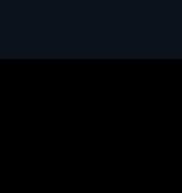


StackAdapt Takes Hyatt Asia Pacific's Marketing to New Heights



StackAdapt strategized a digital media solution for Hyatt Asia Pacific's Grand Hyatt brand campaign, driving audience engagement and achieving a 43% lift in brand consideration.

At a Glance

Marketing Solutions Used



3rd Party Data



Travel Targeting



Multi-Channel



Premium Inventory



Creative Studio

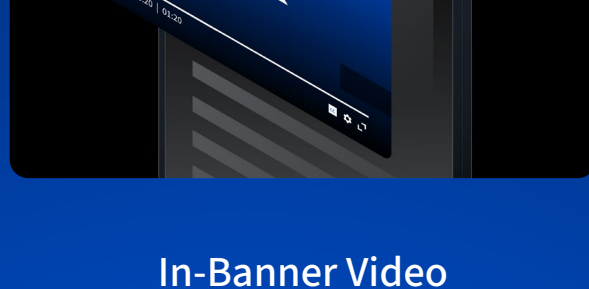


Brand Lift Study

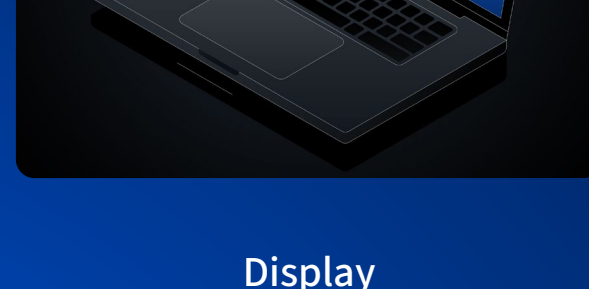
Media Channels Used



Connected TV



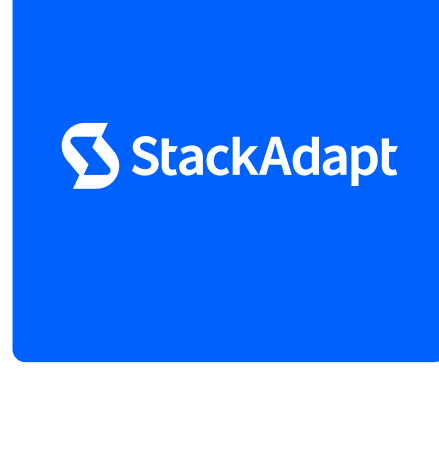
In-Banner Video



Display



Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 80 countries across six continents. The Company's offering includes brands across luxury, lifestyle, classics, essentials and inclusive portfolio.



StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

The Challenge

Turning the Key to Measurable Impact

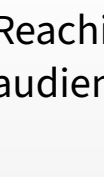
Hyatt Asia Pacific set out to elevate mid-funnel engagement for its Grand Hyatt portfolio across the region. The team was looking for a partner that could simplify multi-channel media buying, amplify brand messaging, and provide more robust measurement beyond traditional revenue KPIs.

- ✓ Simplify multi-channel media buying.
- ✓ Amplify brand messaging.
- ✓ Provide more robust measurement.

The Strategy

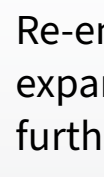
A Direct Route to Results

Hyatt Asia Pacific partnered with StackAdapt to drive traffic in three key markets: South Korea, India, and Hong Kong. StackAdapt developed a tailored strategy that employed several key tactics:



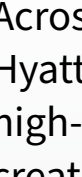
Travel AI Targeting

Reaching luxury travellers – guided by audience insights and regional priorities.



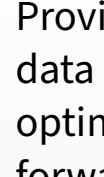
Social Retargeting

Re-engaging high-intent audiences and expanded overall reach, to move users further down the funnel.



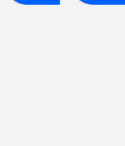
Premium Placements

Across trusted inventory partners ensured Hyatt Asia Pacific's messaging appeared in high-quality environments, while bespoke creatives from StackAdapt's in-house Creative Studio maximized engagement.



Destination Visitation Measurement

Providing deeper insights than revenue data alone—enabling timely mid-flight optimizations that drove performance forward. Rather than focusing on impression volume alone, the campaign prioritized mid-funnel impact.



