

Hyatt Case Study

Driving Smarter Marketing Performance with Tealium's Conversions API Integrations

Challenge:

Hyatt, one of the world's leading hospitality brands, faced challenges in measuring and optimizing its digital marketing investments. Historically, Hyatt relied on client-side tracking pixels for platforms like Google Ads. However, growing browser restrictions, ad blockers, and privacy-driven changes began eroding visibility into which ads were truly driving high-value actions such as bookings and loyalty program enrollments.

Solution:

Hyatt partnered with Tealium through its Partner Program Engagement (PPE) to deploy server-side integrations for key ad platforms, starting with the Google Ads Enhanced Conversions API.

Instead of relying solely on fragile browser signals, Hyatt now securely sends hashed first-party data directly from its servers into Google Ads via Tealium's EventStream and AudienceStream CDP.



Results

Since rolling out Tealium's Conversions API integrations, Hyatt has achieved measurable gains in marketing performance:

- 4% uplift in paid search conversion rate (as measured by Google)
- \$12.7 million projected annual revenue impact, tied directly to improved attribution and optimization
- Reduced wasted ad spend by excluding irrelevant or already-converted audiences through AudienceStream
- Future-proofed measurement across Meta, Pinterest, and TikTok, ensuring resilience in a privacy-first landscape

4% Uplift in Conversion Rate

\$12M+ Annual Revenue Impact



At the highest level, we wanted to modernize our marketing analytics. Conversion APIs quickly became the future-forward solution. The premise was simple: share better data, optimize smarter, and ultimately drive more revenue.

Sam Farrell
Senior Manager of Marketing Analytics
Hyatt



Hyatt: Driving Smarter Marketing Performance with Tealium's Conversions API Integrations

Company Overview

Hyatt Hotels Corporation is a leading global hospitality company founded in 1957. Since then, it has grown into a portfolio of more than 1,450 hotels and all-inclusive properties across ~80 countries on six continents, spanning owned, leased, managed, and franchised operations.

Challenge

Hyatt faced challenges in measuring and optimizing its digital marketing investments. Historically, Hyatt relied on client-side tracking pixels for platforms like Google Ads. However, growing browser restrictions, ad blockers, and privacy-driven changes began eroding visibility into which ads were truly driving high-value actions such as bookings and loyalty program enrollments.

This incomplete data caused:

- Conversion undercounting, especially across devices and browsers.
- Attribution inaccuracies, leaving Hyatt's marketing teams without a clear view of ROI.
- Optimization blind spots, limiting Google's and Meta's ability to allocate spend effectively toward revenue-driving campaigns.

Solution

Hyatt partnered with Tealium through its Partner Program Engagement (PPE) to deploy server-side integrations for key ad platforms, starting with the Google Ads Enhanced Conversions API. Instead of relying solely on fragile browser signals, Hyatt now securely sends hashed first-party data directly from its servers into Google Ads via Tealium's EventStream and AudienceStream CDP. This privacy-conscious, server-side data sharing:

- Improved match rates and data accuracy.
- Preserved critical conversion signals like high-value bookings and loyalty sign-ups.
- Enabled real-time activation and suppression of audiences (e.g., excluding Hyatt employees or top-tier loyalty members from paid campaigns), saving significant wasted spend.

Hyatt has since expanded the same approach to Meta and more recently Pinterest, with TikTok integrations on the roadmap. This positions Hyatt to standardize server-side measurement across its largest media investments.



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"AudienceStream allowed us to really speed up the implementation of specific audiences, like Hyatt employees or our upper-tier loyalty members, that we don't necessarily need to be targeting with a paid search ad. We implemented that and we were able to get some pretty significant savings there as well."

-Sam Farrell, Hyatt

Importantly, Hyatt views this not just as a compliance exercise, but as a competitive advantage. These improvements go beyond the numbers. By restoring visibility into campaign performance, Hyatt's marketing team can now:

- Make data-driven budget allocations with confidence.
- Run more efficient campaigns across multiple platforms (Google, Meta, Pinterest, TikTok upcoming).
- Provide leadership with credible revenue impact reporting tied to specific initiatives.

As a result, Hyatt isn't just optimizing ads — it's driving business outcomes that connect marketing performance to revenue growth.

Takeaway

Hyatt's success underscores a broader truth for global brands navigating today's privacy-first landscape: modern measurement is no longer optional — it's a competitive advantage.

Many organizations approach conversion APIs purely as a compliance requirement. Hyatt, however, demonstrates the upside of treating them as a strategic lever:

- Smarter ad optimization means less waste and higher ROI.
- More reliable attribution means better alignment between marketing and finance.
- Scalable server-side integrations mean future-proofing against browser and platform changes.

Hyatt's story is proof that when brands get the data right, the results follow. By leaning into privacy-first, server-side data sharing, Hyatt has positioned itself to weather industry shifts.

