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Case Study //

Media Analytics – Measuring Advertising Success in the Mobile App Market for JustBook

Management Summary

Goals

- ✓ Perform comprehensive data quality check
- ✓ Determine direct influence factors of TV advertising on app installations and reservations and sales in order to use existing advertising budgets more efficiently
- ✓ Determine direct effects of second screen
- ✓ Calculate forecasts about advertising success in a given advertising campaign

Approach

- ✓ Link offline and online advertising data to forecast app installations
- ✓ Use data mining methods to identify the key influence factors of advertising on target values within the framework of the path to conversion

Results

- ✓ Specific insights about the positive and negative influences of numerous advertising parameters
- ✓ Knowledge about the impact and efficiency of TV advertising compared with other advertising media and channels

Initial Situation

JustBook is the first German provider of an app that enables last-minute hotel reservations via smartphone. The startup, which was founded in 2011, is also known as a partner of the premium frequent flyer program Miles & More. With the aim of increasing brand awareness, JustBook joined forces with venture capitalist GMPVC to launch a range of promotional activities on different channels. This was to be followed by substantiated measurements of success as well as analyses that show and forecast the impact of offline advertising on online business.



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mayato's media analytics approach

JustBook's TV campaign alone comprised several hundred broadcasts at different times, with different viewer ratings, and with commercials of different lengths. At the same time, advertising activities for the app on the mobile marketing channels was stepped up. And the ranking in Apple's App Store also influenced user demand.

By linking the offline and online data, mayato's media analytics approach makes it possible to separate the different influences of the advertising activities on online target values and identify each influence clearly.

To measure the success of the TV campaigns, mayato worked with JustBook to define several target values in the path to conversion: From installation to registration and then to booking, differing periods of time can elapse depending on the customer. The central question in the analysis was therefore: "When and by what means was the customer acquired?"

"Thanks to mayato's well-founded measurement of advertising success, we can now determine our advertising mix much more efficiently and make a bigger impact with a smaller budget."

Stefan Menden
Founder and Managing Director
JustBook

Creating the data basis

More than 80% of smartphone owners use their phone while watching TV. To cater to this increasing significance of phones as second screens, mayato created a data basis for JustBook in several highly granular time units. This ensured that the direct effects of TV advertising would also be expressed in the analysis results.

The data basis was compiled from several sources: The target values were extracted from JustBook's operational database systems. Then there were viewer ratings and much more marketing data about the TV campaign and about advertising on mobile devices. For online data, such as the app's ranking, special interfaces in the App Store's analytics application had to be accessed. The subsequent data quality check was specially adjusted to meet the requirements of the data analysis – often a deciding factor for the quality of the forecast.

In addition to the information from these data sources, the target values were influenced by a number of other internal and external factors, including marketing activities running in parallel on other channels and information contained implicitly in the data. It was possible to consider and identify these "hidden factors" too, using mayato's custom-developed methods.

"ROI forecasts for complex advertising campaigns in the mobile app market are the ultimate challenge for marketing analysts – and mayato met this challenge brilliantly for JustBook."

Aljoscha Kaplan
Managing Director
GMPVC

Approach and analysis method

The success of TV advertising for JustBook was analyzed in two phases. First, the influences of all the advertising activities were investigated over the whole duration of the campaign. This made clear the importance of the TV commercial, for example, in relation to mobile marketing. For a subsequent analysis,



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which only looked at the TV commercials, mayato divided the analysis period into several sections to specifically take into account JustBook's differentiated advertising planning.

The analysis method took the influence factors and the target figure as parameters and weighted the factors individually on this basis, and the target figure was then forecast from this. The validation of the forecasts using figures about the advertising impact on the target values in the past confirmed the high quality of the results.

“We were surprised in a very positive way about how mayato's analyst team succeed in translating our data into a wealth of valid insights using its tailored forecasts.”

Florian Waldmann
Founder and Managing Director
JustBook

Use of the analysis results

The results managed to isolate and forecast the success of the TV campaign, even in phases with intensive and wide-ranging promotional activities. JustBooks used the analysis results in numerous ways: Thanks to the forecasts, it was possible to build specific scenarios that show how the advertising success of a certain media drive develops. Furthermore, the weightings that mayato determined enable, for example, media planning to be much more targeted, because you can incorporate information about the individual influence factors.

About JustBook

The free JustBook app enables simple last-minute hotel reservations. Every day, the app presents selected hotels in the categories luxury, upscale, design, comfort, and basic in over 60 major European cities – with a discount of up to 50%.

About GMPVC German Media Pool GmbH

GMPVC is Germany's first independent media-for-equity investor with different media channels. Young companies can achieve rapid awareness for their products and services without diverting their cash or looking for additional funding. GMPVC enables access to media services from a pool that TV, radio, and outdoor media partners provide to fast-growing consumer businesses in return for equity.

About mayato

[mayato](#) GmbH empowers companies to capitalize on their information. Together with our customers, we develop and implement solutions in the areas of financial analytics, customer analytics, industry analytics, and IT security analytics.

A team of experienced process and technology consultants operates out of our offices in Berlin, Bielefeld, Mannheim, and Vienna. They analyze and optimize your business processes and work with you to determine the requirements for technical implementation. They assist you in selecting the right tools, develop successful strategies, and conceptualize tried-and-true modern architectures. And of course, mayato consultants also help with the practical side of implementing your chosen solutions. Technical standards and governance enable economical, effective projects and efficient operations in the long term.



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Analysts and data scientists from mayato use these solutions on your behalf to establish connections between data from many different sources and to forecast trends and events. They devise convincing business cases and produce tangible monetary benefit from your processes and applications. Your employees learn how to use state-of-the-art data analysis methods, how to tackle data quality issues, and how to interpret and visualize results. Working with mayato future-proofs your company for the age of big data.

mayato GmbH was founded in 2007. Among our customers are renowned large and midsize companies from a range of industries. As a partner of several software providers, mayato is committed to remaining neutral and – first and foremost – to delivering its own high-quality services. For more information, visit www.mayato.com.



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