



viewed<sup>®</sup>  
PERSONALIZED VIDEO EMAILS

*OgilvyUpcelerator*

2019 Case Study  
Meliá Hotels International

Case Study  
**Meliá Hotels International**

# A pioneer applying **Viewed** technology



## Emails with personalized videos to improve the conversion in retargeting

The system knows in real time the tastes of each user to generate the videos

Viewed generates more than 1,500 videos per hour with personalized offers that you can send to the email of each user in your database.

In just two weeks the number of users who have opened their emails has increased by 266%, increasing the conversion rate by 227.8%.

Meliá is thus at the forefront of innovation, incorporating pioneering technologies and Spanish talent to advance in personalization.

**Meliá Hotels International** has become the first worldwide hotel chain to apply the technology devised and developed by the Spanish startup **Viewed**, which allows to know in real time the preferences and tastes of each user thanks to the data obtained from their product searches in the hotel website, to create **personalized videos** and send them to your email within your **retargeting** strategy.

Source: hosteltur



# Instant Personalized Video for Remarketing

## 1-to-1 Video for Email Remarketing

As a pioneer in embedding and playing video in email, **Viewed** is the first company worldwide capable of creating thousands of one-to-one data-driven personalized videos in real time for email remarketing. Easy integration with your CRM, website or using the **Viewed API**.



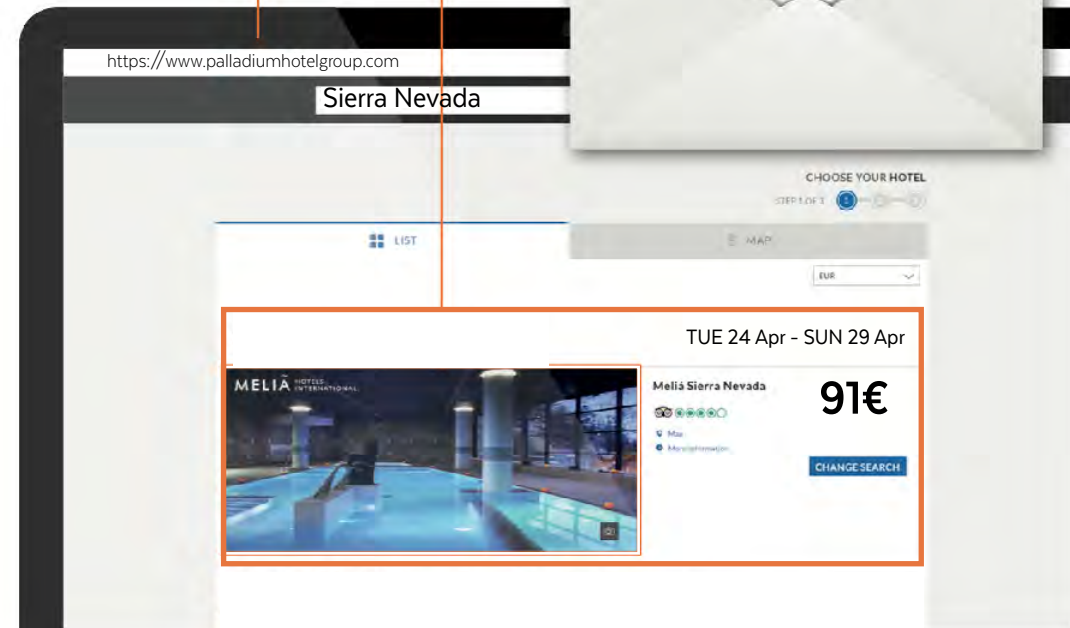
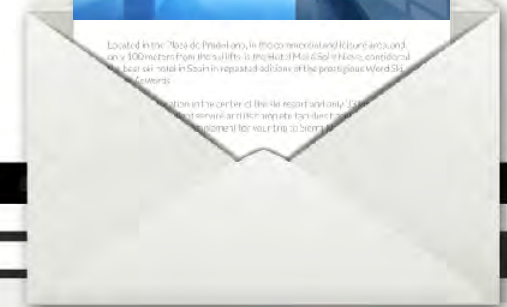
## Testimonial

“Viewed has allowed Meliá Hotels International to advance in the personalization of our clients’ experience, through a digital action in real time, more attractive and effective.”

