

# Looking for more direct bookings and higher guest satisfaction?

Find out how Elliott Lodging used their own data in collaboration with Visual Matrix PMS and Clairvoyix sales and marketing automation to create 100+ new direct bookings.

## WHAT HAPPENS

### When you talk to your past guests?

*You book more rooms, at the lowest possible cost to the property!*

It seems like a simple concept, and a prudent marketing approach, but nothing in this day and age of a pandemic, inflationary woes, global economic uncertainty, and complicated hospitality systems is ever simple.

### When your PMS vendor seamlessly integrates with your CRM vendor?

*What was once almost impossible becomes routine.*

Visual Matrix and Clairvoyix teamed up to offer Elliott Lodging a direct marketing solution that was truly turnkey, affordable, and with a set of web-accessed analytical dashboards that gave Dale Replogle, VP of Finance and IT, insight as to the performance of multiple properties in the Elliott Lodging portfolio.

### When your campaign exceeds all expectations?

*108 rooms booked across the three properties targeted.*

Nothing complicated, no excessive capital outlays, just good old-fashioned highly effective email marketing that continues to deliver when intelligently deployed. And the final comment from Dale at Elliott Lodging? "Let's do this again!"

### The Clairvoyix Leisure and Group Direct Marketing Solution Benefits

- Experienced hospitality group/ event marketing professionals dedicated to your property, brand, or management company
- Periodic extract of PMS and/or sales and catering data imported into a secure marketing database
- User-friendly leisure and group/ event analytical dashboards plus marketing campaign ROI
- Automated online project specification form so you can easily request a group or leisure marketing campaign
- Brand approved email templates, logos, content, images, and copy ready to go, regulatory compliant
- Online automated campaign implementation process including drafts, proofs, and online approval



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