

How RIU doubled its sales with Gauss Platform and Google Cloud

Making Science is the technological and digital partner of RIU Hotels & Resorts, working together for more than six years in its 360 digital marketing strategies and tech development at a global level.

The challenge

When a business is based on high-value products, such as vacations at a Caribbean resort, the way to reach your ideal customers must be as fine-tuned as possible. This represents an added challenge to the efforts that the tourism sector has had to face in recent years around the world.

The solution

Exploring new territories to reach valuable customers with high conversion potential and to solve the lack of data related to reservations, Gauss Smart Advertising an AI technology, built and deployed on Google Cloud, relies on its own data to make real-time predictions of the highest-value customers that allow optimizing Riu marketing campaigns.

The results

RIU improved its revenue by 2.5. The success of this strategy for its resorts in the Caribbean has led Riu to plan to implement the same strategy for the rest of its accommodations throughout the world.

“ The use of our own data allowed us to align our marketing campaigns with our business objectives in premium inventory, feeding smart bidding strategies with the real value that each lead has on our business, and significantly expanding our sales and profitability. ”

Eugenio Pino de Juana, Director of Direct Sales of Riu Hotels & Resorts



About RIU Hoteles & Resorts

The international chain RIU was founded in Majorca, Spain, in 1953 as a small holiday business of the Riu family, the founder and current third-generation owner. RIU is currently the 32nd largest chain in the world, the 3rd largest in Spain by revenue, and the fourth largest by the number of rooms.

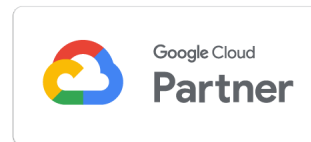
Industry: Tourism & Leisure

Primary project location: Spain



About MAKING SCIENCE DIGITAL MARKETING SL.

Making Science is the digital partner for technology and marketing, specializing in e-commerce and digital acceleration.



Products

Google Cloud Platform