I was genuinely impressed with the experience working with StackAdapt. The innovative technology they use, including social retargeting tags and the capability to optimize our campaign based on brand lift survey responses, has truly set them apart. As a result, we saw a significant increase in website visits and booking intent, along with a notable halo effect that drove physical visits to our regional hotels.

Christy Chow, Manager, Digital Performance Marketing
Hyatt Hotels Corporation, Asia Pacific



Executing The Campaign

Checking In With the Right Audience

01

StackAdapt's AI-powered travel targeting enabled Hyatt Asia Pacific to connect with high-value travellers actively researching premium stays. Machine learning models identified behaviour and intent signals, while 3rd-party audience segments refined precision and ensured efficient delivery.

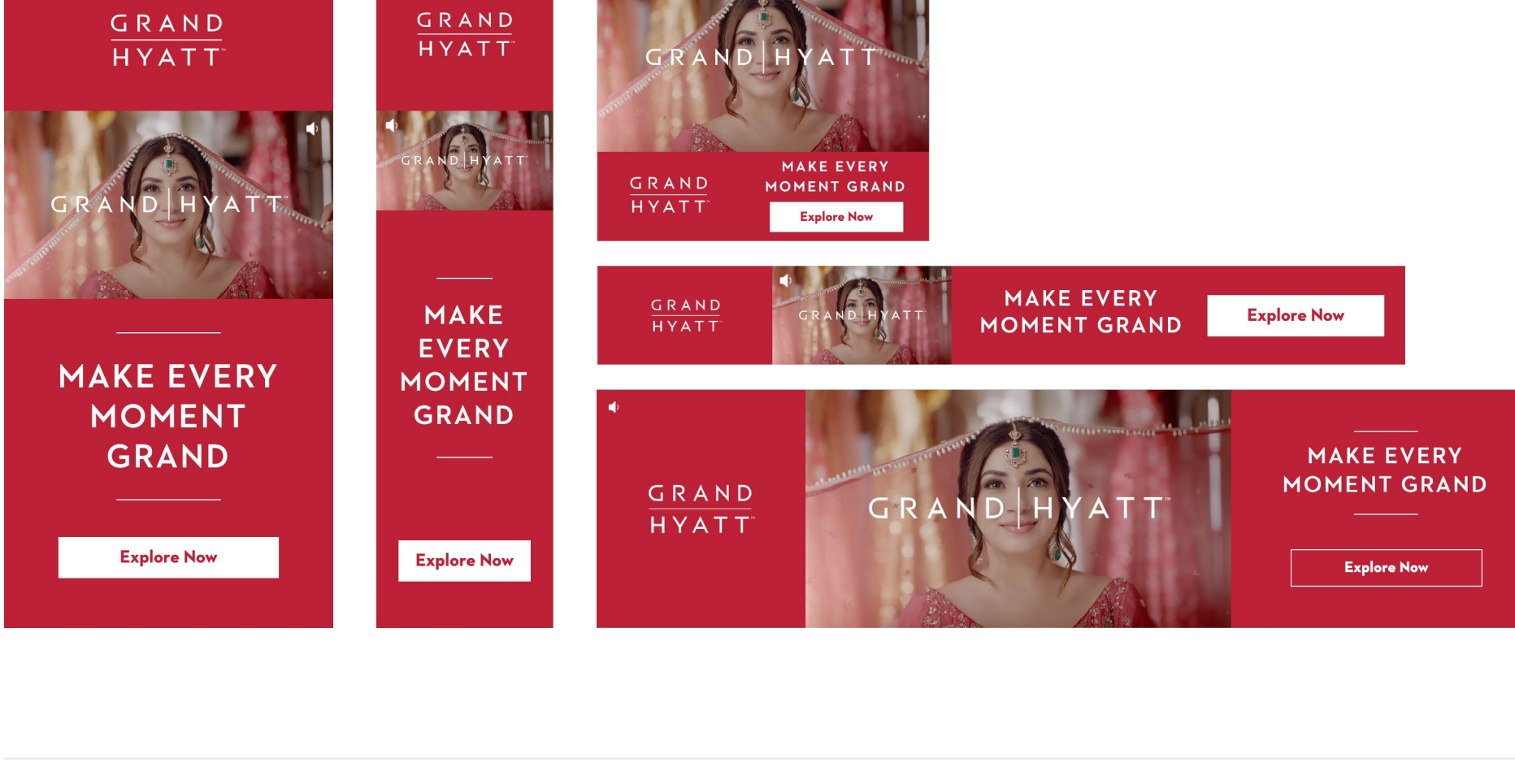
This approach allowed Hyatt Asia Pacific to engage the right audience at the right time—with full transparency into reach, engagement, and campaign movement through the funnel.

