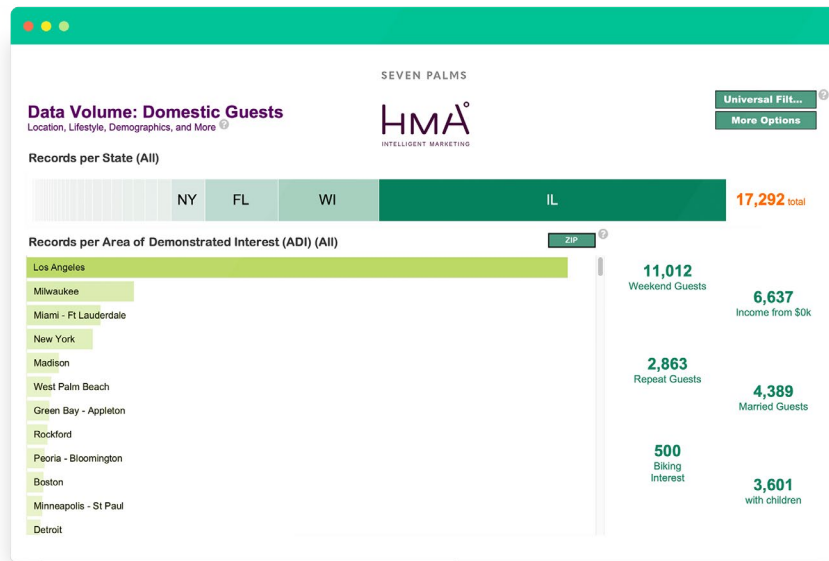


DATAVIEW ANALYTICS

Turn bytes into business



Put your company resources to work and dive into your historical customer data with DataView Analytics. Gain valuable customer insight with key marketing recommendations and best practices to elevate your overall marketing effort.

Our three-step program begins with DataView's hotel-centric data cleansing process to ensure your guest data is correct, consistent and usable, saving up to 50% of all failed data. From there, your data is analysed to provide a

foundational seasonal market study with key marketing and data recommendations. The final step includes returning your cleansed data and sorting it into predefined segments you can use to target your marketing communications.

DataView Analytics will inject new life into your property marketing effort and enable you to explore new ways to drive revenue and improve your bottom line.

step ①

**PMS DATA
CLEANSING**

Quality data leads to quality insight

step ②

**GUEST HISTORY
ANALYSIS**

When you know more, you can do more

step ③

**TARGETED
SEGMENTS**

Personalise your communications for impact

DataView Analytics is powered by HMA^o