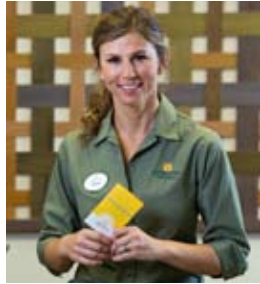


Email Ads Served In Real Time Cut Through Clutter



IN HEAD-TO-HEAD TESTS, THRIVING HOTEL CHAIN LA QUINTA INNS & SUITES FINDS THAT LIVEINTENT'S DISPLAY ADS OUTPERFORM SUPER-PREMIUM PUBLISHERS ON TARGETED REACH AND FREQUENCY



Business is flourishing at La Quinta Inns & Suites, where business and leisure travelers can feel assured, settled-in and optimistic at more than 800 locations across the United States, Mexico and Canada.

From 2001-2011, La Quinta has grown more than 166 percent. That's faster than any other select-service competitor. And the trend continues today, with La Quinta scheduled to open 40 more hotels this year, says Amy Bartle, media director for La Quinta Inns & Suites.

La Quinta has a particular type of traveler in mind to fill all those new rooms: male business travelers, age 25-64, with household income of \$75,000 and above. Bartle's challenge is how best to reach that audience with La Quinta's "wake up on the bright side" brand personality and its promise of, as she puts it, "more than a good night's sleep, but a spring in your step."

Precisely targeting that specific audience in today's world of online clutter requires a unique approach. According to Bartle, there's a company that has that unique approach: LivelIntent.

"It's difficult for new partners to impress me," said the marketing veteran, describing a 2013 head-to-

head test campaign that demonstrated LivelIntent's stellar ability to reach the demographics in which La Quinta is most interested. "But LivelIntent really is at the top at what they do."

What LivelIntent does is place real-time display ads within over 2,000 email newsletters. The newsletter recipient doesn't get just any ad — it's an ad targeted at him, based on his individual characteristics. What's more, the ad is served when the email is opened — not when the email is sent. Thus, the ad content is fresh regardless of how much time passes between the sending and the opening. A robust prediction engine and a trading platform for buying/selling real-time ads has allowed LivelIntent to make email advertising much more sophisticated than ever before.

BREAKING THROUGH THE NOISE

That quest for new customers was on Bartle's mind in 2012 when she learned about LivelIntent from Jason Oates, president of the New York-based MarTech firm. At the time, Bartle said, she knew exactly whom she was trying to reach: that male business traveler demographic.

But she had also learned that while many companies claimed to be able to reach fresh eyes



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— Amy Bartle, Director of Media and Digital Marketing, La Quinta Inns & Suites



BIG RESULTS

Nielsen comparative data on 19 publishers tested from February-April 2013 showed that ads served by LivelIntent were:

#1
IN UNIQUE AUDIENCE

#1
IN HIGHEST AVERAGE FREQUENCY

#3
IN PERCENT ON TARGET

#3
IN LIFT OF BRAND AWARENESS



I struggle with paying for a message someone doesn't really see because of the clutter. LivelIntent cuts through the clutter.

— Amy Bartle, Director of Media and Digital Marketing, La Quinta Inns & Suites

for her message, none had proved that they could deliver.

Was there someone out there who could actually deliver on this promise?

Bartle recalled her conversation with Oates at a marketing summit as the way she found the answer to this question: “He told me, ‘We have something that dynamically inserts ads into e-newsletters,’ and explained that because recipients enroll or register to receive the newsletter, information is available on exactly who will receive the advertising.”

That definitely piqued Bartle’s interest. She wants to make sure every dollar is wisely spent in her role overseeing both digital and traditional media: “Rather than pay four partners to reach the same person, let’s focus on partners who are talking to people nobody else is talking to. LivelIntent is that partner.”

While LivelIntent seemed like a good option from the start, Bartle wanted to make sure she didn’t take the plunge prematurely. “Like any other brand, we have to spend our dollars wisely,” she remarked. “Whether your media budget is \$10 or \$10 million, nobody ever has enough ad dollars.

“I’m OK if someone sees my message and says my hotel is not for them. But I struggle with paying for a message someone doesn’t really see because of the clutter. LivelIntent cuts through the clutter.”

BEST IN UNIQUE REACH AND FREQUENCY

Bartle ran a test campaign with LivelIntent in the fall of 2012. The results were impressive, and she subsequently opted for a more robust plan, comparing 19 different publishers using content from her agency, IgnitionOne. Bartle enlisted Nielsen to analyze data from February-April 2013.

Nielsen examined the entire campaign, comparing publishers, networks and channels, including pre-

roll video (the ads that precede a video clip online). By every measure, LivelIntent stood out.

The numbers revealed:

- LivelIntent was No. 1 for greatest proprietary audience of any publisher, yielding the highest numbers for unique reach.
- LivelIntent was No. 1 for delivering the greatest frequency of any publisher.
- LivelIntent ranked third for “most on target,” just behind two premium publishers who were tied for first place.
- LivelIntent also ranked third for the greatest increase in brand awareness.

Oates reflected, “We were confident that LivelIntent would perform well because the nature of email creates unique targeting capabilities. For example, we leveraged a custom audience segment to suppress current customers through email hashes, ensuring that we were aligned with Amy’s campaign goals by focusing the ad spend on reaching new prospects for La Quinta.”

ENGAGING FUTURE CUSTOMERS

The lift in brand awareness among male business travelers was just what La Quinta wanted to drive new traffic to its web site. Bartle said customers reached by LivelIntent “are very inclined to follow up with a visit to www.lq.com,” the company’s site. And once visitors arrive, they stick around. “If you come to my web site, I have all kinds of other tactics to continue the conversation and engage your level of interest.”

“When you’re in any brand marketing position, you’re bombarded daily with companies and representatives who want to talk about how what they do is different and better,” Bartle said. “LivelIntent is a unique solution.”

The bottom line is that LivelIntent delivers.

 **LivelIntent**
Case Study

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