

Sonesta's Integrated Loyalty and SFMC Email Marketing Transformation

Creative strategy and campaign optimization supporting rapid hotel portfolio growth

Situation

Sonesta quickly expanded from 60 to nearly 1,500 U.S. hotel properties through strategic acquisitions, creating a diverse portfolio of 15+ brands. This presented a new challenge to unify fragmented digital communications across this expanded ecosystem while maintaining individual brand identities and ensuring the Travel Pass loyalty program could effectively connect all properties.

Sonesta needed a scalable communication strategy that would retain members from acquired brands and create cohesive customer experiences across their entire portfolio.

Approach

Phaedon delivered end-to-end transformation combining loyalty program redesign with technical SFMC optimization and creative strategy. We began with a thorough SFMC audit and assessment, then architected complete customer journey mapping that bridged technical capabilities with creative excellence. Our team developed 48 unique modular email templates, engineered SFMC-powered Welcome Series, designed monthly member statements, and built strategic communication flows. We integrated loyalty program brand equity research with stakeholder insights to inform personalization tactics. By combining data analytics services with creative design and HTML development, we built a scalable foundation that turns every email into an opportunity for deeper customer connection and stronger loyalty across all brands.

Results

Strategic acquisitions required strategic communications—**we delivered both** with our integrated loyalty program redesign and email marketing optimization.

50%

Projected Increase in Member Redemptions

4.6%

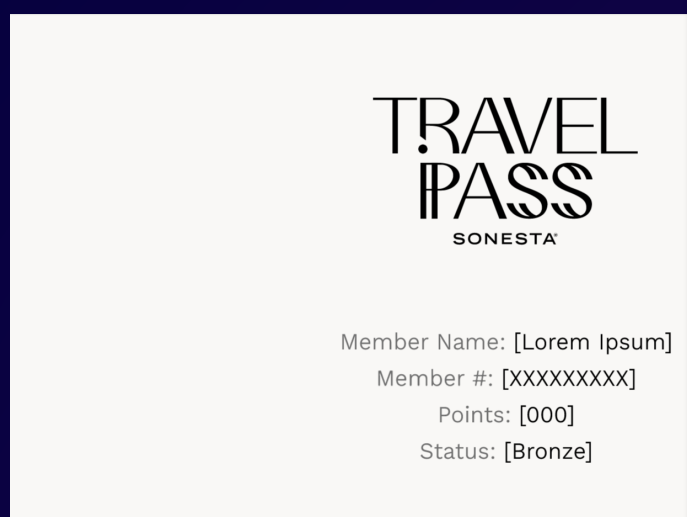
Predicted Revenue Increase from Program Redesign

48

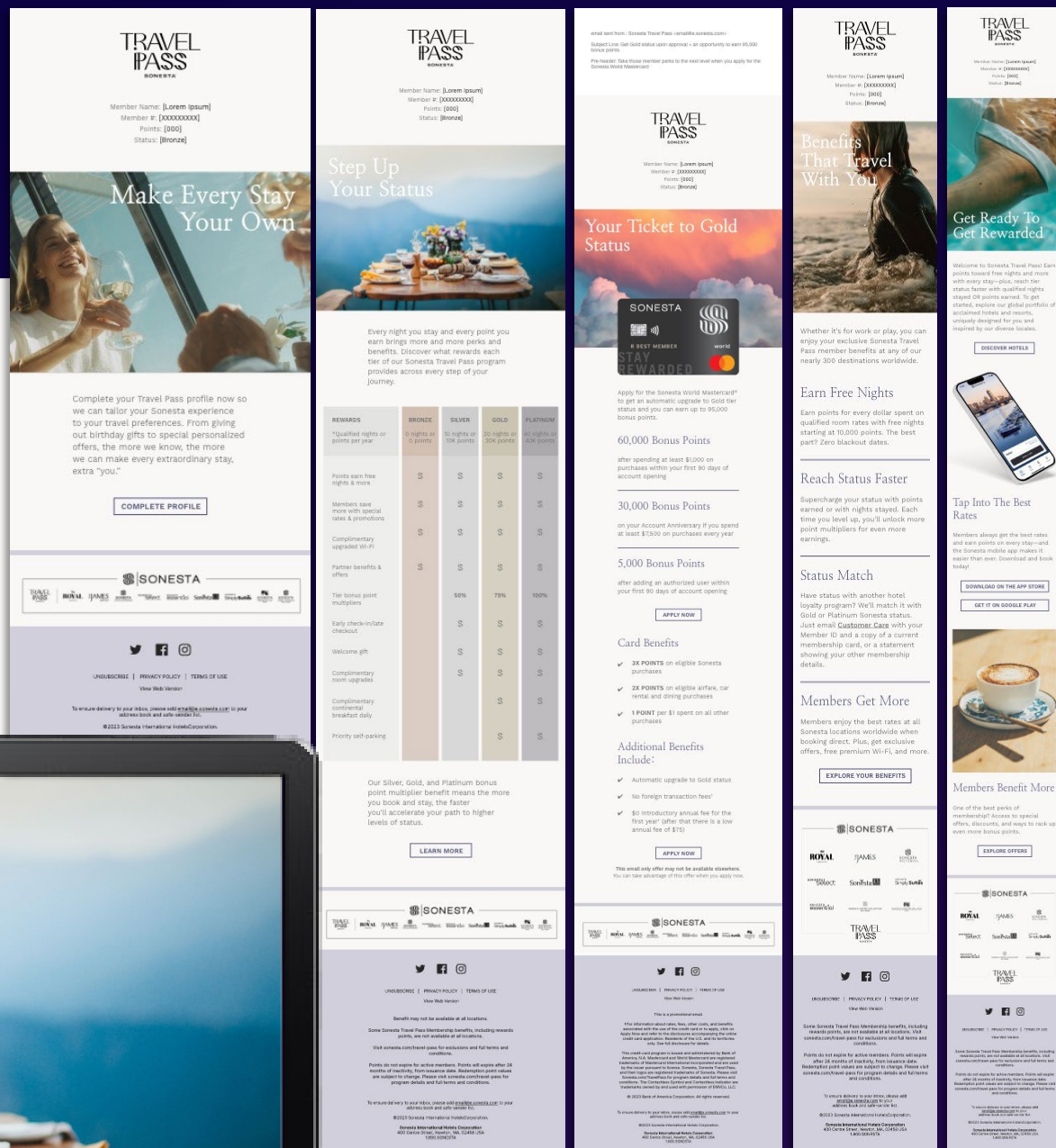
Unique Brand Email Templates Deployed

15%

Growth in Members Earning Awards



Every night you stay and every point you earn brings more and more perks and benefits. Discover what rewards each tier of our Sonesta Travel Pass program provides across every step of your journey.



EMAIL