



**ZOOTTLE**  
CONNECT WITH YOUR GUESTS

know your guests  
engage with them  
make them come back  
with [Zoottle social WiFi for Hotels](#)

# Make your Guest



Spend  
more

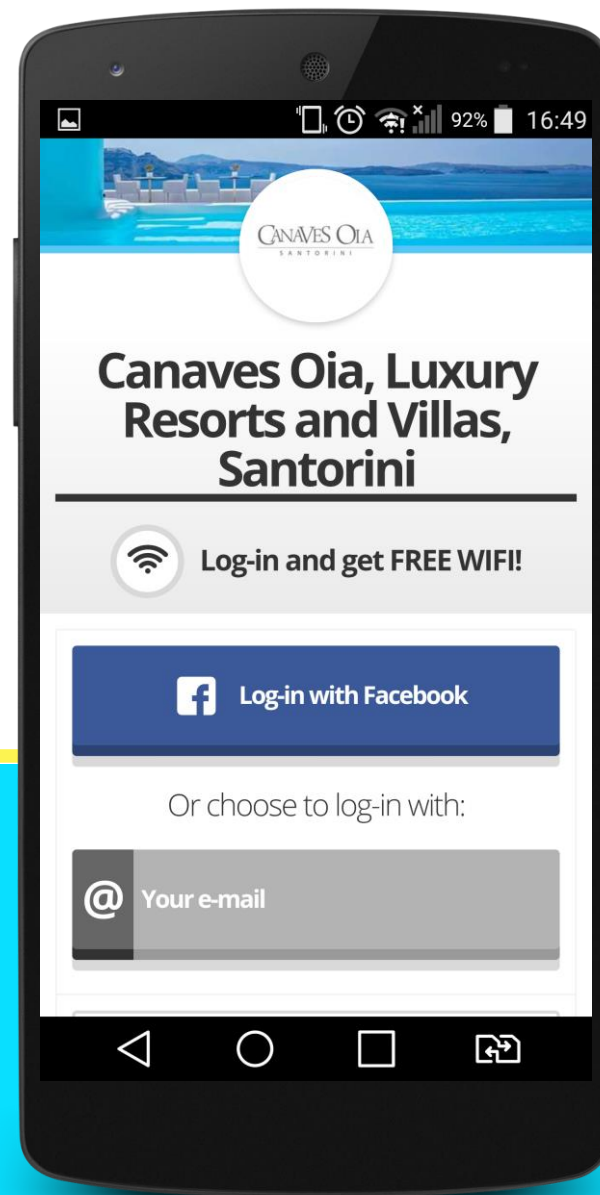


stay  
happy

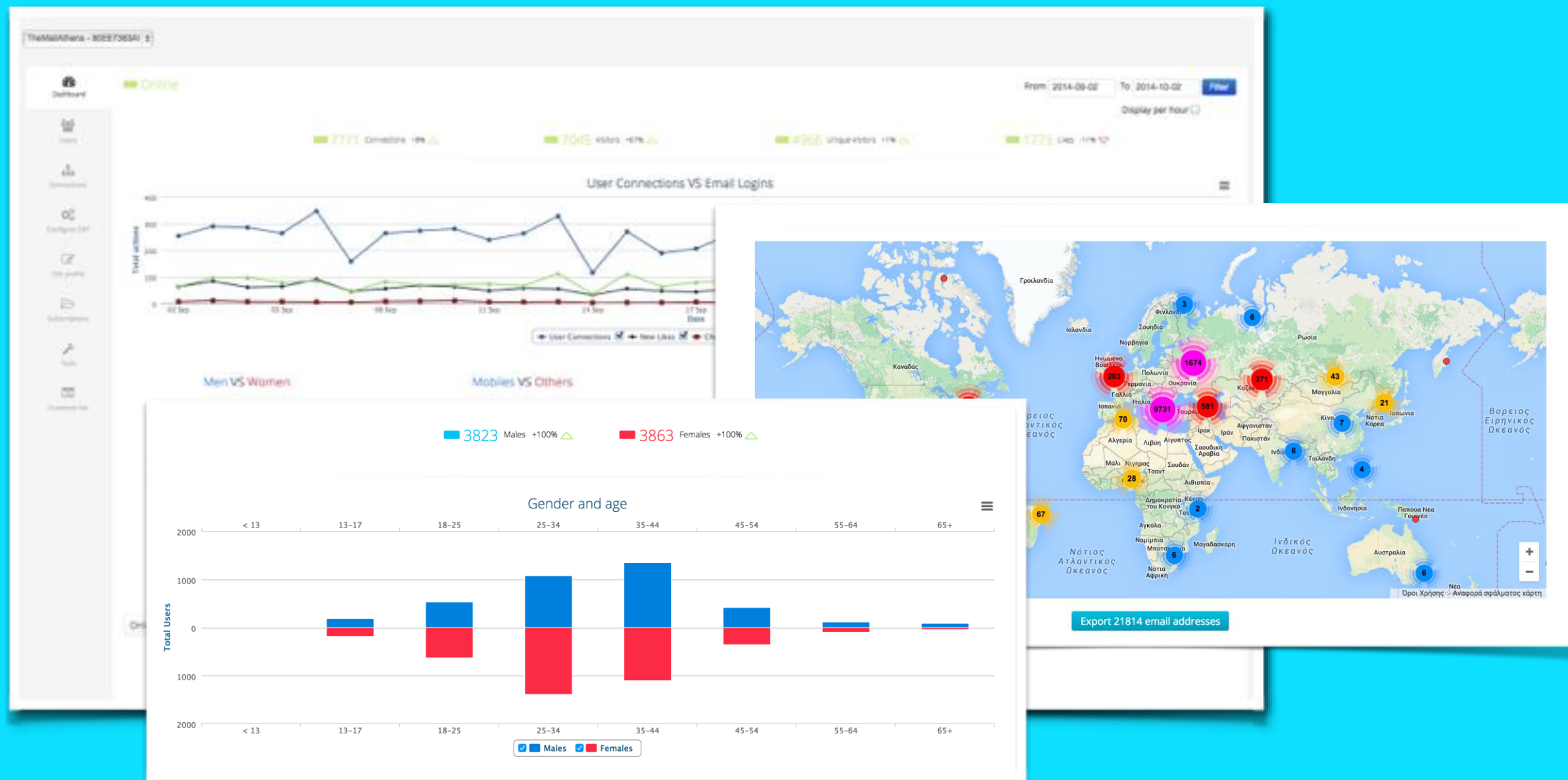


come  
back

Get to know your guests better





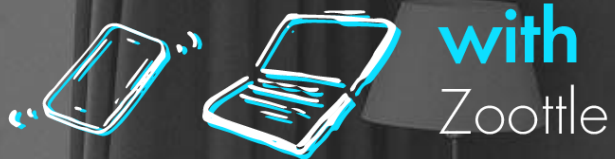


**50 rooms - 1 Season - 5.000 unique user profiles  
(unique visitors)**

Including: number of visitors, gender, age, number of visits, type of device, existing/new customer, login method, data usage, etc...

