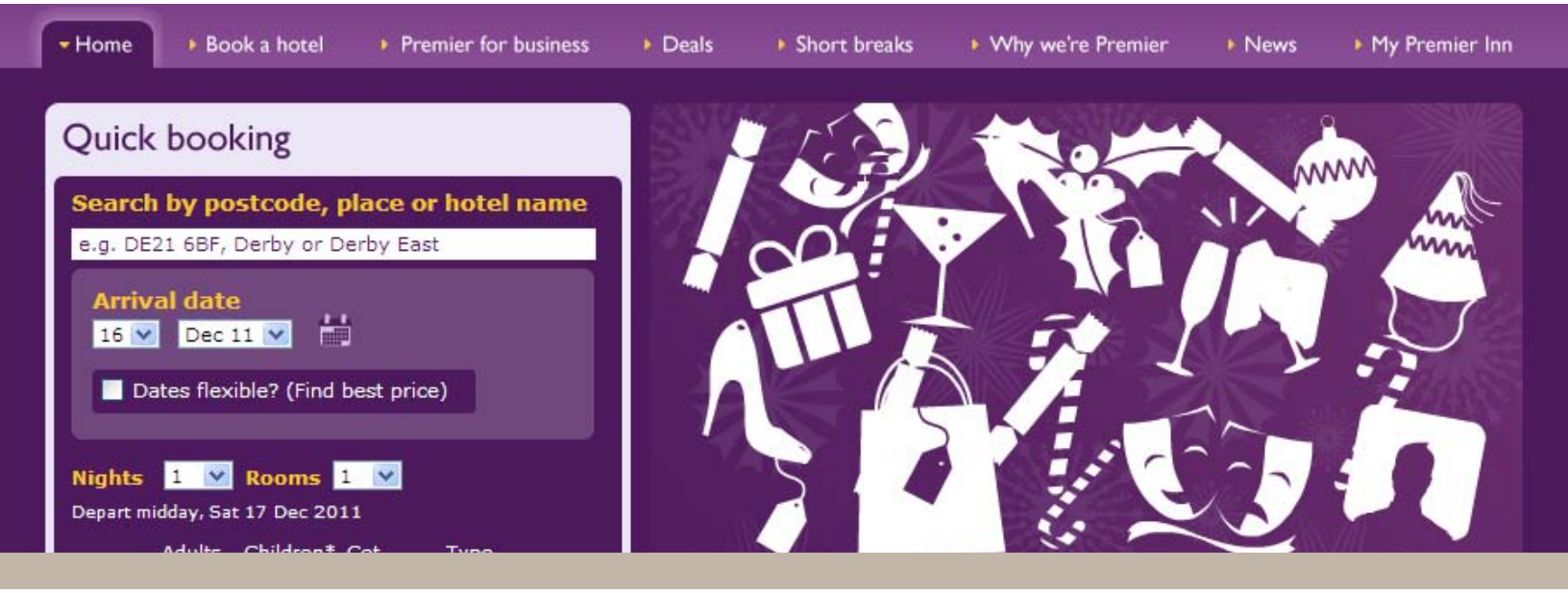
Premier Inn

Real-time marketing



Premier Inn
Whitbread Group Plc
Dunstable, United Kingdom
www.premierinn.com

VML
www.vml.com

Premier Inn accelerates delivery for marketing promotions and reduces reliance on outside development resources with Adobe Experience Manager

Premier Inn, a member of the Whitbread corporate family, is an award-winning hotel brand with over 600 budget hotels and more than 43,000 rooms across the United Kingdom and Ireland. Already the United Kingdom's largest budget hotel chain, Premier Inn remains focused on growth, with major expansion plans both domestically and overseas—backed by its commitment to service and a unique money-back guarantee for customers.

