

Twiddy: Right Message, Right Place, Right Time

Twiddy and Co partnered with Adswerve, their Google Marketing and Cloud Platform partner, in order to build a marketing data warehouse within BigQuery, including Twiddy's first-party data, in order to improve media planning decisions.

The challenge

Bringing together all of Twiddy's first-party data into BigQuery in a meaningful way so that Adswerve's data science team, and Twiddy's marketing team, could analyze the data and identify insights about Twiddy's customers in a privacy-centric environment.

The solution

Vacation home rental company Twiddy worked with its Google Marketing Platform Partner Adswerve to move its analytics to Google Cloud. "The native integration between the two platforms makes it seamless to take customer insights uncovered in Google Cloud, and act on them using Google Marketing Platform," recalls Luka Cempre, Senior Data Scientist at Adswerve

The results

When Twiddy combined information like the preferred travel dates for past guests with the availability of properties they're likely to be interested in, they were able to determine when was the most appropriate time to promote a property to those customers. After introducing this logic into marketing campaigns, Twiddy saw conversion rates double compared to the website average.

“Our Adswerve partnership has enabled Twiddy to identify the right audience for our email campaigns and across all of our other marketing channels, improve conversion rates significantly, and increase the traffic to our site which resulted in 4x more bookings/day when we were recovering from the bridge closure. A significant impact on the organization we couldn't have made happen without Adswerve”

Shelley Tolbert, Director of Marketing, Twiddy and Company



About Twiddy

Twiddy is an Outer Banks vacation rental company and our mission is to provide superb property management to our homeowners and an exceptional vacation experience to our guests. Only when both are satisfied do we have a successful relationship rewarding to all parties. This relationship is the basis for Twiddy & Co's long-term success.

Industry: Tourism & Leisure

Primary project location: United States



About Adswerve, Inc.

Adswerve is a leading Google Marketing, Analytics and Cloud partner. We exist to humanize data and guide our clients to remarkable outcomes.



Products

Google Cloud Platform