

JURYS INN, QUANTCAST AND AGENDA21

PROVE THE POWER OF DISPLAY ADVERTISING

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

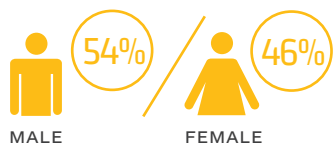
In the current market place, many vendors only offer basic post-campaign reporting tools; to obtain accurate and actionable customer insights can be difficult. Jurys Inn wanted to gain a deeper understanding of who its online customers are, as well as insights into customer behaviour. In-depth post-campaign 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.

Publisher Domains	Affinity
ing.com	8.6
doodle.com	7.5
gov.uk	7.2
192.com	5.8
thetrainline.com	5.5
oxforddictionaries.com	4.1
citizenm.com	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
Leisure & Hobbies	1.8x