Expand your newsletter recipient list

100  
Reservations  
(200 Guests)



180

guest  
e-mails



no  
Zoottle



18

guest  
e-mails

1.300  
emails

season 2014



15.000  
emails

season 2015  
with zoottle

email CPA \$2 x 1500 = \$30,000 value  
ROI exceeding 5x



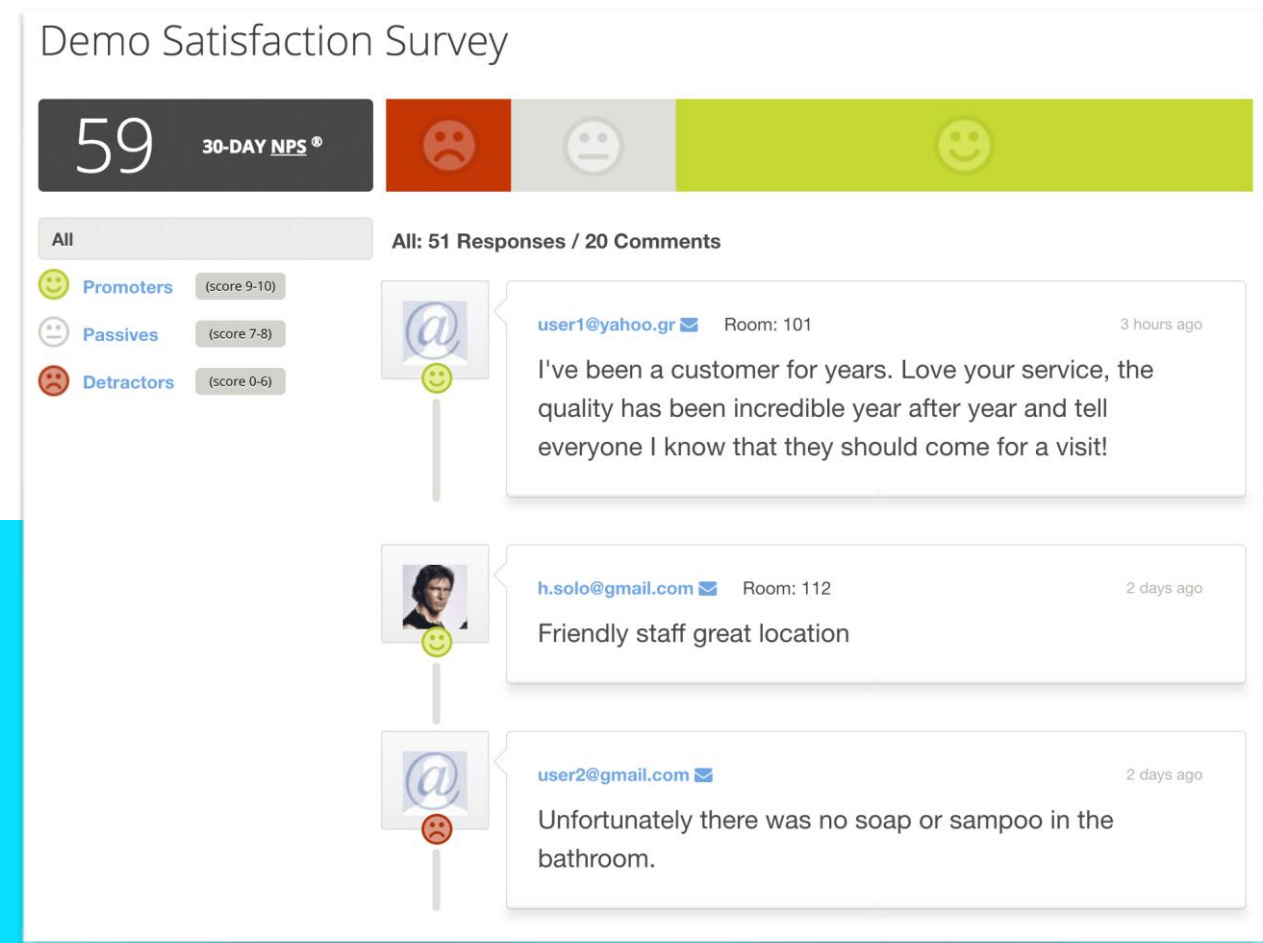
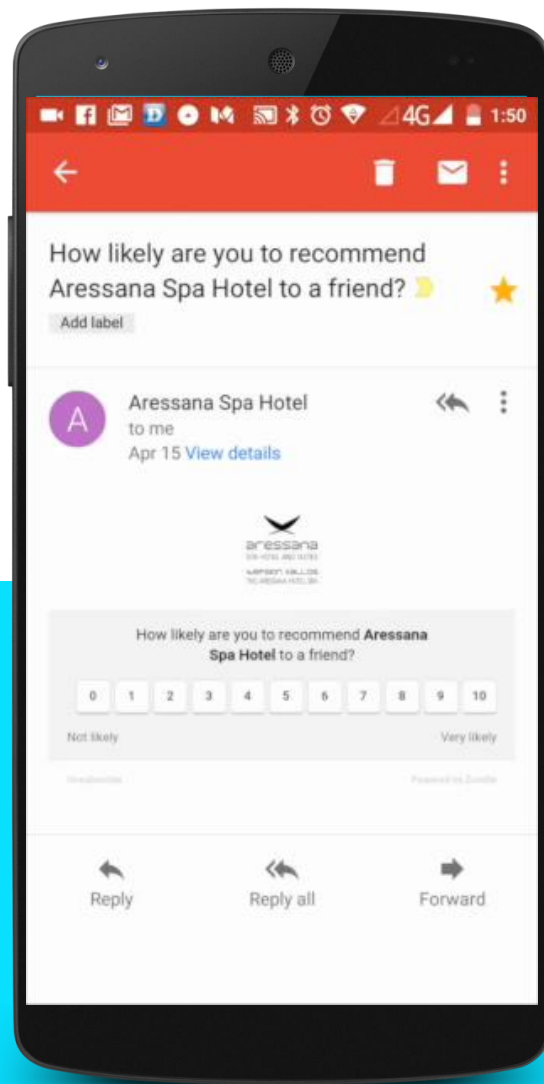


