



Setanta Analytics Use Cases

Use Case #1 – Hospitality

Our client owned what he described as a ‘luxury villa’ in Bali near Ubud. The Villa, located in a lush rain forest directly across the valley from a temple and within walking distance of several spiritual sites, had 8 suites that could house up to 16 guests at a time. The owner of the Villa had identified his ideal guest as having high net worth and with a spiritual interest in visiting the small but popular island. Our client’s goal was to have a minimum 85% annual occupancy and high rankings on Trip Advisor and other travel sites. After several attempts to be listed with American Express Travel and other high-end agencies, the owner contacted us to help him develop a more effective marketing strategy.

Our research uncovered a number of surprises for our client. First, there were close to 300 similar properties that listed themselves as ‘luxury’ villas or hotels in Ubud alone. Considering the size of the city and its surrounding area, this was particularly concerning. The owner now knew he had to differentiate himself from the others. ‘Luxury’ was not only not specific enough, it was a term that was devalued among travelers. Second, when we researched what high net worth travelers looked for when they searched for or discussed vacations in Ubud and Bali, we found that many travelers mentioned yoga retreats and yoga studios. With this insight, our client, himself a yoga practitioner, decided to build an open-air yoga studio on his property, and enhanced his marketing efforts to focus on attracting yoga lovers. Within three months, he was turning guests away. After another few months, he decided to specialize in groups of 10 to 14 that traveled together for a private yoga retreat. The instructor books the space for a week at a time, determines menus and off-site activities for their students and takes care of all the arrangements. Our client’s on-site team gained efficiencies because he has only one person to coordinate with for the stay, and it greatly enhances the overall experience for his guests.

Use Case #2 – Online Sales and Distribution

Our client, a manufacturer and distributor of gloves used in the food industry and by medical professionals, tattoo parlors, etc., found that their web sales had flattened. In an effort to boost their marketing, Setanta Analytics was hired to review their business, their competitors, and their numerous vertical markets.

Our findings indicated that while the client thought they had three large competitors to watch, they in fact had hundreds of small vendors selling similar products through channels like Amazon and eBay at a much lower price. Additionally, in analyzing their web site, we found that while they provided a wealth of technical information about their products, it did not match what their customers wanted to know regarding their application of protective gloves. They weren’t hearing the voice of their customers.

Based on our recommendations, they updated their site content to provide information that was important in their customer’s buying decision. As a result, their online sales doubled in a matter of months.



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Use Case #3 – Consulting Trade Association

A trade association that supported consultants approached Setanta Analytics wanting to increase membership and participation in their online training courses. They felt that their tiered membership fees were inline with the market. However, they were concerned that the fees for their web courses may have been too high, preventing growth in registration.

After conducting extensive interviews with the association leadership, we completed our first of several iterations of analysis. Our results were surprising: we discovered that there were few websites that offered any support to consultants or those thinking about making a career change into the field. Online discussion among consultants revealed topic such as ethics concerns, dealing with difficult customers, and finding new contracts, subjects that were not covered by our client's seminars. Furthermore, we found that the majority of their potential members or customers did not self-identify as 'consultants', preferring names such as coach or advisor. As a result, we encouraged this association to pivot. They had an opportunity to become *the* online resource for consultants, expand their range of web courses to match the topics we identified, and to reach people beyond traditional consulting roles. As they have worked towards these goals, they have increased membership and revenues over 15%, and they plan to continue making changes and increase their revenues even more.

Use Case #4 – Non-profit marketing

Our client, a startup providing services to the non-profit industry needed a way to increase brand awareness. Influencer marketing appeared not to be a viable approach because the leading platforms had no relevant influencers in their databases for such a niche company. However, our research revealed a rich population of micro-influencers such as journalists, trade journals, and analysts highly relevant to non-profits and with significant social authority in that industry. This information also helped them identify other companies seeking partnerships, and to better understand what their potential clients are looking for. They are in the early stages of implementing a content marketing campaign to drive traffic to their site, and they are already making good connections, seeing results in increased sales and interest in their product and services.

Use Case #5 – Millennials and Gaming

Setanta Analytics publishes industry-related research for our clients, and our 'Rise of the Millennials' White Paper is an example where our Web analysis revealed new insights. Millennials have rocked the foundations of brick-and-mortar casinos, because to them slots, the profit engine of a casino, are boring and lacking in skill. New games, themed to engage Millennials have had limited success, and the reasons for these failures were discovered not in discussions within the casino industry but by our research on mainstream video gaming sites. We found consistent opinions that the attributes of a great game include not just skill, but also a strong story and/or gameplay coupled with artistic style. Without these, a slots game is unlikely to create the immersion that Millennials expect. Another fundamental issue is the use of smartphones: if you check your phone out during a game of Blackjack, you'll be asked to put it away; if you take it out a second time, you'll be escorted off the property. Significant changes in handling security are required if Millennials are going to feel comfortable in a casino environment.