HomeAway

AN UNMETRIC CLIENT SUCCESS STORY

unmetric

HomeAway®

HomeAway is the world's leading online marketplace for the vacation rental industry, with sites representing over one million paid listings of vacation rental homes in 190 countries. Through HomeAway, owners and property managers offer an extensive selection of vacation homes that provide travelers with memorable experiences and benefits, including more room to relax and added privacy, for less than the cost of traditional hotel accommodations.

The Unmetric Advantage

HomeAway started using Unmetric in 2014 to help expand its reach, engagement and brand building on social media. Unmetric enables HomeAway to easily analyze and understand the quality of their content and engagement levels compared to direct competitors and other travel sector brands. Today, HomeAway also uses Unmetric to research and generate new content ideas, as well as to easily create regular reports on reach, brand visibility and earned engagement.

The Result

" *As the leading online vacation rental marketplace, brand building and driving content engagement is very important to us. Using Unmetric for competitive insights has enabled us to consistently outperform our competitors on social media. Additionally, the ability to research and explore highly engaging content from other brands has taken the guesswork out of building content plans around themes that have already proven to be engaging to social audiences, ultimately saving us time and resources.*

Jennifer Stafford, Social Media Manager, N. America, HomeAway

Competitive Benchmarking

HomeAway uses Unmetric's competitive analytics to get a full picture of how their content fares in terms of quality, reach, and audience engagement compared to direct competitors and other brands within the travel and hospitality sector.
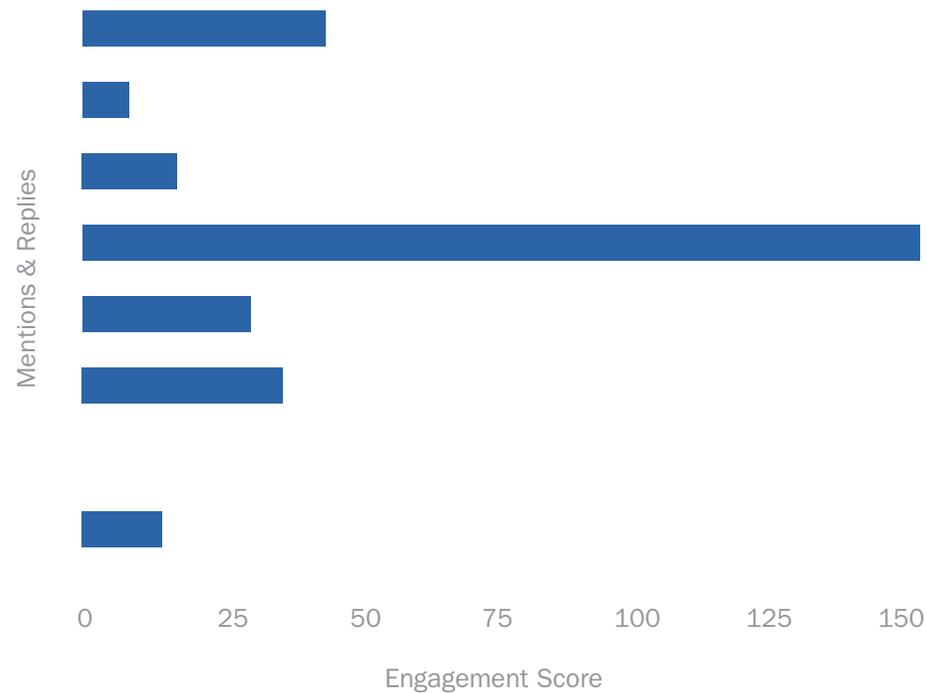
Content Research & Inspiration