Multichannel Engagement with Creatives That Travel Well

02

With target audiences identified, StackAdapt helped Hyatt Asia Pacific deploy compelling creative across key formats—most notably in-banner video (IBV), which brought the Grand Hyatt experience to life. Designed in collaboration with StackAdapt's in-house Creative Studio, the ads were built to inspire action and aligned closely with the preferences of luxury travellers.

The campaign activated across connected TV, display, and IBV, ensuring consistent and immersive messaging. StackAdapt's unified platform simplified execution, allowing Hyatt Asia Pacific to manage cross-channel delivery, optimize for frequency, and fine-tune formats based on engagement signals.



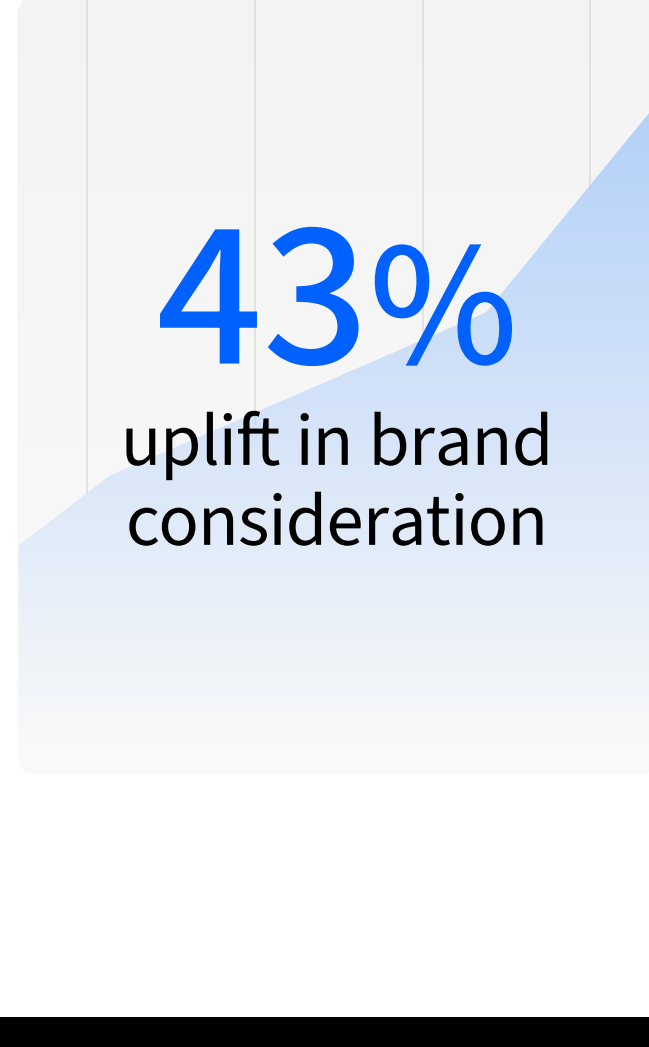
A Suite Approach to Campaign Optimization and Measurement

03

The campaign **drove a 43% uplift in brand consideration**, highlighting the effectiveness of precision targeting and optimized creatives in engaging qualified travellers and influencing decision-making.

Hyatt Asia Pacific collaborated closely with StackAdapt to iterate and refine campaign performance throughout the run. Insights from StackAdapt's Brand Lift Study surfaced shifts in audience perception in real time, while social retargeting re-engaged high-interest users across platforms—extending reach and moving users further down the funnel.

What set this campaign apart was the ability to measure tangible outcomes beyond upper-funnel metrics. StackAdapt's Destination Visitation Measurement solution gave Hyatt Asia Pacific visibility into on-the-ground hotel visits—offering a meaningful view of how online engagement translated into real-world action.



Looking Ahead

The collaboration between Hyatt Asia Pacific and StackAdapt continues to push the boundaries of performance-driven marketing. Together, they're redefining how hospitality brands engage modern travellers—through precision targeting, compelling creative, and real-world measurement.

