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The 9flats.com logo features the text "9flats.com" in a bold, blue, sans-serif font, with the "9" being significantly larger than the other characters. It is set against a white rectangular background.

9flats.com



Case Study //

Media Analytics – Advertising Impact Analyses in a Cross-Media Context for 9flats

Management Summary

Goals

- ✓ Check the data basis for analytical usefulness
- ✓ Determine influence factors of TV advertising on online reservations and sales in order to use existing advertising budgets more efficiently
- ✓ Calculate forecasts about advertising impact in a given advertising campaign

Approach

- ✓ Link offline advertising data with online reservations/sales
- ✓ 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 indications of positive/negative influences of numerous advertising parameters
- ✓ The analysis results were used as the planning basis for another TV advertising campaign with a budget of several million euros

Initial Situation

For young, up-and-coming Internet companies, expanding their advertising activities into offline media such as TV, billboard, or print advertising often represents the most important way of increasing their brand awareness, acquiring new customers, and ultimately generating growth. The Media for Equity funding concept from venture capitalists GMPVC enables startups to execute media campaigns without squeezing cashflow. However, key findings that would enable efficient marketing planning – especially information about the specific impact of offline advertising on online business – are often lacking.



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mayato's media analytics approach

9flats launched a TV campaign on three channels, at different times, with different viewer ratings, and with commercials of different lengths. The company wanted to optimize these and many other factors with the aim of reducing wastage. By linking the offline and online data, mayato's media analytics approach made it possible to determine the influence of individual advertising factors in the TV campaign on online target values.



These indicators were defined in harmony with each campaign goal. To cater to the specific requirements of 9flats' business model, the reservation process on 9flats.com was analyzed and a path to conversion was derived from this.

“mayato makes the complexities of advertising impact transparent. This enables us to align our growth strategy to become much more efficient.”

Stephan Uhrenbacher
CEO
9flats

Creating the data basis

After the target values were determined, the data basis was compiled. The offline and online data was extracted and consolidated from three sources by using different export interfaces in each case: 9flats' operational database, a range of web analytics data (such as Google Analytics), and TV (planning) data with detailed viewer ratings. The subsequent thorough data quality analysis was specially tailored to the requirements of the data analysis – for example, data errors were removed and data formats and types were adjusted. The data was consolidated on a daily basis.

In addition to the information from these data sources, the target values were influenced by a number of other factors, including marketing activities running in parallel on other channels and information contained implicitly in the data. To take these hidden factors into account, mayato developed methods to identify them using recalculation and derivation. One example here is the individually varying time delay with which advertising can impact the target value and which exerts a decisive influence on the results of



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the measurement of effectiveness: The broadcasting of a commercial does not usually lead immediately to conversion – but may do so after several days.

“With its sound analysis results, mayato plays a significant part in ensuring that 9flats capital growth uses as few resources as possible.”

Aljoscha Kaplan
Managing Director
GMPVC

Approach and analysis method

The approach comprised two steps. In the first phase, the number of new visits during the TV campaign was analyzed. The second phase focused on the number of reservations as well as on sales in the form of reservation volume. At the same time, the impact of urban billboard advertising was analyzed.

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

“mayato’s consultants and analysts impressed us with a combination of business and analytical competence that was ideal for our requirements.”

Roman Rochel
CMO
9flats

Use of the analysis results

9flats used the analysis results in numerous ways: Thanks to the forecasts, it was possible to build specific scenarios that show how the advertising impact of a certain media drive develops. Furthermore, the weightings that mayato determined enable, for example, media planning to be more targeted, because you can incorporate information about the individual influence factors.

The media analytics forecasts were so accurate and of such a high quality that 9flats undertook another TV campaign with a seven-digit euro budget based on this planning.

About 9flats

9flats is an online marketplace for private accommodation, which makes traveling and staying in different places a unique experience. On the platform, members can find places to stay or can rent out their own homes or spare rooms and generate a little extra income. 9flats went online in February 2011 and currently offers more than 54,000 private accommodations in more than 100 countries: from rooms to apartments and holiday homes. The company is headquartered in Berlin.

About GMPVC German Media Pool GmbH

In addition, the key fraud indicators can now be displayed separately in detail for each contract type – at the touch of a button. These validated results disproved and differentiated a number of prevailing assumptions. For instance, it became clear that private and commercial leasing and financing contracts have very different influencing factors in terms of fraud relevance, and that some key figures and variables – such as certain types of product or contract durations – play a more important role than had previously been assumed.



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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.

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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