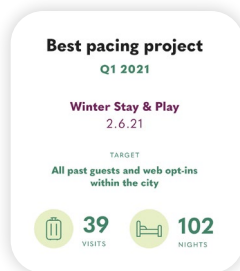
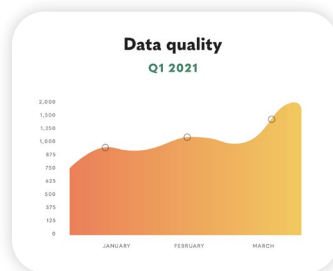
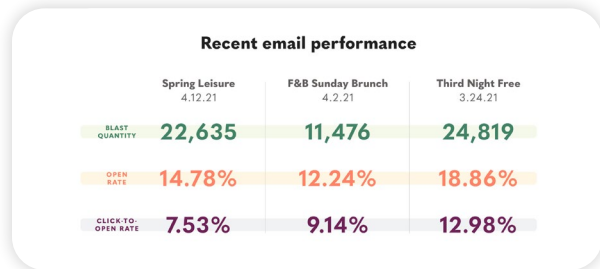


# DATAVIEW MARKETING PLATFORM

## Harness the power of your customer data



The DataView Marketing Platform is a customisable hospitality marketing solution designed to help hotel management companies and independent properties drive additional revenue and increase guest loyalty. Connecting data and email management with marketing, technical and creative support, DataView supports the full spectrum of your guest communications.

Benefit from historical, current and predictive views of your business so you target the right customers at the right time. Our products and services provide peace of mind knowing you're covered by the highest levels of data integrity, security and privacy laws.

### WHAT'S INCLUDED

#### DATA MANAGEMENT

- Data hygiene, analysis and interpretation
- Customer data platform with data appending options
- Repeat guest identification and verification
- Global email and data compliance management
- Cloud portal for data and email management

#### MARKETING SUPPORT

- Marketing calendar
- Project development consultation
- Data interpretation
- Target development
- Access to creative specialists

#### EMAIL MARKETING

- Email engine management
- Email blast deployment management
- Access to automated program menu
- Choice of one automated email program
- Customisable email add-ons (additional cost)

### WE CAN HELP YOU THRIVE



Simplify life for your marketing team



Tell your story better



Grow your business in new ways

DataView Marketing Platform is powered by HMA