HomeAway puts a lot of focus on marketing and promotions around "quirky" holidays, and Unmetric enables them to instantly search by keyword or campaign hashtag to discover past examples of content that experienced high engagement - saving time and resources they need to dedicate to research.
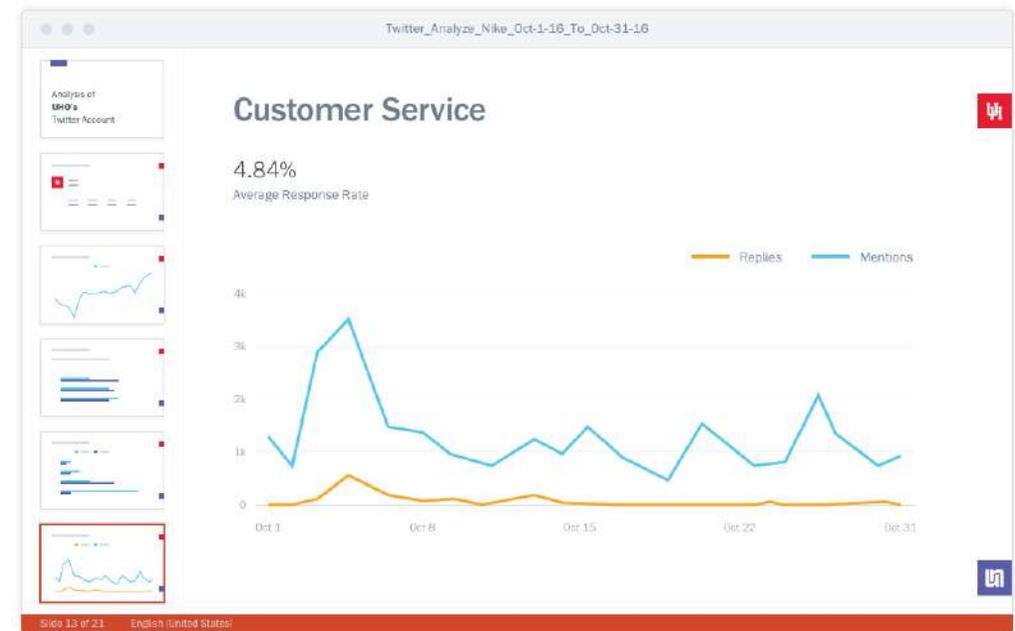
Aspirational Benchmarking

Unmetric helps HomeAway improve its social content by monitoring direct competitors but also brainstorm new ideas by getting a peek into the strategies of other travel & hospitality, lifestyle, and retail brands with whom they share a target audience.
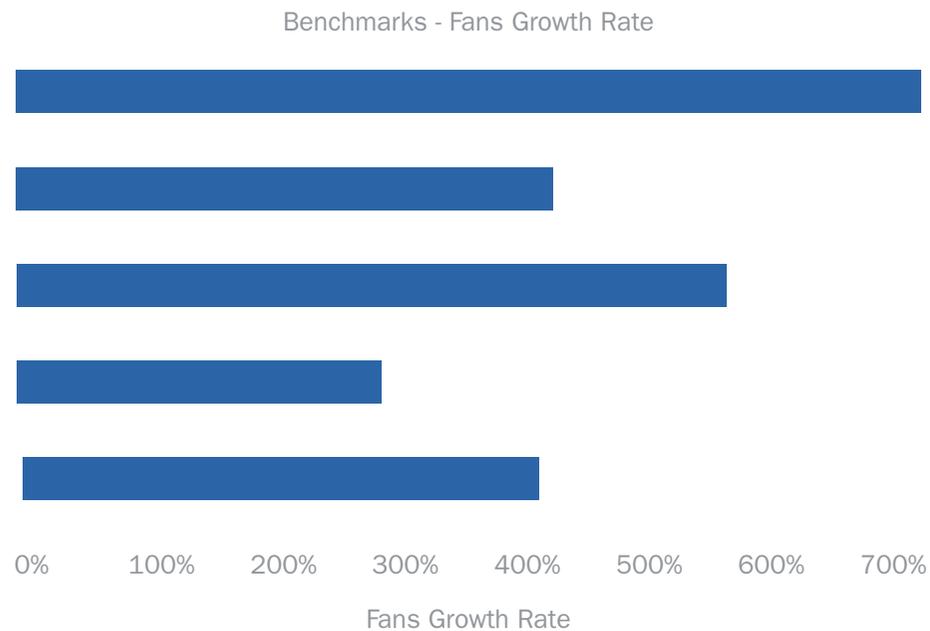
Internal Reporting

With Unmetric, HomeAway automatically generates reports right into a PowerPoint presentation that includes the data most relevant and important to decision makers. This features is a huge time saver for the when creating different reports for different internal teams and marketing executives.

Benchmarks - Fans Growth Rate

Fans Growth Rate

Twitter_Analyze_Nike_Oct-1-16_To_Oct-31-16

Customer Service

4.84%
Average Response Rate

Replies   Mentions

Final Word

"*Unmetric allows us to create monthly and quarterly reports at the click of a button, which is a huge time saver. The reports are configurable to our needs, and we can easily pull out the KPIs that are most important to our CMO and other senior marketing executives such as channel reach, earned engagement and competitive performance.*

Jennifer Stafford
Social Media Manager,
N. America, HomeAway

For a live demo of Unmetric, email us at **team@unmetric.com**