

Case Study

Hilton Transforms B2B Loyalty with Leadspace's Customer Data Platform



B2B Innovator Award Winner
Scott Russell, Director, CRM at Hilton

Overview

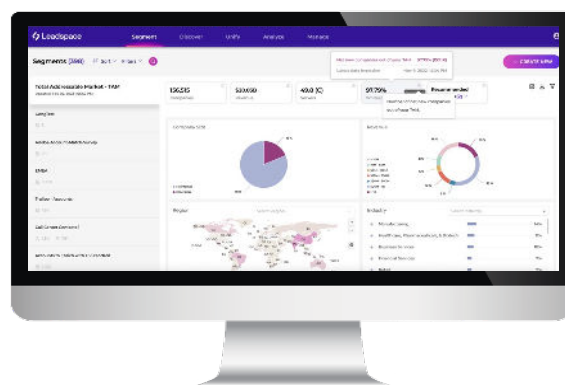
In a bold multi-million-dollar growth initiative, Hilton launched a cutting-edge B2B loyalty program tailored to the unique needs of small and medium-sized businesses (SMBs) in travel-heavy sectors. Central to this strategic move was Hilton's adoption of Leadspace's B2B Customer Data Platform (CDP), which enabled the hospitality giant to unlock high-value insights from existing customer data, execute more precise targeting, and drive international growth through a data-first approach.

Challenge

Hilton faced the complex task of creating a scalable and comprehensive global addressable market to fuel demand generation and sales alignment. The project required a complete transformation in how Hilton categorized industries and personas, demanding a flexible yet accurate segmentation model. In addition, Hilton needed a single, unified system of record across accounts, contacts, and leads—one that would deliver actionable data insights to power its global loyalty efforts.

Solution

Hilton turned to Leadspace's B2B CDP to meet these ambitious goals. By integrating Leadspace's rich company and person data, Hilton gained access to daily enrichment updates across tens of millions of records. With real-time lead funnel enrichment that included over 100 fields of accurate, AI-powered persona data, Hilton was able to unify its first- and third-party data, route leads efficiently and ensure data quality and relevance across the board.











Strategy

Hilton's approach focused on identifying and activating its most loyal Hilton Honors members by mapping those individuals back to their employers and job titles. This insight allowed Hilton to engage with highly relevant SMBs that had existing, meaningful relationships with the Hilton brand. Using a "land and expand" strategy, Hilton targeted high-potential verticals and departments to build early momentum, then scaled those wins into broader, long-term growth across international markets.

Execution

The strategy delivered in three distinct phases:

- ✓ Inbound Funnel Optimization: Real-time enrichment and routing of inbound leads to maximize conversion.
- ✓ Contact Accuracy & Persona Categorization: AI-driven segmentation for more effective targeting and campaign execution.
- ✓ Data Unification & Enrichment: Consolidation of first- and third-party data to create a trusted system of record.

Challenges	Solutions	Results
 Create a comprehensive global addressable market to align company-wide demand generation and sales development efforts.	 LeadSPACE's leading company and person data profiling delivers daily enrichment updates across tens of millions of records.	 Unlocked the hidden value of tens of millions of loyal consumers to drive their new B2B loyalty program .
 Create a scalable segmentation model and categorize dozens of industries and personas for better targeting.	 Real-time lead funnel enrichment with over 100 fields of highly-accurate person data including AI-driven persona scoring for >1m leads/qtr.	 Improved reach and accuracy with customized integration of up-to-date daily profiles.
 Deliver comprehensive corporate-wide Account / Contact / Lead system of record.		 Maximized ROI of sales / marketing campaigns with faster and accurate routing.

Business Impact

The results of Hilton's CDP-driven loyalty program were transformative. The opt-in SMB database grew by more than 10X, enabling precise targeting and high-value engagements at scale. Hilton successfully identified the employers and job titles of over 9 million loyalty members, enhancing personalization and supporting real-time engagement across channels. The program surpassed expectations, achieving 110% of planned KPIs and receiving approval for global expansion.

Operational Efficiency

Beyond business growth, Hilton significantly reduced its total cost of ownership. By streamlining workflows and reducing reliance on expensive IT resources, Hilton improved operational efficiency and sustainability. The integration of real-time identity resolution allowed for faster, more accurate customer interactions, supporting an agile go-to-market strategy.

Global Visibility and Territory Planning

With LeadSPACE, Hilton gained comprehensive planning capabilities, including visibility into territories and more than 4 million companies. This strategic insight enabled the sales and marketing teams to better coordinate efforts, allocate resources, and maximize ROI across initiatives.

Competitive Differentiation

Hilton emerged as the first mover in the hospitality industry with such a robust and targeted B2B loyalty program. This early success helped Hilton outpace competitors, establish a new industry benchmark, and reinforce its leadership as a data-driven innovator in customer engagement.

Conclusion

By leveraging LeadSPACE's powerful B2B CDP, Hilton executed a groundbreaking loyalty strategy that not only achieved its business goals but also set the foundation for ongoing growth and global expansion. The initiative stands as a prime example of how data, when activated through the right platform, can redefine customer relationships and drive measurable business impact.

Let's meet.

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