



Courtyard by Marriott

Courtyard by Marriott is the official hotel of the NFL, and known for helping business travelers Make Room for a Little Fun™. They're also big believers in the power of programmatic media and targeting technology to reach the right people at the right time. This past Father's Day, Courtyard partnered with Sojern to target precise audience segments from our rich traveler profile data — driving hundreds of thousands of video views for Courtyard's Father's Day NFL video on YouTube, and connecting with millennial business travelers in a fun and touching way.

Objectives

- Reach millennial business travelers with an affinity for American football
- Engage these consumers to watch Courtyard's Father's Day NFL video during the week of Father's Day

Results



Targeted 2.8M millennial business travelers, who were American football fans



In one week, ads served by Sojern drove 500,000+ TrueView views at <\$0.10 CPV

Watch Video:



Craig Fowler

Senior Director, Brand Marketing
Courtyard Hotels at
Marriott International

"Sojern was able to execute the precise programmatic YouTube targeting Courtyard wanted. We were able to maximize video views with zero waste."