

Uncover The Complex Customer Journey With Modern Attribution Measurement

How Barceló leveraged Nielsen ID Resolution System for Attribution Measurement to optimise marketing campaigns

Challenge

Barceló Hotel Group realized how increasingly complex the customer journey across media becomes as its omnichannel strategy expands. Deprecation of third-party cookies makes decision-making challenging for all businesses as they need a realistic picture of their marketing with true CPAs and media performance effectiveness. Barceló turned to Nielsen to seek answers with a resilient solution to tackle this challenge.

As the media ecosystem is moving toward a cookieless future, all brands and advertisers are searching for sustainable multi-touch attribution solutions to generate sales, to make smart marketing and media decisions and understand their customers' journey. **How can Barceló leverage first-party data (including first-party cookie ID, hashed email, IP address) to deterministically make sense of customer journeys?** Barceló and Nielsen went through a thorough process of discovery and design testing and retesting, involving analysts, technical and product experts from both companies.

Pioneering A Modern Attribution Measurement

Barceló's objective was to optimise marketing investments through data-driven marketing activation and fueled by trustworthy measurement that will be sustained in a cookieless world. This would empower Barceló to inform planning, in-flight optimization and post-activation of any of its advertising efforts within a privacy-centric digital ecosystem.

Solution

Nielsen's [ID resolution system](#) utilizes persistent, device-agnostic identifiers, enabling Nielsen to verify demographic characteristics and media exposure over time across all media. This new technique

- Addresses industry changes
- Uncovers the entire consumer journey across platforms
- Better optimises marketing spend
- Proves the impact of advertising

About Barceló

Company

Barceló Hotel Group is the hotel division of the Barceló Group in the tourism industry. At present, the group has more than 250 four- and five-star urban and holiday hotels, and over 55.000 rooms distributed throughout 22 countries.

Barceló Hotel Group's media channel mix typically includes paid media, owned media, TV, in-app and offline.

Objective

Sustainably maintain successful data-driven marketing activation in a privacy-centric digital ecosystem

- Optimise investment assigned to the paid channels to avoid cannibalization and save costs
- Reduce campaign running time and maximise campaign effectiveness
- Increase hotel bookings
- Improve conversion rate



For more information, contact your Nielsen account manager. Visit [Nielsen Attribution](#).

Nielsen Attribution - Case study

Uncover The Complex Customer Journey

Nielsen Identity Resolution

Nielsen attribution delivers a resilient, always-on solution for **cross-device, person-level** measurement. The Identity Sync Pixel is a non-campaign specific tag that collects persistent user identifiers, which leads to the sharp reduction of unattributed conversions, minimising the dependency on the third-party cookie. We provide more insight into every conversion event with the collected persistent IDs and deterministically matches these converters to tagged paid and organic media, or data directly sourced from publishers and CRM systems.

Outcomes

With Nielsen's attribution solution, Barceló was able to uncover unattributed conversations and redistribute the credit across paid and organic channels at the granular level, daily. It enabled Barceló's marketing campaigns to maximise deterministic connections between digital media and conversions. Automation, instead of a manual attributing process, resulted in a streamlined process which improved efficiency and accuracy.



98% click media touch points are identifiable



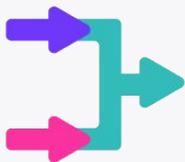
Pay per click (PPC) revenue share increased from 9% to 23%



Display's revenue share increased from 14% to 17%

98%

Attributable click media touch points



23%

Pay per click (PPC) revenue share increase

17%

Display revenue share increase

Conclusion

Nielsen attribution enables significant discovery of customer journey, driven by an increase in attributable conversions. The solution enabled Barceló to quickly analyze customers' media touchpoints, marketing and media performance across channels and devices at the granular levels. Barceló is able to effectively monitor campaigns daily, test unlimited budget allocation scenarios, optimize its advertising spend and activation strategy across media channels.



"Barceló tapped Nielsen for their expertise in attribution measurement to fulfill the gap of insights that were preventing us from fully optimizing our media activation. With Nielsen's innovative approach, we were able to take into account all measurable interactions along our customers' journey and uncover waste to better allocate spend in the future."

Ruben Vinagre
Global Performance Marketing Manager
Barcelo Hotel