Keep them Happy

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# Real Time Satisfaction Survey

## based on NPS



# real time satisfaction survey

based on NPS

if the responder is a **promoter** we ask for a TripAdvisor review

if the responder is a **detractor** we send an alert to the reception in order to make the guest happy

**negative** TripAdvisor reviews  
-70%

**positive** TripAdvisor reviews  
**+40%**

How was *Andronis Boutique Hotel*?

Thank you for choosing Andronis Boutique Hotel for your recent stay in *Santorini*.

We'd be grateful if you would review us on TripAdvisor. It's the world's largest travel site, helping millions of visitors every month plan the perfect trip.

Our guests often tell us how helpful it is to read past guest's reviews before booking their own visits. And we're always eager to hear what you liked and how we can improve.

Thanks again, and we hope you'll choose Andronis Boutique Hotel the next time you're in Santorini

How would you rate us overall?

○○○○○ [Click here to begin your review](#)

This email is sent on behalf of Andronis Boutique Hotel. Please email [info@andronisboutiquehotel.com](mailto:info@andronisboutiquehotel.com) with any comments or questions.

positive TripAdvisor reviews +40%

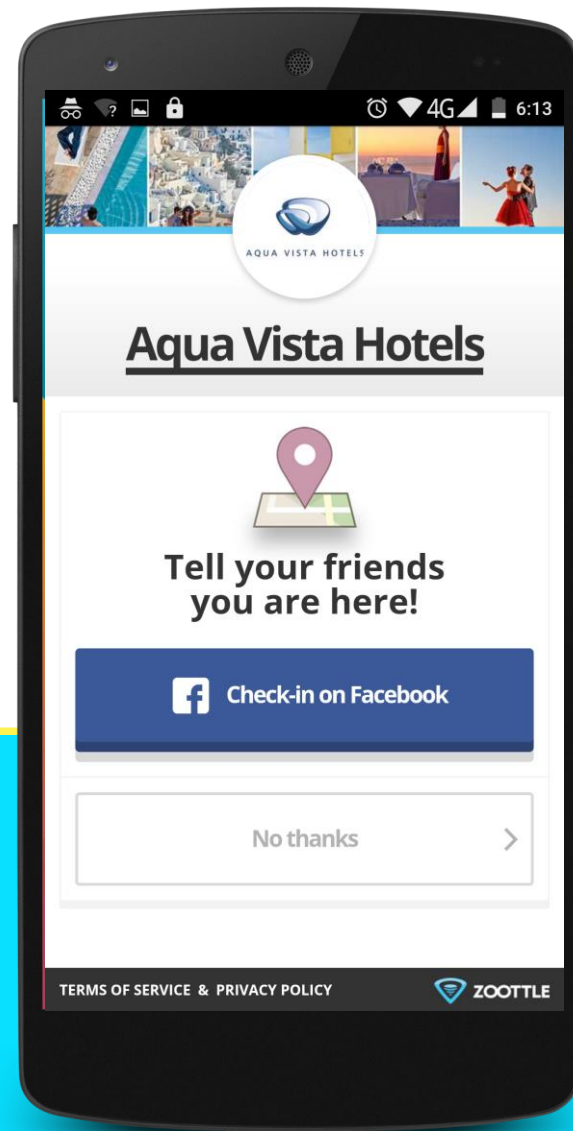
negative TripAdvisor reviews -70%



55% respond on reservations

Target their Friends





1 season  
873 Facebook Check-ins

221,742 FB impression



# Remarketing with email

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## Email Automation Marketing

based on: #visits, day of last visit, gender, age, birthday etc

Email your guests  
on their birthday !

Email them  
6 months upon their  
check out

Email them  
on early bookings

First  
tell a story\_

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# Remarketing with Facebook

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### Hotel Petasos Beach Resort and Spa

17 November at 09:25 · 🌐

Petasos Beach Resort & Spa takes your holiday to a whole new level.  
Make amazing memories when you stay with us!

