

USER GUEST

RevMarketing Automation

Where Revenue meets Marketing

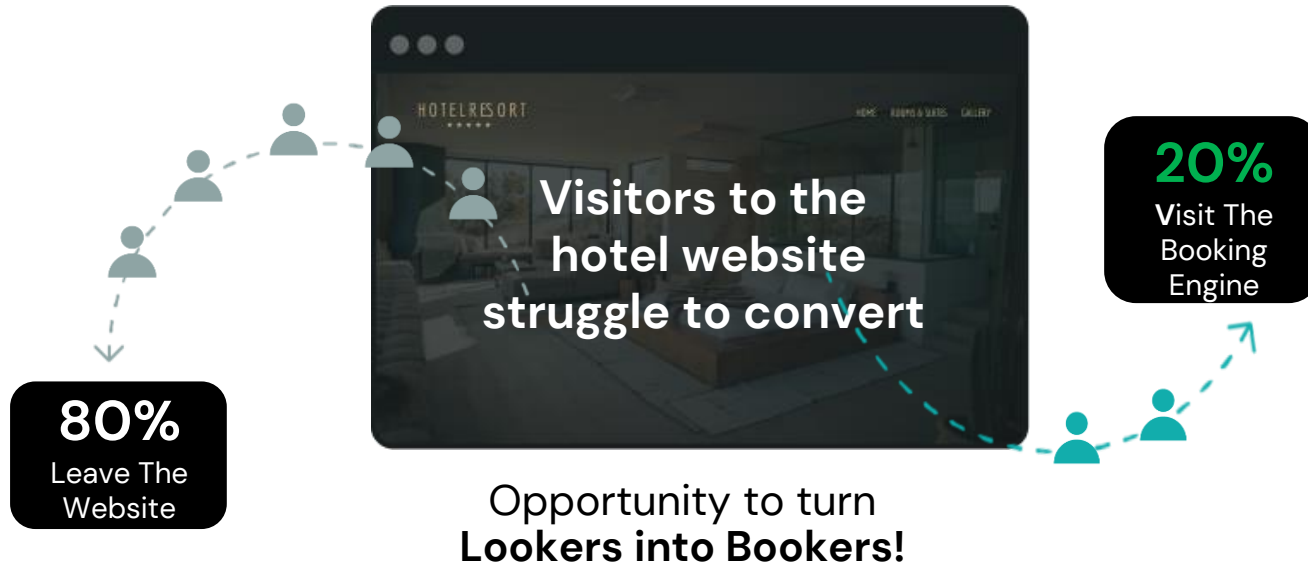


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Current State Of Play

Guest Journey & Personalization

Today, 4 out of 5 visitors leave a hotel website without booking. Why?



RevMarketing Automation



1. Hotel Inventory

Automatically Putting Hotel Revenue Strategies In Front Of Website Visitors, Based On Inventory & Availability



2. Opportunity

Hotel Needs To Fill Rooms On Specific Dates...



3. Match

RMA Automatically Matches The Hotels Inventory Priorities With The Users Booking Intent



4. Automate


Display Personalized Offers To Boost Hotel Revenue On The Direct Channel







7 - 10 March


Exclusive offer, early bird! [Book Now](#)
 Stay 3 Nights or more and SAVE 20% Off!
 Spa, breakfast and a romantic dinner included

Automatic Revenue Strategies





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Boosters Configuration


 Hello **Christeen** 


 Search Here

 Overview

Reports

-  Website
-  Performance
-  Booking Behavior
-  Booking Details

Settings

-  Notifications



High Occupancy

Boost dates within the observation periods having an occupancy level ABOVE the defined threshold

Occupancy Threshold 80%

Observation Period (From day) 0 (To day) 30

Today, this booster will target high occupancy periods (>80%) between **13 Jun** and **13 Jul**

ON



Low Occupancy

Boost dates within the observation periods having an occupancy level BELOW the defined threshold

Occupancy Threshold 49%

Observation Period (From day) 0 (To day) 60

Today, this booster will target low occupancy periods (<49%) between **13 Jun** and **12 Aug**



ON

Specific Dates

Boost specific dates

Targeted Dates (From) 12 Jun (To) 16 Jun

Today, this booster will target days between **12 Jun** and **16 Jun**



ON

Specific Days

Boost specific days

Targeted Weekdays (From) 12 Jun to 16 Jun

Observation Period (From day) 0 (To day) 60

ON

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Introducing Fuerte Group

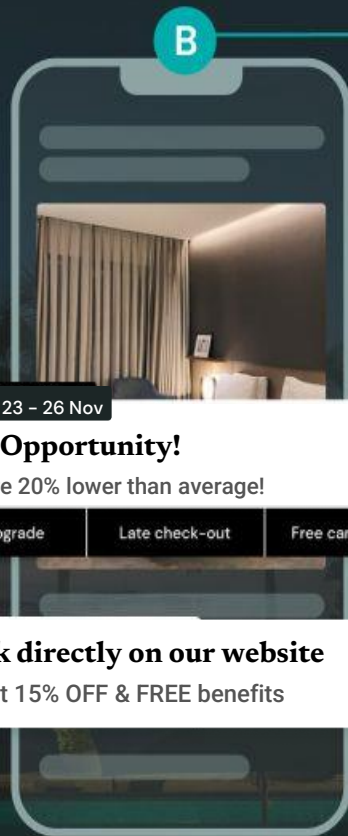


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Hotel website
without Userguest

