

HGV Delivers Unique Vacation Experiences

Case Study | Travel

Hilton Grand Vacations needed to efficiently find and convert potential customers for its timeshare offerings by identifying those most likely to consider purchasing, which would improve the efficiency and effectiveness of their sales process.

OUTCOME

78% more marketable prospects

35% higher sales performance

HOW

- Acxiom 3rd party data enrichment
- Self-reported information
- Behavioral data from interactions
- Model creation to better reach ideal prospects for timeshare offerings
- Lookalike audiences

Hilton
GRAND VACATIONS

