

Design a Marketing Experiment Sample Report

Introduction

頂級生活

恣意暢享擁有獨立起居空間、私密臥房、卓絕品味的套房住宿體驗。

自2016年6月4日起至2016年10月10日止，連續三晚入住君悅套房或以上之房型，即可享受第三晚免費優惠！

- 房客可享嘉賓軒專屬禮遇，免費自助早餐、全日供應飲料、晚間時段之雞尾酒和西式點心。
- 延遲退房至下午2時。
- 套房專屬贈禮。



We are having an experiment for summer promotion Grand Hyatt Hotel Taipei. This report comes up with the promotion as per screenshot on the left.¹

Grand Hyatt is a global hospitality company with widely recognized, industry leading brands and a commitment to excellence.²

The promotion is going to have an experiment is that 3rd night free of charge stay in Hyatt suite. This promotion is non-refundable and only available during Jun 4th to Oct 10th. And it MUST have consecutively stayed for three nights, the benefit of this promotion are free breakfast, lounge access and late check-out until 2pm.



Figure 1 Grand Hyatt Promotion Screenshot via Official Site

The reason for having this experiment is that we would like to know how Facebook could impact the

aim market if it really use of it and worth of it. So this experiment will be a before-after experiment on web, and will using Facebook advertisement. Aiming the market for 30-40 aged people for the potential guest who wants to stay in well-known 5-star hotel, and it is easily control the exposure this promotion ADs on Facebook.

Experiment Design

We found that this promotion is not available on English website, so it may exclusively for local Taiwanese people or Hong Kong, Macau, PRC people. And our target audience are 30-40 aged people, so we could control this AD precisely. It will choose the 2nd and 3rd largest city in Taiwan – Kaohsiung and Taichung for exposure, control group will be Taipei City, exposure from Aug 22nd to Oct 9th, but will track the basic sales from the beginning of this promotion, Jun 4th to Aug 21st.

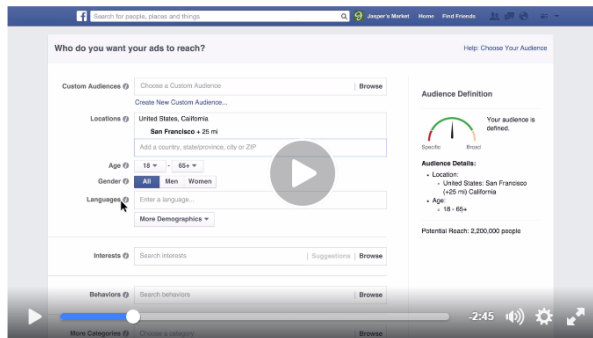
The size of sample could be calculated from Facebook, and this experiment will not control the rule of “No other external factor”

And the guest who wants to book this package MUST click a specific hyperlink: from Facebook AD to reservation center on the web of Hyatt, to guarantee the source of this room package is booked via Facebook.

¹ <https://taipei.grand.hyatt.com/zh-Hant/hotel/offers/offer-detail.html?offerId=58220280&code=>

² <https://www.hyatt.com/hyatt/about/index.jsp>

Choose your advert audience



(Video length: 03:23)

When you create a Facebook advert, you can choose the audience that should see it.

When creating your audience:

- Choose an objective based on the kind of results you want – such as getting people to your website.
- Select traits that will help you reach the people who are more likely to care about your business.

Create Advert

Figure 2 Choose target audience on Facebook Ads ³

Anticipated Issues

According to the experiment, we would see that during Ads running on Facebook, compare with the guest profile, the residents who booked this package from experimented city, Kaohsiung and Taichung may have significant growing, turns into room revenue, and we could get the net lift from it.

By using this experimental data, if this package get some good feedback, we could adjust the seasonality for this package to apply onto another low-season to boost the room sales, and change strategy for selling rooms.

But we have to consider the external factor will disturb the experiment as well. Maybe other hotel will have same promotion, and it may disturb the experiment.

Experiment 2.0

Facebook is the most powerful social media that among Taiwanese Internet, but LINE app is another app for communication via instant message, which is popular in Taiwan too. And LINE has its own social media web, many hotels are using it as a secondary social media tool. But it is not so easy to maintain LINE social media.

So in second experiment we could change the medium into LINE app's social media, we could put this promotion in LINE app, and to see if the sales will increase because of LINE app. To decide we will maintain LINE app.

³ <https://www.facebook.com/business/learn/facebook-ads-choose-audience>