VS



Hotel website
with Userguest

RESULTS

Revenue **+53%** ▲
ADR **+7%** ▲
Room Nights **+30%** ▲
LoS **+9%** ▲

-20% 23 - 26 Nov ×

Great Opportunity!

Rates are 20% lower than average!

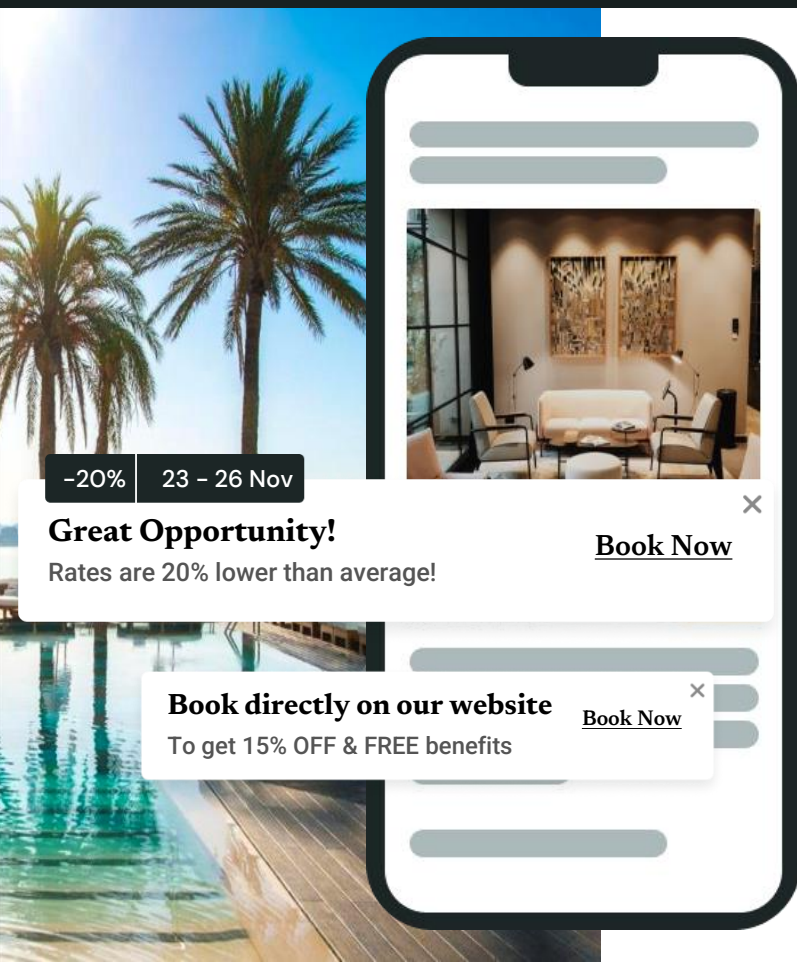
Free upgrade Late check-out Free cancellation

[Book Now](#)

Book directly on our website ×

To get 15% OFF & FREE benefits

[Book Now](#)



FUERTE GROUP, Spain

Amare Hotels - Ibiza & Marbella

Userguest helped increase specific dates revenue and bookings conversion, by promoting dates with a revenue priority

The **book direct** campaign delivered **+1,223,000 EUR** incremental revenue (Oct-March)

