

SANTA CLARA, Calif.--([BUSINESS WIRE](#))--Glogou Inc., a Silicon Valley technology marketing company today launched a cloud-based big data solution to improve the accuracy of forecasting the effectiveness of tourist and digital marketing campaigns.

“Why is big data important for travel and destination marketing?”

Tourist forecasts are important for destination marketing and greater accuracy of these forecasts allows local governments and businesses to plan their operations better. A closely related issue is to forecast the effectiveness of a marketing campaign. However, the forecast accuracy of tourists and marketing campaign effectiveness has not been high. It is quite common that the forecast varies 40% or more off the actual numbers, which results in big losses to businesses in the travel, tourism and hospitality industries. Empirical studies show that a 10% improvement in the accuracy of the forecast can increase the bottom line up to 30% for many businesses in the travel industry.

Glogou applies big data technology to improve the accuracy of forecasts for tourist and marketing campaign effectiveness. The solution combines web crawling and big data business intelligence together with historical and economic models to create a better forecast. The solution also provides better ways to measure the actual effectiveness of a digital marketing campaign.

This solution will help Convention Visitor Bureau (CVB) and Destination Marketing Organization (DMO) to better plan their digital, social media and mobile marketing campaigns. A 15% or greater forecast accuracy is easily achievable for most middle size CVBs using this method as compared to existing methods.

“Why is big data important for travel and destination marketing?” asked Iris Huang, co-founder of Glogou Inc. “Because forecast accuracy is very important for the hospitality business, for CVB and DMO. There is an abundance of travel-related data available on the Internet and on social media. However, these data are often confusing and conflicting. The industry is calling for better technology solutions and Glogou applies the right technology to solve a difficult business problem.”

Glogou Launches Big Data Solutions for Travel and Destination Marketing

Written by Australian Business

About Glogou Inc.: Glogou Inc. (www.glogou.com) is a Silicon Valley company. Glogou develops innovative marketing technologies and provides digital, social media and mobile marketing services. Its customers include Intel, Capital Region USA, South Carolina State, and Columbia University. Most of Glogou's customers are small and medium size enterprises, education institutions, destination marketing organizations.

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