

# Unified customer profiles **drive** marketing efficiency



**WYNDHAM**  
HOTELS & RESORTS

## THE CHALLENGE

### Limited data accessibility, no reliable golden record

Wyndham wanted to expand its loyalty program and drive direct bookings but lacked a single source of truth for customer records. Their teams also lacked access to the data they needed to guide business decisions and optimize their marketing programs. Customer profiles were scattered across disparate systems and any attempt to match and merge that data was done through manual and inaccurate methods.

## THE SOLUTION

### Single source of truth, data democracy

By bringing their data into Amperity, Wyndham was able to create unified customer profiles for both their loyalty and non-loyalty members, giving the brand a reliable source for customer insights and the ability to segment audiences to send targeted messages and increase bookings and loyalty signups. Information that previously took weeks to access was available in minutes, freeing up time to focus on other key initiatives.

## THE RESULTS

### Rich segmentation, personalized communications

The insights Wyndham uncovered gave them the ability to create more segmented audiences, such as non-loyalty customers, and better target communications within email and digital media for the first time, ultimately leading to a higher return on investment, lower acquisition costs, and an increase in loyalty conversions.

“Through our new platform from Amperity, we’re able to have a complete c360 guest view, unlocking new insights that allow us to be **timelier, more efficient and more effective in our efforts** to engage with the everyday traveler”



**Lisa Borromeo Checchio**  
Chief Marketing Officer

**60%**

Percentage of stays represented by newly identified guests

**90%**

Percentage of digital spend pointed to Amperity

**Double digit**

Increase in ROAS

**30 days**

Time to build C360 and activate first use case