Premier Inn identified the opportunity to improve its online presence. While the existing website had been effective, the systems on which it was based meant that any changes to the content required the involvement of third-party developers, adding cost and making it difficult to introduce marketing initiatives with the agility the market demanded. As the web channel grew in importance for the company's business, Premier Inn decided to implement an enterprise content management solution (CMS) that would allow its marketing team to create and update its own web pages and content.

Working with VML, its primary digital development agency, Premier Inn evaluated the options for its new web platform. Based on Java™ and other open technologies, Adobe Marketing Cloud, including the Adobe Experience Manager solution, offered the flexibility the company was looking for, including easy integration with Premier Inn's booking engine and other back-end systems. "The same booking engine serves multiple channels, including online, phone, and front desk, which must be kept in sync to avoid double-booking," explains Rob Phillips, European technical director for VML. Using web content management and digital asset management capabilities in Experience Manager, the website communicates via web services with the booking system to perform availability checks, provide pricing, and place reservations.

"Adobe Experience Manager integrates real-time data from multiple sources to provide a seamless experience for the customer."

Rob Phillips
European technical director,
VML

Challenge

- Reduce reliance on third-party development resources
- Increase marketing agility by accelerating content publishing
- Combine web content and real-time booking functionality into a seamless web experience

Solution

Empower marketing personnel to publish and update their own content quickly and easily and optimize online customer experiences using Adobe Marketing Cloud.

Benefits

- Accelerated web updates from weeks to a single day
- Enabled the company's digital agency to shift focus from content updates to strategic business initiatives
- Made it possible to provide personalized pages for key corporate customers

Toolkit

Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Analytics solutions. Capabilities used include:

- Web content management
- Digital asset management
- Adobe SiteCatalyst®
- Adobe Discover®

Similarly, mapping data from a VMAP system, which helps customers find and plan travel to Premier Inn hotels, is complemented with data from the Adobe repository about the specific properties displayed. "Adobe Experience Manager integrates real-time data from multiple sources to provide a seamless experience for the customer," says Phillips.

Faster, more flexible marketing

Adobe Experience Manager has given Premier Inn the marketing flexibility it needs to maintain its market leadership. "The ability to make content changes to the site ourselves, instead of asking the technical development team to do it for us, has been critical," says Kate Arthur, IS relationship manager, Premier Inn. "Using Adobe Experience Manager enables us to do things in a day that might have taken weeks before, such as a promotion for last-minute travelers over the holiday season." CMS functionality, such as the easy creation of page templates, makes it simple for Premier Inn marketers to reuse elements of successful promotions for even greater efficiency.

By empowering its non-technical marketing personnel to address their own business needs on the site, Premier Inn has freed VML for more strategic matters. "We no longer have to take developers away from their current projects to help us with routine content updates," says Arthur. Instead of near-daily deployments, VML now performs updates only every two weeks or so, allowing the agency to focus on building new functionality on the site to support business objectives.

Data-driven web optimization

Adobe Analytics helps Premier Inn achieve maximum marketing impact from its web platform. "We use data produced by Adobe Analytics to monitor our weekly and monthly website performance, including changes in traffic and conversion levels, which helps our marketing team guide our investments in search and other tactics," says Arthur. The company is currently in the process of implementing Adobe Target, another solution with Adobe Marketing Cloud, to enable A/B and multivariate (MVT) testing to optimize the relevance, quality, and effectiveness of its online promotions and web experience for customers.

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Kate Arthur
IS Relationship Manager, Premier Inn

Expanding worldwide, across channels, throughout the corporate family

Premier Inn is now expanding its implementation of Adobe Experience Manager into a multi-site, multinational platform to support its operations worldwide. At the same time, the company is building an optimized mobile site based on Adobe templates to give travelers anywhere, anytime access to information and booking.

Based on the success achieved by Premier Inn with its Adobe investment, parent company Whitbread is now using Adobe Experience Manager to power its own corporate site, as well as sites for its restaurant brands, including Beefeater and Table Table.

For more information
www.adobe.com/solutions/digital-marketing.html

Adobe

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