

Dana Communications

Travel and Hospitality Clients Benefit from LogiXML's Dashboard, Reporting & Analysis Solutions

"Our partnership with LogiXML has allowed Dana Communications to lead the way in the evolution of the hotel/agency relationship. Now, more than ever, tracking and analysis of marketing data is vital to a property's success. Being able to provide our clients with a graphical depiction of what is working, and to what extent, illustrates Dana's ROI while adding value to the relationship." -Eric Welsh

About Dana Communications



Dana Communications is full-service lifestyle marketing agency specializing in high-end travel, hospitality, golf, spa, and executive meetings. Dana offers services in interactive marketing, print marketing, media placement, brand

development, and all other advertising activities in the hospitality space. Dana Communications was established by a collection of marketing professionals who believe in the power of great ideas 30 years ago and they have used their creative concepts and savvy marketing strategies to help clients energize their marketing efforts and achieve their goals.

The Issue

In the past several years, the marketing industry has seen some dramatic changes as customers increasingly rely on the internet to research companies and products, gather information, and interact with other consumers. As companies of all industries began utilizing email marketing, multimedia, pay-per-click advertising, social media, and of course their corporate website to market their products and services, Dana Communications knew they had to adapt to help their clients successfully transition away from traditional print advertising. "Although many of our customers will continue to use traditional print marketing channels, the introduction of online marketing and tracking is critical today," stated Eric Welsh, Director of Interactive Services for Dana Communications. "As an agency selling full-service marketing and advertising consulting, we knew that introducing services in online channels was critical to our success as well as the success of our clients."

Dana Communications offers services grouped as "interactive marketing," which includes e-marketing, user-centered design development, SEO, social profile development, tracking and analysis reporting, digital design, web hosting, rich media development, and website design. In comparison to traditional print media, interactive marketing was more affordable for their clients and enabled them to go after a larger awareness target.

While customers embraced these new advertising mediums,

The Customer

Dana Communications – a full-service marketing and advertising agency for high-end travel and hospitality clients.

The Issue

Dana Communications' customers increasingly rely on interactive marketing instead of print media, and now need to be able to track all of these activities. Dana sought a dashboard and reporting solution that would allow them to bring data together from many diverse sources.

The Solution

Dana Communications chose Logi Info because of its ease of use and flexibility in terms of creating customized dashboards for each of their clients. The development process was relatively short and straightforward, and Dana was able to rebrand Logi Info as "Danalytics" to market to current and prospective clients.

The Result

Logi Info has made it possible for Dana to capture data from diverse sources and display it in a dashboard format so their clients can measure the ROI of all of their sales and marketing initiatives. The dashboard will also serve to prove the ROI of Dana's marketing services to their clients.

they needed to know how to track their ROI on these new marketing investments, some of which were more nebulous than others. “The biggest issue for our clients is that they needed one place that could aggregate all the different sources of data—and then be able to decipher what it all meant,” continued Welsh. “The travel and hospitality industry is already overloaded with metrics that property sales and marketing managers keep track of on a daily basis. Introducing a number of new outreach methods presented significant challenges in measuring their success.”

Dana Communications sought a dashboard and reporting solution that they and their clients could use to track metrics such as reservations, spending and marketing effectiveness for email, pay-per-click, and direct mail in one centralized location that was easy to use and would allow them to make sense of the data and make everyday business decisions. It was important that they be able to pull the data from different sources since they had other systems already in place, including the property management system, Google Adwords, and Google Analytics. The new dashboard would be the sales and marketing team’s answer to attaining relevant data on a moment’s notice for each property. In addition to simply tracking this information, managers would also be able to aggregate it for quick and easy reporting and analysis purposes.

Mr. Welsh led the effort to search for and evaluate potential software solutions that would enable Dana Communications to carry out its vision of an all-encompassing dashboard for its clients. Welsh worked closely with Jared Zech, VP Strategy and Analysis, to ensure that their clients’ needs and goals were included in their evaluation criteria from the outset.

Welsh and Zech researched many BI solution providers online before narrowing their list down to five vendors and ultimately choosing LogiXML. At this point, the entire leadership team got on board to ensure that implementing one of the five solutions would yield a good ROI since Dana would be the first agency to offer this level of service to clients. While several of the solutions they evaluated were robust enough to meet their needs, Dana chose LogiXML because it was the most intuitive to set up and use, as well as offering the most flexibility.

The Solution

Dana chose Logi Info, LogiXML’s complete business intelligence platform for developers, because of its ease of use and flexibility. “Logi Info and our needs really paired well together since all of our clients’ reports are eventually exported out as .csv files or PDFs for executive reporting purposes,” said Welsh.

Once the agreement was finalized, Welsh and his team of developers visited LogiXML’s headquarters in McLean, Virginia for comprehensive week-long training. “The training at Logi was fantastic. David Erb did a wonderful job and we covered a lot of ground while we were there.” When Welsh and his team returned to New York, they received all of the files they needed to start building out the dashboards themselves.

To maintain their brand to clients, Dana Communications rebranded Logi Info as “Danalytics” and utilized all of the widgets available from LogiXML to create completely custom dashboards for each of their clients.

The dashboard will include all the information sales and marketing managers need to track on a daily basis, including market segment email campaign drill down, market segment totals, monthly group totals, monthly leisure totals, PPC conversion, revenue by month, quarter, and year, annual transient rate plans, and any information from Google Analytics that is imported directly and presented within the dashboard.

The Result

Dana has finished building the base dashboard and is currently out selling it to clients. So far, 30 hotels, including several major hotel groups, are interested and Dana is working on building customized dashboards to suit their needs and capture all the relevant data.

While their immediate goal is to push the sales and marketing dashboard out to all of their clients, they have also discussed using some of the strategies they’ve learned so far to use LogiXML’s dashboard, reporting, and analysis capabilities internally to increase their own ROI.