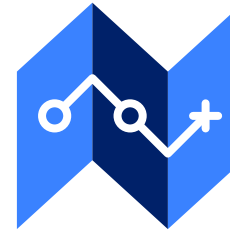ng to maintain targets and occupancy levels. The job is more efficient now. Our budgets go a lot further, adding value at both the beginning and end of the funnel. ❞**
>
> **Tim Rees, CEO**

Some benefits of Hive Marketing Cloud

EASILY PREPARE
COMPLEX REPORTS
THAT DEMONSTRATE THE IMPACT OF YOUR MARKETING

NURTURE AUTOMATED
CUSTOMER JOURNEYS
TO INCREASE CUSTOMER LOYALTY

SEE
COMBINED DATA
CONSOLIDATED ACROSS MULTIPLE CUSTOMER FACING BRANDS

The Solution

The Hive Marketing Cloud customer success team undertook a data integration process to ingest the Quality Cottages booking and customer information as well as website traffic data into the Hive Customer Data Platform (CDP).

This created a single view of the customer for marketing along with providing the insight and segmentation capabilities to create dynamic segments based on recency, frequency and monetary value as well as cottage type, location and stay preferences.

In addition, several automated journeys were created to promote conversion from prospect to customer, to grow customer loyalty and value, and to target lapsed customers.

Finally, the Hive customer team created some standard reports and a dashboard so that Gareth could monitor progress, return on investment and analyse customer behaviour.

The Results

Hive Marketing Cloud was an instant hit. Gareth and the marketing team were immediately able to draw insight based on historical customer behaviour. This customer insight also led to Quality Cottages identifying additional audience segments that they wanted to talk to.

The team who dealt with the cottage owners were also able to build complex occupancy and yield reports to more easily to show the value they were adding with marketing and promotion. This in-turn enabled more effective property acquisition.

The Quality Cottages marketing team were also able to finesse the welcome journey that the Hive Customer Success Team had created and immediately saw a 5% improvement in conversion from website browsers into renters.

A reactivation journey was also created that targeted each of the group brands and the relevant lapse criteria for each. Personalised messaging was created that referenced the last property the client stayed in and was added to boost customer recognition of their past stay. This one journey resulted in successfully re-booking over £150,000 in rental revenue and represented over 1500% ROI.

The team at Quality Cottages have also built several journeys aimed at specific segments as well as targeting seasonal demand variations. These activities have seen an increase in turnover in excess of 10%.

Tim and Gareth are now keen to investigate how the Hive Marketing Cloud can help with the transactional messages required before and after the booked stay to increase customer satisfaction, loyalty and future booking value.

See our platform in action

Book a demo and we'll show you how our other ecommerce business clients are making marketing more personal and results more impressive.

Contact us:

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A Welsh family business in founded in 1961, Quality Cottages specialises in providing Welsh cottage holidays. Beginning with the conversion of Cerbid Farm into holiday cottages, Quality Cottages has grown into an agency which works with caring owners throughout Wales to promote many beautiful properties.

Hive Marketing Cloud puts enterprise capability into the hands of marketers in medium sized businesses to accelerate their marketing revenues by enabling them to deploy highly personalised, sophisticated, multi-channel marketing from a single technology platform; based on customer intelligence. The Hive platform can surface all of its clients' data for an improved, relevant, customer experience that converts.