Guest 360 Data Platform for Lodging

Personalize and improve the customer experience by identifying known and unknown guests across all channels. Utilize customer interaction activity across all channels to present offers and campaigns that deliver high Return on Investment (ROI).

MDM tools can be used to create a unified guest profile that can identify loyalty/reward members and guests based on addressable attributes provided during stays and at registration.

CDP client-side components use tag management and 1st party cookies to collect activity on web and mobile channels. Optionally, leverage 3rd party cookies and mobile device IDs to augment activity.

CDP server-side components collect activity and identify anonymous users. This identity can be augmented by adding first party loyalty and unified guest data to identify known and unknown guests.

All guest activity, including loyalty, reservations, stays, purchases, marketing interactions, web and mobile interactions, and call center interactions are processed and curated in the data lake. Insights can be derived from this data lake and used to create outbound campaigns, inbound campaigns on web and mobile, and acquisition campaigns.

Guest 360° Microservices and business events are used to personalize guest offers and experience.

CDP platforms can be leveraged to optionally share anonymous guest and prospect attributes with select partners to enable a full view of the guest across the partner network.