

# How Hostelworld Uses AI to Increase Engagement with 500+ Audience Segments

## Introduction

Hostelworld is the leading online hostel booking platform, bringing vibrant, passionate travelers together with exciting destinations and other like-minded explorers through hostel accommodations. Digital communications are crucial for Hostelworld to connect with their primarily 18-35 years old customers, all who expect a level of personalization from their trusted brands.

With thousands of destinations across the world, Hostelworld's digital marketing has to be precise to a user's interest. Manual testing had provided some insights, but with over 500 audience micro-segments, they needed a solution that could scale as they gathered more and more data about their customers.

## Key Challenges



SCALING TESTING ACROSS  
500+ MICRO-SEGMENTS



CUSTOMERS EXPECT PRECISE,  
PERSONAL COMMUNICATION



ESTABLISHING HOSTELWORLD  
AS A DIFFERENT TYPE OF ONLINE  
TRAVEL AGENCY

## Why Persado

Hostelworld turned to Persado as their needs outgrew other AI tools that were not able to scale as they expanded their audience segmentation. Using Persado's tagging capabilities, they were able to get more and more precise with what their users wanted to hear from them, resulting in double-digit engagement uplifts and improved customer loyalty.



212 EXPERIMENTS  
AS OF 1/15/19



86% AVERAGE  
CTR LIFT



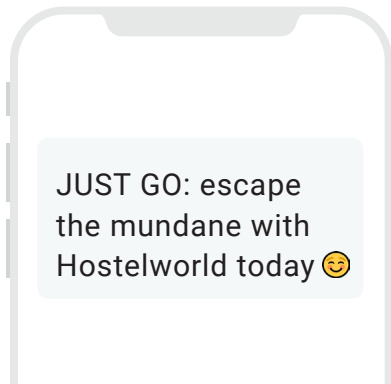
12% AVERAGE  
OPEN RATE LIFT



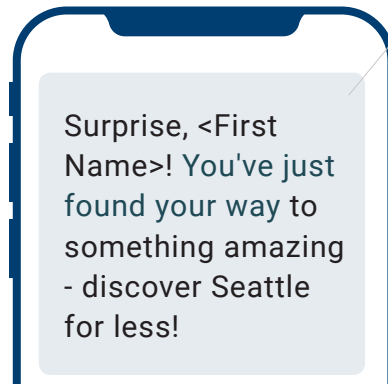
74,905,642  
MESSAGE SENT

CHANNEL: EMAIL SUBJECT LINE

CONTROL



PERSADO



TOP PERSADO CONTENT: ACHIEVEMENT

### Persado Insights

- + **PERSONALIZATION** : When customers expect personal connections with their brands, that translates through to their communications. Using a customer's name increases response rates by 15% on average for Hostelworld.
- + **SYMBOLS** : Unlike in this experiment, using emojis in Hostelworld's communications generally increases their response rates by an average of 8%.  
Top performers include: ★📣▶

### Results

7.81% CONTROL OPEN RATE

9.11% PERSADO OPEN RATE

+17% OPEN UPLIFT

0.76% CONTROL CLICK-THROUGH RATE

3.62% PERSADO CLICK-THROUGH RATE

+364% CTR UPLIFT

### Conclusion

Persado has become an integral part of the digital marketing team's every day, teaching them about their own brand lexicon as they see what their users respond to.

"Our job is to engage the customer to interact with our message, and since using Persado, we've seen double-digit increases in our response rates," said Cathy. "The results speak for themselves."

As Hostelworld continues on its mission to connect global travelers with each other, they'll use Persado to help grow their marketing into long term relationships with their customers.

**“** Cathy Thomson | Global Head of Customer Experience

*Persado has enabled us to know exactly what to say to each member of our audience. It's really expanded the number of people that are engaging with our communications and has provided insights we wouldn't have any other way.*

### About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit [persado.com](https://persado.com) and follow Persado on [Twitter](#) or [LinkedIn](#).