The Hospitality Customer Data Platform

GUEST **PROFILE**

- Second party data integration
- Third party data for profile
- Guest identity resolution
- Guest data unification

ACTIVATION

- Inbound/outbound communications
- Campaign orchestration
- Workflows
- Transactional emails
- Segment activation
- Audience orchestration

PRIVACY & GOVERNANCE

- CCPA
- GDPR
- ISO 27001 certified
- Data governance

CDP+
ELEMENTS

DATA **MANAGEMENT**

- Extract, transform and load (ETL)
- Data quality, reconciliation & matching
- Unstructured data management
- Data models

DATA **ANALYSIS**

- Behavioural & predictive analytics
- Attribution modelling
- Next best action
- Built in reporting & visualization

OTHER **FEATURES**

- Integrated connectors
- BI tool extension capability
- Cloud-based & scalable
- Out of the box APIs

Data Flow

1. Collect
Event and behavioral data is stored when prospective guests interact with websites, emails, social media, and surveys.

→

2. Match & Merge
Unknown events are linked to unknown profiles that are synced with known profiles stored in the CDP.

→

3. Aggregate
Use these incoming data points to compile a set of attributes in all guest profiles.

4. Analyze
Machine Learning automatically labels guests based on all attributes and begins to predict their motivators.

→

5. Segment
Create manual segments based on aggregations and predictive analytics.

→

6. Activation
Push segments to your email software and send personalized communications.

Hotelier Benefits

Marketing

Focus marketing campaigns on most valuable guests, and trust every dollar of marketing spend to go to real, timely opportunities without the risk of spam or unsubscribes.

Digital

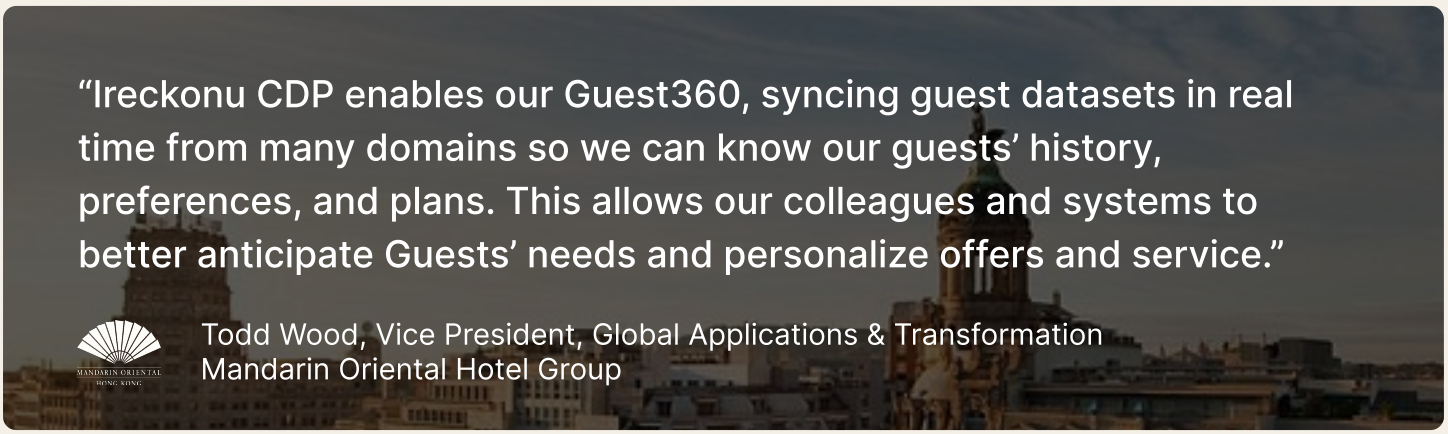
Effortless upselling and enhance every stay with tailored offers based on past-stay data to recommend the right package based on historic guest preferences.

Operations

Exceed expectations for every guest with predicted dining recommendations, proper guest recognition, and customized in-room preferences like lighting and temperature.

IT

Two way integrations with PMS, CRS, F&B, Spa system data and more for easy centralization of data and monitoring of all integrations from one place.



CRM vs CDP

	CRM	CDP
Guest Communication | Send guests marketing and transactional emails	✓	✓
Data Consolidation | CDP supports two way communication	✓	✓
Automatic de-duplication | Accurate duplicate removal for one true guest profile	✗	✓
RFM+ Guest Recognition | Quick view of real guest value over time	✗	✓
AI-Powered Segmentation | Discover hidden segments with clustering	✗	✓
Smart Churn Management | Use AI/ML algorithms to spot and engage at-risk guests	✗	✓
Next Best Offer | Boost guest LTV by suggested offers based on behavioral data	✗	✓
Secure Compliance | Built in GDPR and CCPA compliance for secure data usage	✗	✓