Hospitality Case Study: How Rak Porcelain uses Data Intelligence to Generate Hospitality Sales

BRIEF

FrescoData was recommended to RAK porcelain by a major media house at an event in Italy. RAK porcelain approached FrescoData with a very simple yet unusual requirement for their future marketing campaign- to obtain a list of executives from a world region they had never approached before in a language they had never done business in. FrescoData took up the challenge, keeping in mind the fact that procuring an accurate and responsive list of decision makers from specific departments, especially within the Hospitality sector, would be a unique challenge!

SOLUTION

RAK porcelain required not only an email list of top decision makers but also a well-segmented list, covering various departments within the industry. Most importantly, RAK Porcelain wanted to conduct concurrent telemarketing and direct mail marketing campaigns.

Information gathered from local, legitimate opt-in data resources was compiled for the marketing campaign, including: a targeted data base with selects by job role, email addresses, secondary and primary details, and firmographics.

This list was verified individually by human verifiers rather than an automated process because it required a very rigorous verification procedure to ensure a maximum delivery rate, click through rate, and conversion rate for RAK

ABOUT

RAK Porcelain was founded in 1991 and is a part of RAK Ceramics Group. The company boasts an annual production capacity of 15 million pieces of porcelain designed specifically for the hotel industry. All of its products are introduced with the aim of offering the hospitality industry the highest quality porcelain.

RESULT

Just being able to identify and compile the list was seen as an achievement in itself. The telemarketing and direct mail campaign helped RAK Porcelain create a very lasting interaction with the targeted audience. It further helped them nurture a lifelong relationship with their prospective clients while improving their competitive advantage. FrescoData is glad to have taken such an unusual challenge and is certain that the next project from RAK will be even more exciting and challenging!