Results

+53%

Direct bookings and revenue



DESEMPEÑO

oct. 1, 2022 - mar. 7, 2023

872

Reservas de Userguest 

54%

del total de reservas


€ 1,223,303

Ingresos de Userguest 

53%

de los ingresos totales

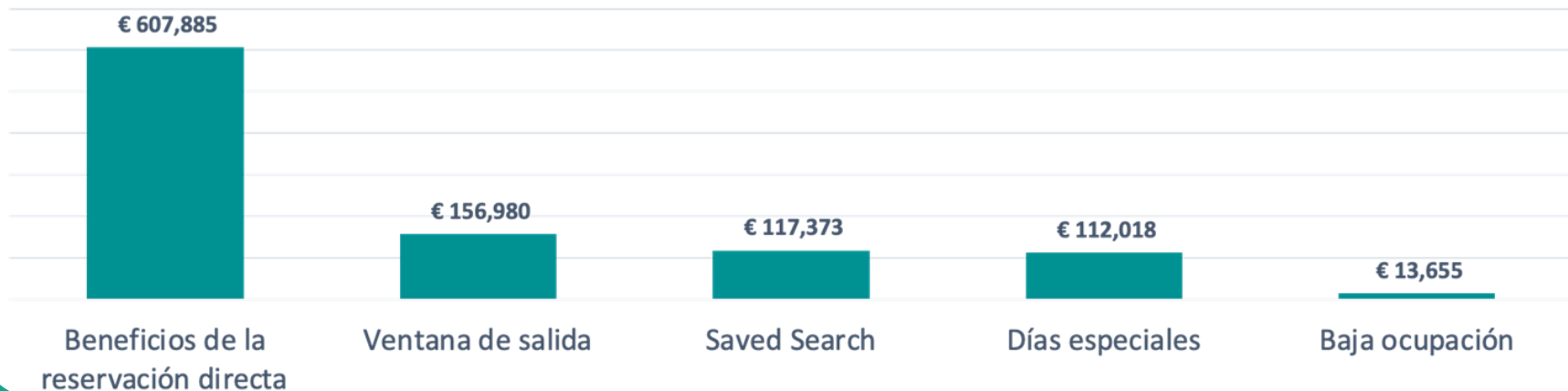
18,424

Clics de notificación 

13.6%

Tasa de clics

REPARTO DE INGRESOS POR CAMPAÑA



o de visitantes

Página web del hotel



32,136

Visitantes del sitio web

43.00%

Sitio web CTR 

Motor de reservas



16,875

Visitantes al motor de reservas

1375 de la página web del hotel
3039 desde una ubicación externa

6.63%

CVR del MR 

Reservas



1,118

Reservas





PAÍS 	RESERVAS ↓	INGRESOS	TARIFA DIARIA PROMEDIO 	VALOR MEDIO DE RESERVA	PROMEDIO DE NOCHES EN LA HABITACIÓN 	VENTANA DE RESERVACIÓN PROMEDIO 	PROMEDIO DE VISITAS ANTES DE RESERVAR 
 Reino Unido	401 (25%)	568.755 €	302 €	1.418 €	4,8	173,7	2,1
 Irlanda	333 (20%)	482.065 €	298 €	1.448 €	5,0	158,9	2,2
 España	176 (11%)	182.613 €	254 €	1.038 €	3,8	136,9	4,9
 Bélgica	156 (10%)	231.226 €	271 €	1.482 €	5,5	155,4	2,0
 Países Bajos	98 (6%)	147.682 €	287 €	1.507 €	5,3	156,1	2,1

Desglose de la ubicación

PAÍS 	RESERVAS ↓	INGRESOS	VISITANTES	CVR 
Irlanda	271	399.833 €	4.787	5,66 %
Reino Unido	247	364.789 €	9.330	2,65 %
España	101	116.993 €	7.133	1,42 %
Bélgica	99	155.124 €	1.852	5,35 %
Estados Unidos	71	115.042 €	1.511	4,70 %

[Mostrar más...](#) [Mostrar todo](#)

Device Breakdown

DEVICE	BOOKINGS ↓	REVENUE	VISITORS	CVR 
	962	€1,418,267	20,892	4.60%
	613	€814,096	38,389	1.60%
	51	€82,685	1,440	3.54%

Páginas 

 GUARDAR  EXPORTAR  COMPARTIR  ESTADÍSTICAS

  Todos los usuarios
+0,00 % Vistas de una página

 + Añadir segmento

1 oct 2022 - 7 mar 2023
Comparar con: 1 oct 2021 - 7 mar 2022 ▾

Explorador **Resumen de navegación**

Número de vistas de página únicas ▾ frente a **Seleccione una métrica**

Día Semana Mes  

1 oct 2022 - 7 mar 2023:  Número de vistas de página únicas
1 oct 2021 - 7 mar 2022:  Número de vistas de página únicas
10.000



Dimensión principal: **Página** Título de la página Otros ▾

Incluir en gráfico Dimensión secundaria ▾ Ordenar por tipo: Predeterminado ▾

Filtro avanzado activado  **Editar**     

Página 	Vistas de una página 	Número de vistas de página únicas 	Promedio de tiempo en la página 	Entradas 	Porcentaje de rebote 	Porcentaje de salidas 	Valor de página 
	49,49 %  90.212 frente a 60.348	43,55 %  79.231 frente a 55.194	12,84 %  00:02:07 frente a 00:02:26	67,99 %  18.176 frente a 10.820	71,96 %  0,60 % frente a 2,13 %	7,58 %  38,20 % frente a 41,34 %	9,50 %  79,26 € frente a 87,58 €

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Gracias!





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