

Hyatt: enriching customer journeys.

Global hospitality leader improves digital asset management and delivery across channels using Adobe Marketing Cloud.



"Adobe Marketing Cloud gives us the tools to support our customers' journeys with smooth, quality experiences across websites and channels."

Ellen Lee, Senior Vice President of Global Digital, Hyatt



SOLUTION

Adobe Analytics, Adobe Experience Manager, and Adobe Target solutions within Adobe Marketing Cloud, Adobe Creative Cloud for enterprise

RESULTS



CENTRALIZED ASSETS

Controlled branding by storing over 70,000 images and associated content in a central location for use by content authors worldwide



SIMPLE SEARCH

Leveraged detailed metatags to enable content creators to quickly and easily find the assets they need



DISTRIBUTED AUTHORS

Leveraged simple site creation capabilities to enable more authors to efficiently create content for faster website updates and more accurate information



WEB INSIGHTS

Tested and quantified the impacts of website changes, increasing traffic and revenue

Hyatt Hotels Corporation

Established in 1957

Associates: More than 97,000 worldwide

Chicago, Illinois

www.hyatt.com

Valtech

Headquartered in Paris, France with 20 offices worldwide

www.valtech.com

CHALLENGES

- Deliver consistent customer journey across channels and devices
- Distribute content creation to a wide range of authors while maintaining centralized control
- Streamline workflow to upload and manage images

Making guests feel at home

With more than 600 hotels, resorts, residences, and vacation properties in more than 50 countries, Hyatt Hotels Corporation is a global hospitality leader. Through eleven brands, Hyatt provides authentic hospitality and inventive services that address the diverse needs of its associates, owners, and guests alike.

A priority for Hyatt is delivering excellent experiences at every step of the customer journey to build lasting, positive relationships. "The customer journey for us begins as soon as a customer starts dreaming about her vacation," says Ellen Lee, Senior Vice President of Global Digital at Hyatt. "It then progresses into researching and booking the perfect property, having a great experience at one of our hotels, and then sharing those experiences with family and friends."

To support customers throughout their journeys—from dreaming to planning and experiencing—Hyatt wanted to deliver consistent, high-quality content across digital properties, channels, and devices. Central to accomplishing this was finding a way to effectively manage tens of thousands of approved assets used by content creators around the world.

Working with integrated marketing partner Valtech, Hyatt decided to adopt Adobe Experience Manager Assets and Sites capabilities within Adobe Marketing Cloud. Valtech engaged with Hyatt from the beginning, looking at requirements, evaluating current and future needs, and collaborating with Hyatt to enable teams to easily work with Adobe's cloud-based services. "Adobe Experience Manager Assets enable Hyatt to manage content in a centralized location to help ensure only current, approved content is used on websites, mobile apps, and on third-party travel sites," says Joshua Young, Vice President at Valtech.

Centralizing asset control

With Adobe Experience Manager Assets, Hyatt stores approximately 70,000 approved images from properties worldwide. Equally importantly, the company stores associated details, such as photographer release forms, model release forms, legal notices, and other key documents. Having all image data in one location enables Hyatt to empower thousands of content creators company-wide with fast access to branded, quality images.

"It used to be difficult to manage images and ensure only approved content was used," says Frank Breithaupt, Director of eCommerce and Marketing Systems at Hyatt. "People were sending DVDs of photos to each other, emailing images, or uploading images one at a time to file-sharing services. We didn't have an efficient way to manage and control activities."

"By using Adobe Experience Manager Assets, we can replace complex asset approval and management processes with simplified workflows that can be handled by a centralized team."

Frank Breithaupt, Director of eCommerce and Marketing Systems, Hyatt

Combining Adobe Experience Manager with Adobe Creative Cloud, Hyatt streamlined image approval and uploading processes. Today, the creative team working at Hyatt headquarters receives images from authorized photographers and uses Adobe Bridge CC to quickly view, organize, and select hotel or lifestyle images to move along the approval process. Only photographs that meet Hyatt's high standards are uploaded to Experience Manager Assets.

Uploaded assets are then tagged using detailed metadata, so that content creators can easily identify pictures of their hotels or lifestyle images designed for specific website pages. Through this process, the centralized team at headquarters can maintain content brand consistency and unity for global audiences.

"By using Adobe Experience Manager Assets, we can replace complex asset approval and management processes with simplified workflows that can be handled by a centralized team," says Breithaupt.

Hyatt also uses Experience Manager Assets to coordinate the workflow for images pushed out to approved third-party travel sites, which help introduce Hyatt brands to new customers. Every night, Hyatt runs a workflow in Experience Manager to identify new and changed images, assembles a feed, and delivers that information to travel content distribution services and other channels. By using the Adobe solution to centralize asset management, Hyatt can eliminate what was once a challenging, time-consuming workflow for Hyatt teams.

A welcoming experience

Hyatt teams frequently use Experience Manager Assets to support activities on corporate and individual property websites. Along with images and usage documentation, webpage templates are stored in Experience Manager Sites to provide a consistent look and feel across Hyatt web properties. "Those closest to our properties are most qualified to keep information like operating hours or room-rate specials up to date," says Breithaupt. "Adobe Experience Manager enables us to distribute authoring responsibilities across the company while maintaining a branded look."

Using Experience Manager Sites, content authors can drag assets into position on a template and publish pages with just a few clicks, eliminating the need to coordinate with developers or IT teams. As a result, small changes that once took weeks can be completed in just a few minutes, providing customers with the most up-to-date property information.

SOLUTION AT A GLANCE

• Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Target, and Adobe Analytics solutions. Capabilities used include:

- Assets
- Sites
- Marketing Reporting and Analytics
- Ad Hoc Analysis
- AB Testing

• Adobe Creative Cloud for enterprise. Apps used include:

- Adobe Photoshop CC
- Adobe Bridge CC

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/marketing-cloud.html

www.adobe.com/creativecloud/business/enterprise.html



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Insight into customer journeys

In addition to Adobe Experience Manager, Hyatt uses the Adobe Analytics and Adobe Target solutions in Adobe Marketing Cloud to gain insights into how customers are responding to digital experiences. "Adobe Analytics is core to what we do," says Lee. "It's how we get all of our numbers about customers' online interactions, down to the hotel level. Each hotel has its own dashboard, so they can view how strategies are performing in real time. These insights can be combined with page testing to increase bookings and other measures of engagement."

For instance, by using Adobe Target, the Hyatt team can conduct AB tests to discover how design, text, and campaign changes impact returns. In a recent series of tests, Hyatt investigated how changing the colors of buttons affected actions on the website. "We rolled out yellow buttons after testing many color options and discovered that this small change increased the number of people entering the booking funnel quite a bit," says Lee. "We're maintaining the same conversion rate, so it ultimately increases revenue overall. The Adobe solutions clarify how even small changes can have a big impact on our bottom line."

Hyatt is currently working on a beta version of its mobile app to expand cross-channel experiences. As Hyatt further increases testing and streamlines content management workflows, the integrated Adobe Marketing Cloud solutions provide the core of the company's digital platforms. "Adobe Marketing Cloud gives us the tools to support our customers' journeys with smooth, quality experiences across websites and channels," says Lee.

About Valtech

Valtech is a full-service digital marketing agency that brings value to its customers through consulting, design, optimization, and technology services. As an Adobe Business Partner focusing on Adobe Marketing Cloud, Valtech works with companies to leverage their digital content and assets to achieve the best digital experiences.