

helping OYO reach the right customers, every time



OYO is India's largest hotel network. It has grown to become the largest and fastest-growing hospitality chain of leased and franchised hotels, homes, and living spaces, in the country.



Business Challenge

- OYO was looking to generate high quality business leads and improve the ROI on marketing activities by targeting potential customers with precision
- They needed to identify different customer segments across multiple cities and create custom communication for each of these target audiences



Our Solution

- ViTM Customer Targeting Solutions helped OYO filter customers into groups such as business executives, frequent travellers, couples, tourists, and youth
- The solution was then used to push tailored messages with attractive offers to each of these customer segments



Business Impact

- OYO more than doubled their business leads and the campaign proved to be more effective than SMS blasts, which were used before
- Their customer engagement improved, thanks to tailor-made messages that were sent out to specific customer segments
- The targeted messaging campaign resulted in improved ROI for OYO



Enterprise Mobility



Communication



Connectivity



Security



IoT



Cloud

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