A Personalized Approach to Wyndham's Member Engagement

Tailoring Communication Flows to Drive Emotional Loyalty and Tangible Growth Across 20+ Brands.

Situation

Wyndham's portfolio of 20+ diverse hotel brands faced a common hospitality challenge: fragmented guest communications and generic marketing approaches that weren't delivering ROI. As their long-term partner, Phaedon identified new opportunities to expand the value of their customer data via AI/ML.

The goal was to create personalized, revenue-generating experiences across their entire brand ecosystem and develop targeted communications that would drive meaningful engagement and bookings.

Approach

Phaedon transformed Wyndham's existing data investments into a sophisticated personalization engine. We engineered 100+ custom guest segments using advanced analytics and predictive modeling, mapping complete customer journeys across all touchpoints. Our team architected an integrated Salesforce Marketing Cloud instance supporting 20+ brands in 12 languages, powering 130 daily automations and 20+ monthly customer journeys. Simultaneously, we developed comprehensive email creative design and content strategies, establishing unified email templates across all brands. This provided consistency while allowing unique brand elements for individual identity. By leveraging zero- and third-party data alongside loyalty insights, we created multi-channel campaigns spanning email, app, SMS, and social channels. This approach turned fragmented brand communications into a unified, yet brand-specific guest experience strategy.

Results

We turned Wyndham's **customer data into revenue** with personalized email marketing that delivers **measurable business growth,** far beyond just opens and clicks.

162%
Revenue Lift From Marketable Population

80+
Custom Segments Used for Personalization

14%
Lift in Reactivation of Inactive Members
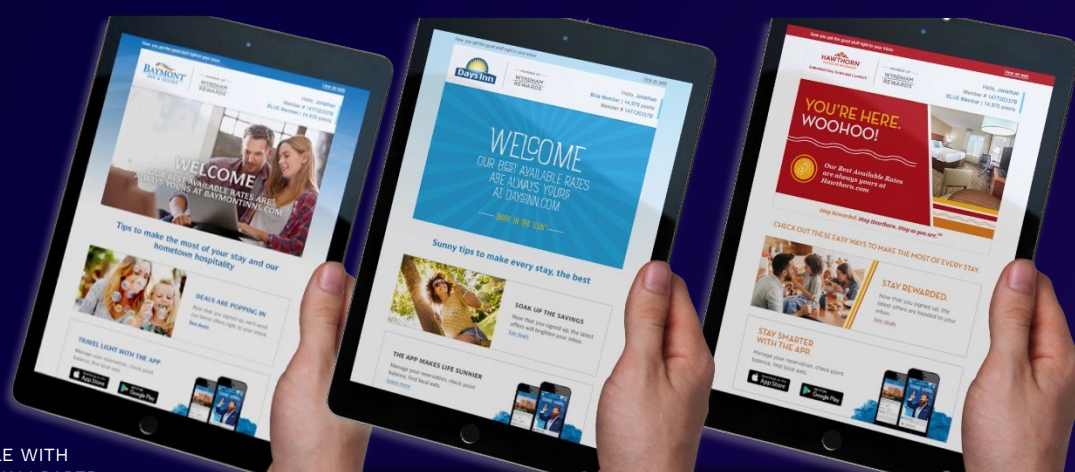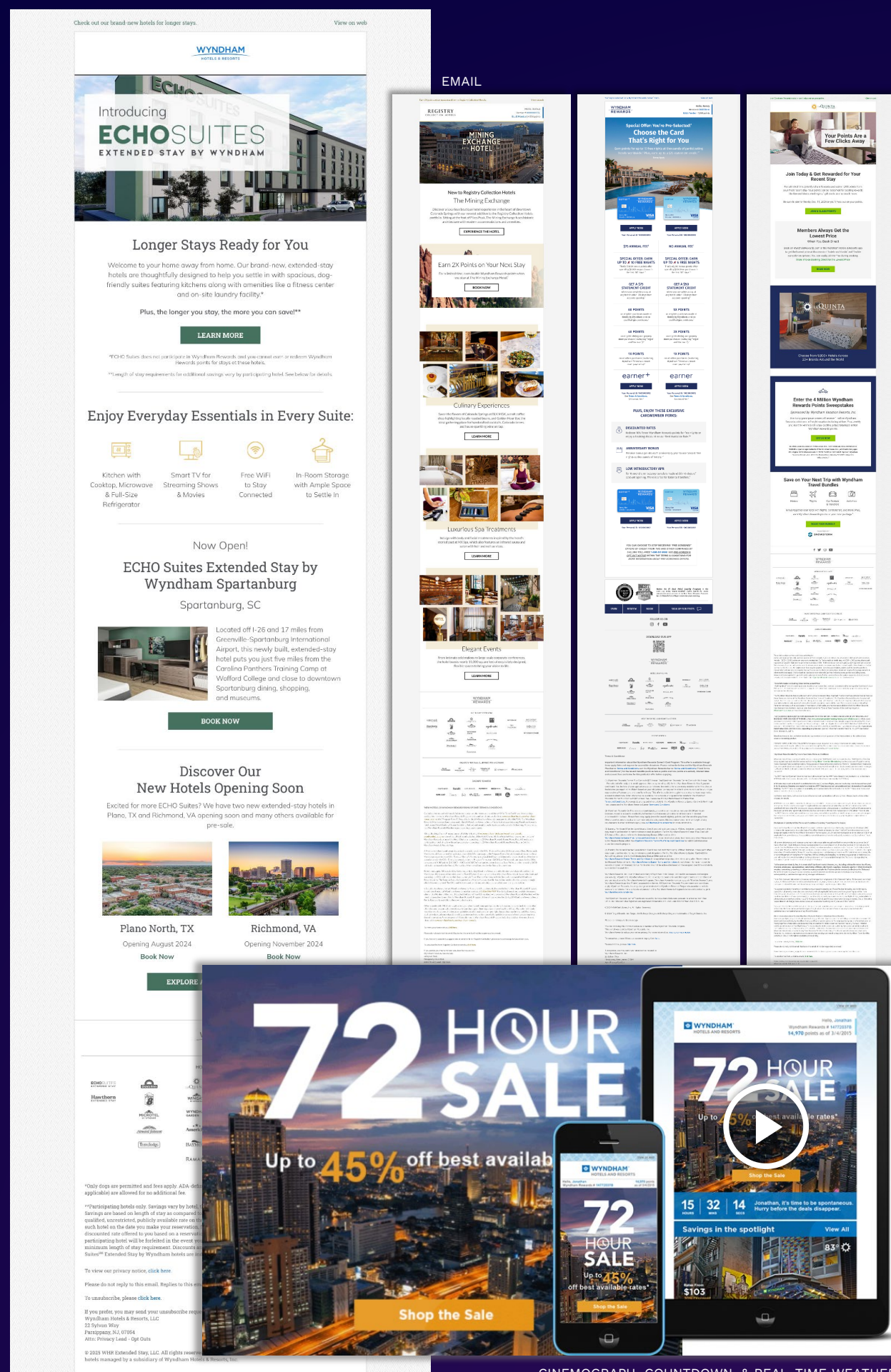
37%
Lift in Communication Engagement

5.8x
Increase in New Member Acquisition

21%
Growth in Target Segment

DESKTOP & MOBILE WITH LIVE, ANIMATED WALLPAPER

CINEMOGRAPHS & VIDEOS

EMAIL

CINEMOGRAPH, COUNTDOWN, & REAL-TIME WEATHER