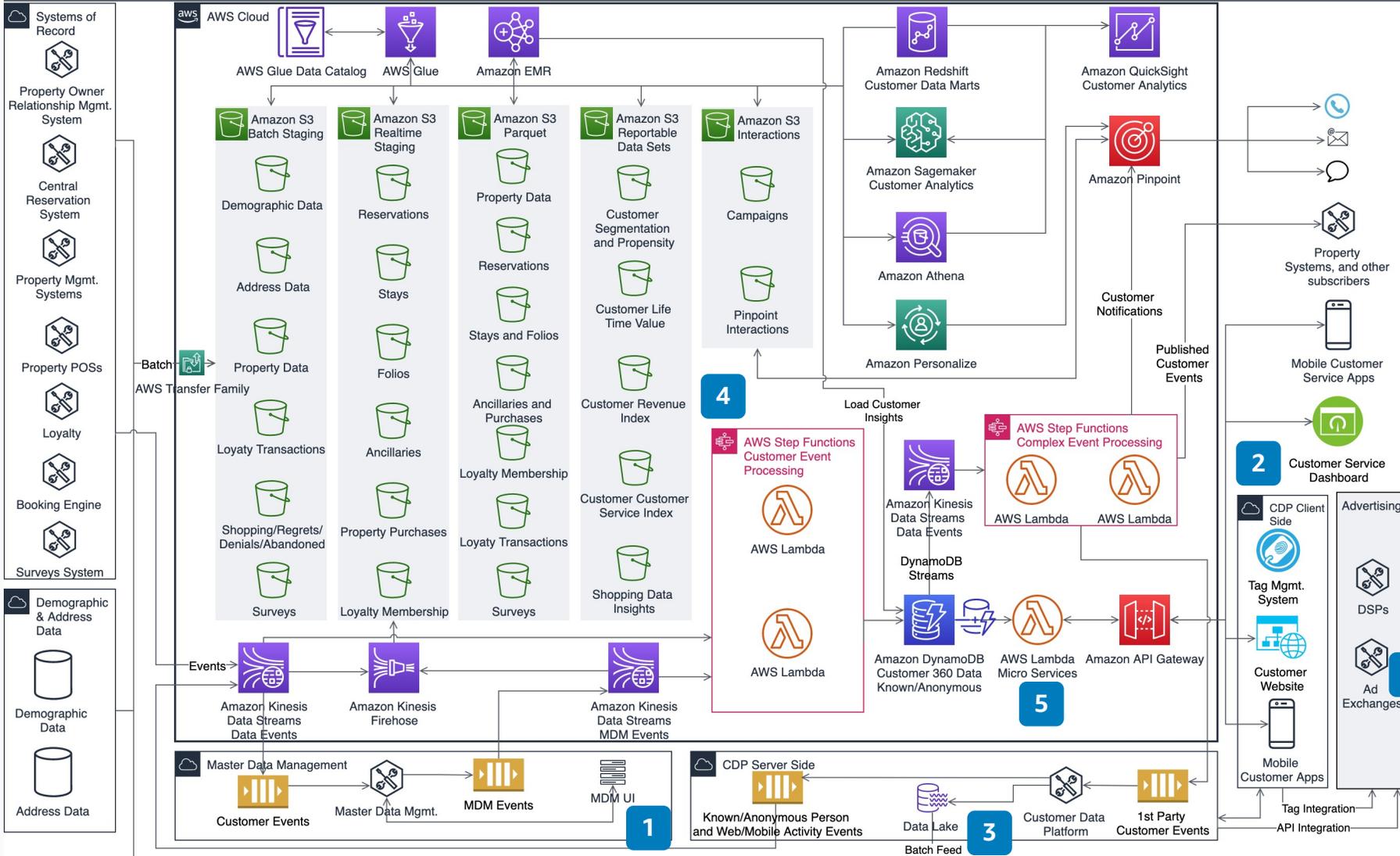


# Guest 360 Data Platform for Lodging

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).



Lodging companies often rely on a single vendor solution such as a Customer Data Platform (CDP) or Master Data Management (MDM) platform to build a guest 360° view that leaves gaps in capability, creates data silos, and prevents the companies from having a full view of their guests and activity across all channels. This architecture leverages the best capabilities from existing MDM and CDP systems to build a true guest 360° data platform, provide unfettered access to business users and data scientists, and operationalize guest insights by making them available as business events which can be consumed by other systems. This architecture uses [Personalization using AI/ML for Lodging](#) as the foundation, and extends personalization to anonymous customers by leveraging CDPs.

- 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 1<sup>st</sup> party cookies to collect activity on web and mobile channels. Optionally, leverage 3<sup>rd</sup> 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.