#PetasosBeach #Mykonos #PlatisGialos #Petasos #Beach  
#Summer2017 #Summer #SummerHolidays #SummerVacation #sky  
#lady #woman

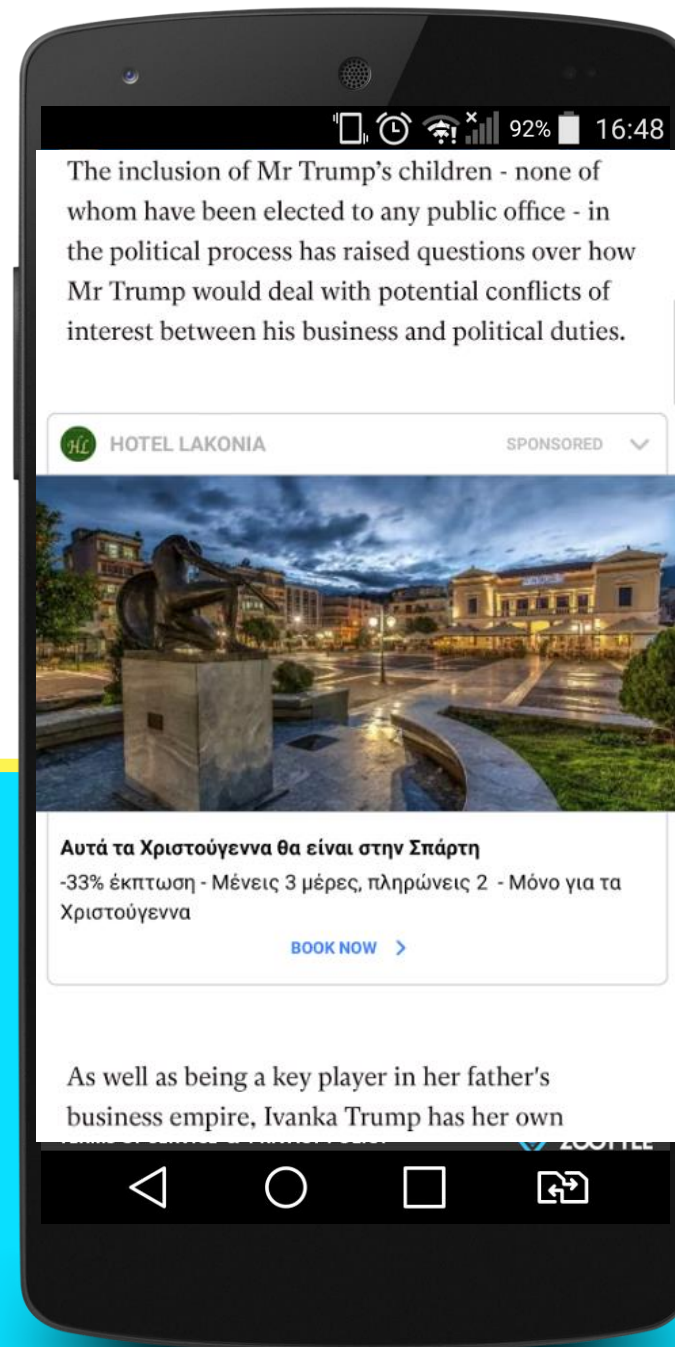


Remarketing on Facebook to your  
previous seasons' guests



PETASOS BEACH RESORT & SPA  
MYKONOS

# Remarketing on Facebook



€ 40 Facebook campaign - € 763 in reservations

# Remarketing with Adwords

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# Remarketing on Adwords

Πλαϊνή διαφήμιση

**Best Wester -20% only Today**  
**pithagorion-hotel.gr**  
Ideal for business and leisure  
traveling. Modern, Functional, Clean

Διαφήμιση στο πάνω μέρος

**Best Wester -20% only Today**  
**pithagorion-hotel.gr**  
Ideal for business and leisure traveling. Modern, Functional, Clean

100€ media spending - 10  
bookings



PYTHAGORION  
HOTEL

Loyalty, but  
without loyalty program

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## Welcome Nektarios!



Loyalty should be rewarding.

- **15% discount** on flexible rates.
- Guaranteed upgrade to next available room type.
- Free cancellation up to 12pm on the day of arrival.

