

#### MINI CASE STUDY

## USING DATA TO DRIVE A CONTENT STRATEGY

Jurys Inn currently operates in the UK, Ireland and Czech Republic, with all its hotels based in central and convenient locations. Jurys Inn works with digital advertising agency agenda21 and tech company Quantcast to ensure efficient and effective display advertising.



# THE NEED FOR IN-DEPTH AUDIENCE INSIGHTS

In the current market place, many vendors only offer basic post-campaign reporting tools; to obtain accurate and actionable customer insights can be difficult. Jurys Inn wanted to gain a deeper understanding of who its online customers are, as well as insights into customer behaviour. In-depth post-campaign reports and detailed audience insights were used in integrated channel planning and to guide SEO content strategy.



## USING ACCURATE AND DETAILED INSIGHTS PROVES TO BE A VALUABLE TOOL

Quantcast measures media consumption behaviours directly, which enables a higher level of accuracy for demographic data. With this capability, Quantcast could provide Jurys Inn with a detailed and deeper understanding of their audience.

#### **DETAILED DEMOGRAPHICS**









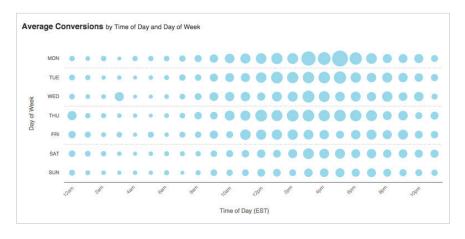


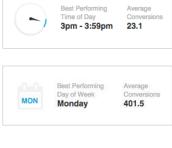
# **AUDIENCE INSIGHTS**

The insights based on converters allowed Jurys Inn to understand its customers in more detail.

Affinity
8.6
7.5
7.2
5.8
5.5
4.1
4.0

INTERESTS @	AFFINITY INDEX @
Travel	2.1x
▼ Arts & Entertainment	1.9x
Celebrities & Entertainment News	1.8x
▼ Computers & Technology	1.9x
News	1.7x
Consumer Electronics	1.6x
Programming	1.5x -
<b>1</b>	1.8x





## TRENDS IN CONVERTER BEHAVIOUR

Jurys Inn saw that there was a correlation between conversions and users searching for hotels in particular cities at certain times, along with sports-related keywords. After research into this correlation, Jurys Inns deemed that users were searching for hotels near the stadiums of away games for

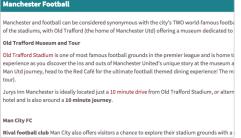
major sporting events such as Premier League and Rugby 6 Nations.



## CONTENT STRATEGY IMPLEMENTED

From these insights, Jurys Inn created a sports hub containing the various stadium and hotel locations, as well as additional information around the club/ground/sport in hand. This provided sporting fans with useful information and booking options all in one place, making it a straightforward process and therefore driving conversions.







"Quantcast and agenda21 were able to give us a number of insights into the types of customers who are booking through Jurys Inn website. One such insight was the number of people finding us through our locations near to sports venues. Off the back of that insight, we built a sports page that shows our proximity to some of the biggest sporting venues across the UK. This not only provided helpful information to our customers, but also enabled us to drive additional revenue on the site."

Carol Walker, Online Marketing and E-Commerce Manager, Jurys Inn



