



# Wyndham Hotels & Resorts Revolutionizes Campaign Reporting

## COMPANY

Wyndham  
Hotels & Resorts

## RESULTS

- 30 seconds to accurate campaign reporting
- 100% data accuracy before a campaign launch
- Adoption by 10+ Marketing teams
- Holistic executive-level reporting

## PRODUCTS USED

[The Data Standards Cloud®](#)

## THE CHALLENGE

# Manual Data Processes Inaccurate and Inconsistent Data

With over 9,000 hotels globally, Wyndham Hotels & Resorts needed a unified approach to accessing and standardizing marketing data across its diverse brands. The company's existing data processes—spread across multiple marketing teams—relied heavily on inconsistent, manual workflows.

**This disjointed approach created significant roadblocks for their strategic marketing goals, leading to:**

- ▲ High error rates
- ▲ Time spent on manual corrections
- ▲ Siloed teams maintaining complex data rules
- ▲ Inability to provide holistic reporting or campaign-specific performance

Leadership recognized the urgent need for a solution to standardize their data processes. Their primary goal was to adopt an intuitive, cost-effective tool that independent teams could easily integrate into their daily workflows without sacrificing productivity.

## SOLUTIONS & RESULTS

# Integrating With Their Marketing Stack for Real-Time Insights

Previously, retrieving campaign data and insights took up to a full week. Now, with The Data Standards Cloud's integration capabilities, Wyndham can view data within 30 seconds in Adobe Analytics, improving data quality and interoperability across platforms.

With the newfound ability to view data in seconds, analytics teams can view revenue tied to specific campaigns and build comprehensive dashboards. These campaign insights are automatically refreshed every hour, empowering leaders to monitor and tweak campaigns in real time.

For example, if a specific email campaign isn't hitting targets, or a Deals Page placement isn't generating results, teams can step in quickly to improve campaigns on the fly or to make near-immediate decisions.

Instead of looking at a holistic rearview campaign snapshot, executives can get synchronous reporting to help provide strategic direction in the middle of a campaign.

## Breaking Down Silos and Saving Time

Manual processes and endless corrections are a thing of the past, freeing teams to focus on strategic, revenue-generating initiatives. The Data Standards Cloud platform has been well-adopted across 10+ marketing internal and external teams leading to 100% data accuracy before campaign launch.

**"I would 100% recommend Claravine to our peers because of the ease of the tool and the value you get out of it [...] We saw instant value as soon as we implemented it, and it's only continued to grow as we continue to partner with Claravine."**

Said Erin Boyle, Director of Product Analytics and Optimization at Wyndham.

LOOKING AHEAD

# Just Ahead: The Ability to Make Decisions at the Hourly Level

Wyndham is primed to take its data strategy even further and up-level its content and creative data with content comprehension. By developing a richer set of metadata within their DAM, they will be equipped with more sophisticated tagging capabilities, allowing for deeper insights and more targeted content strategies.



**claravine**

## Get your data up to standard

Concerned about the state of your data? Whether you're starting small or ready to tackle things end-to-end, we can help.

Let's talk