**UNLOCK OFFER**

**More Information**

Κάντε τις κρατήσεις σας online με μερικά μόλις click απευθείας από την ιστοσελίδα του ξενοδοχείου μας και επωφεληθείτε από τις προσφορές μας. Απολαύστε μία πολυτελή διαμονή στη Σπάρτη σήμερα.

Άφιξη

02/02/2017



Διανυκτερεύσεις

1 νύχτα

Δωμάτια

1

Ενήλικες

2

Παιδιά

0

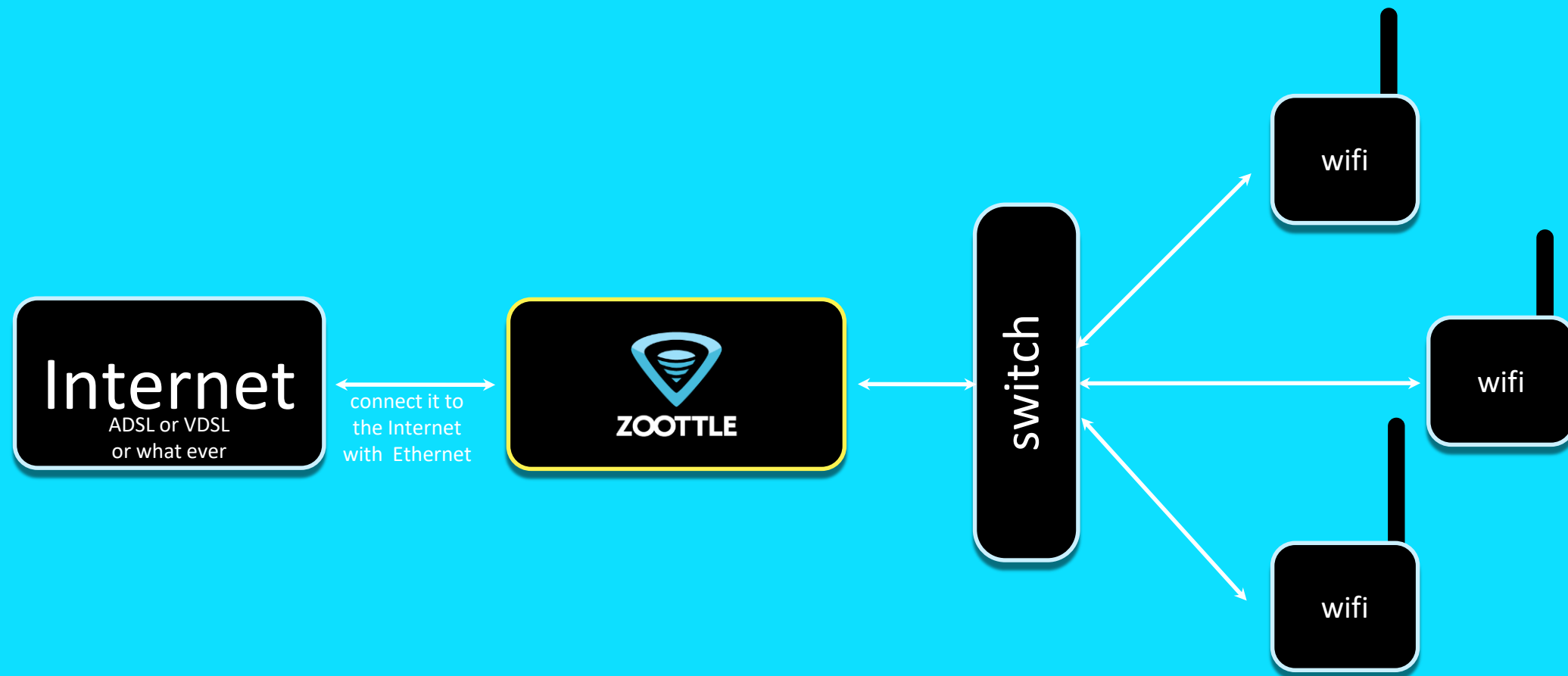
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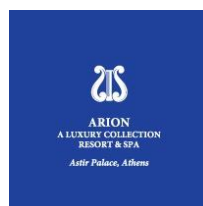
Αναζήτηση Διαθεσιμότητας

leverage existing infrastructure



plug  
&  
play





some of our clients



some of our partners



# thank you

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