Javier Sánchez Ruíz, **Global Own Marketing Channels** at Meliá Hotels International



data collected from Meliá website, are instantly used to create every **personalized video** for **email remarketing**



# Case study: Meliá Hotels International

## Instant Personalized Video for Remarketing



1-to-1 data-driven  
**personalized**  
**video for**  
**remarketing** in  
real time, with  
**pictures of the**  
**hotel**, price,  
destination, dates  
and even with a  
**voiceover** in the  
user's login  
language



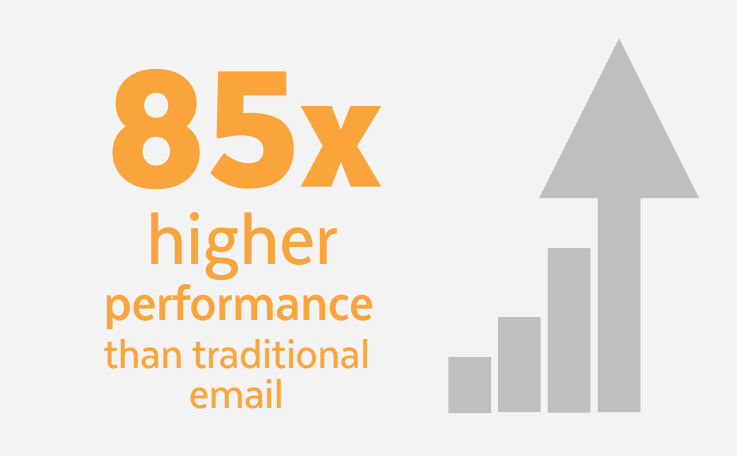
# Case study: Meliá Hotels International



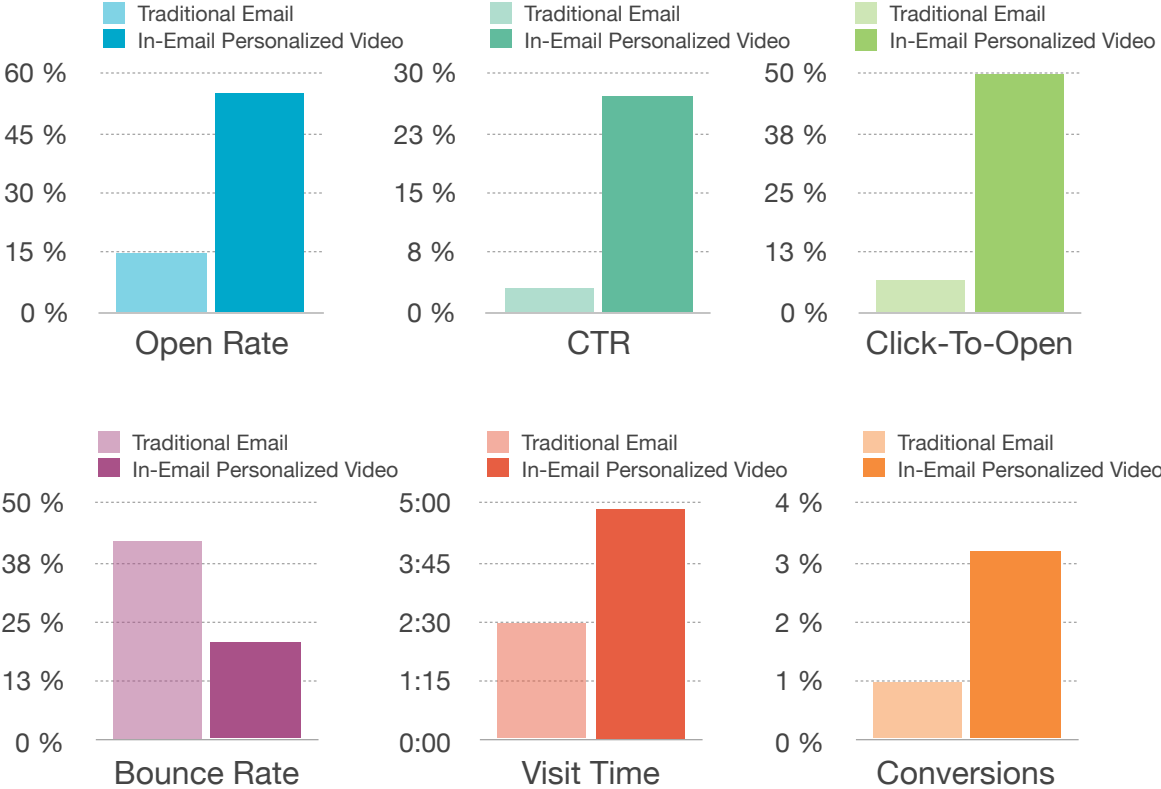
## Instant Personalized Video for Remarketing

Applying new Viewed Technology to  
Email Remarketing Campaigns >

Customer's ROI 10x



✓ It gives a return of € 3.85 for each email sent, while traditional email is only € 0.045



# data-driven personalized video marketing is the new big revenue driver

2014 - Entrepreneur XXI - 3rd Prize

2015 - Vodafone Most Innovative SME - 1st Prize

2015 - Mercury Innovation Award - 1st Prize

2015 - Most Innovative Email Technology - eAwards - 3rd Prize

2016 - Best Startup in Spain - 1st Prize



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