

MILLENNIUM HOTELS & RESORTS CASE STUDY

# Millennium Hotels & Resorts Europe adopts a 360-degree customer journey strategy

Setting the scene. Millennium Hotels & Resorts (MHR) is a globally recognized hospitality brand offering upscale accommodations and unique experiences across iconic locations in Europe and across the globe.

Driving brand.com revenue amid declining market demand



## The challenge.

Year-over-year demand in the UK showed a decline. Historically, MHR's marketing efforts were heavily focused on low-funnel strategies, making the brand highly susceptible to fluctuations in market demand. To counter this, a new approach was needed—one that could adapt to changing conditions, increase brand visibility, and drive direct revenue through brand.com.

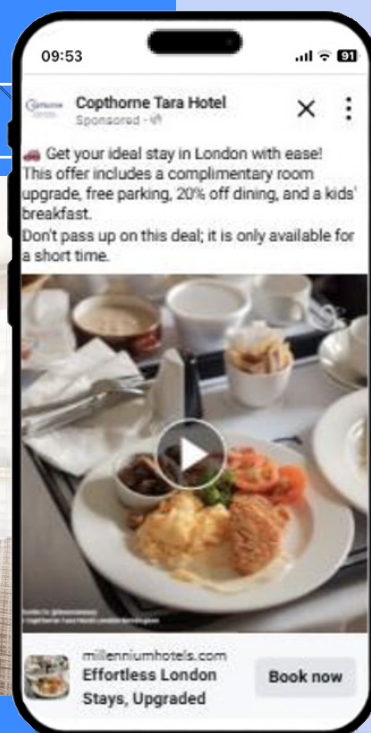
## The solution.

In April 2024, MHR launched a comprehensive and aggressive marketing strategy focused on the London region. This initiative included both remarketing and prospecting campaigns across paid and social channels. By leveraging first-party data and platform audience insights, MHR was able to deliver highly relevant and timely messaging across the entire funnel—from awareness to conversion—ensuring a seamless and personalized customer journey.

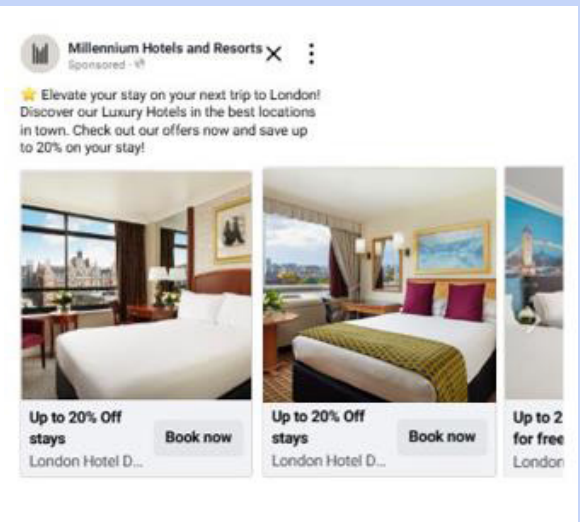


## Social Ad Previews

### SECURE demand



### CREATE demand



## The results.

While demand for London declined year over year, this full-funnel approach unlocked new revenue streams for MHR.

Compared to 2023, both paid and non-paid revenue grew in 2024. This strategy has since been adopted as an evergreen approach—acknowledging that while it may temporarily affect short-term ROAS, it ultimately drives sustainable, long-term revenue growth.

## Recorded outcomes in London region

**+2%**

brand.com  
revenue  
share

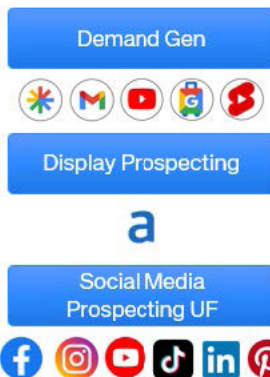
**+49%**

in non-paid  
visits year-  
over-year

**+9%**

in brand.com  
revenue year-  
over-year

### Actioned Plan in Q2 2024



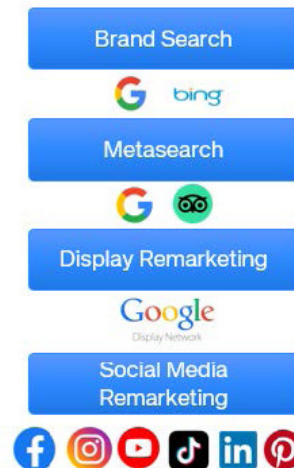
#### CREATE demand

**Geo:** Top feeder Cities (columns 2 and 3)  
**Demographic & Targeting:** audience segment, website visitors, first party data, similar audiences



#### SECURE demand

**Geo:** Remarketing worldwide. Search Top Feeder Countries  
**Demographic & Targeting:** website visitors & 1st party data



#### CAPTURE demand

**Geo:** Top feeder Cities  
**Demographic & Targeting:** audience segment, Affinity & in-market audiences