

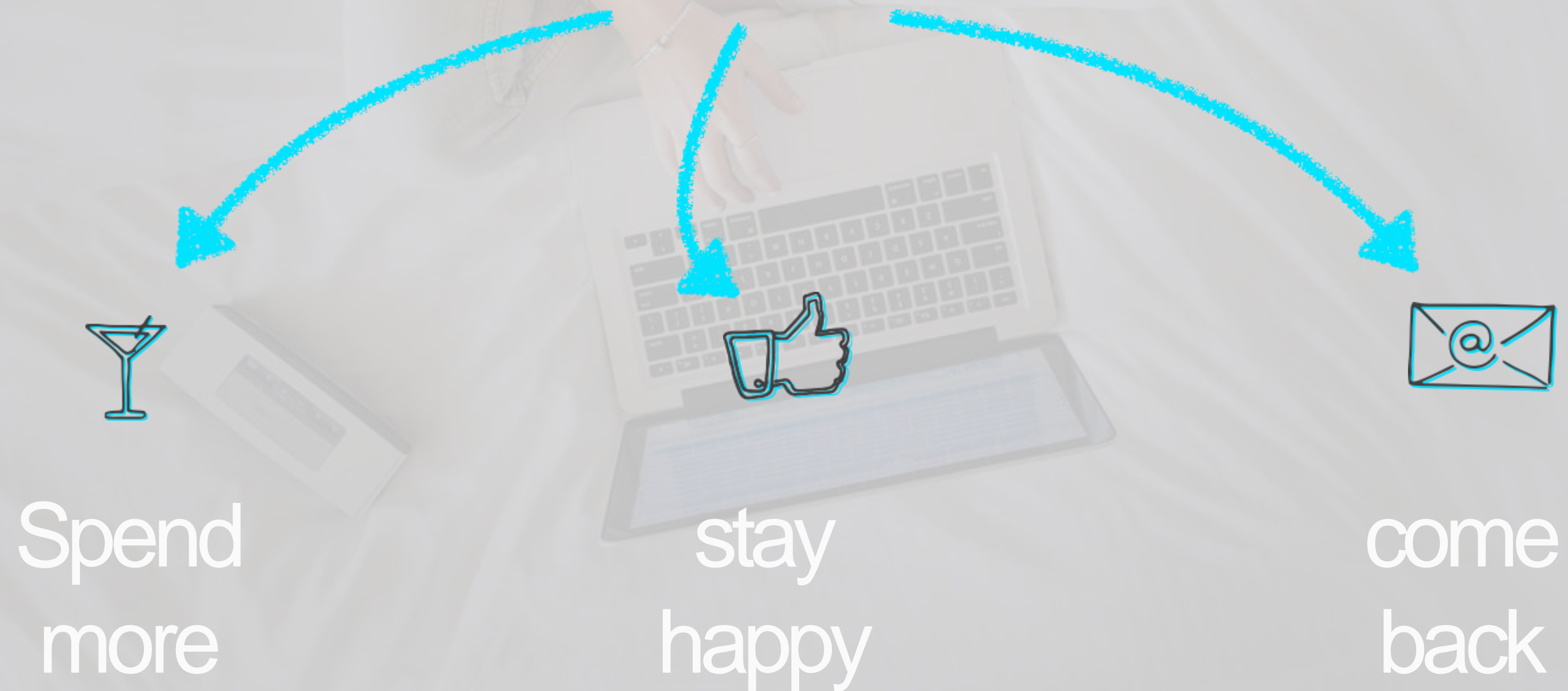


# Marketing Automation for the Smart Hotel





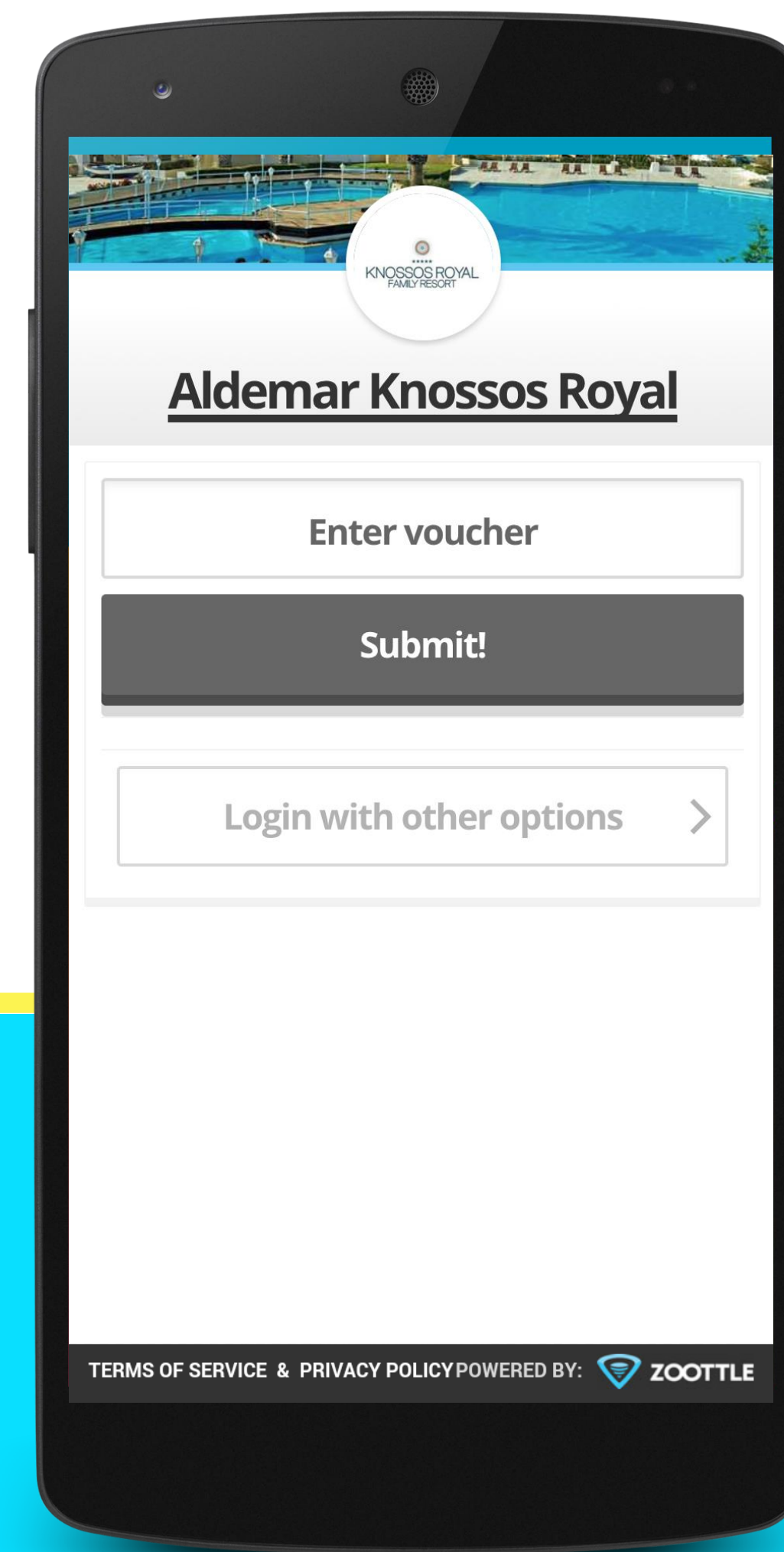
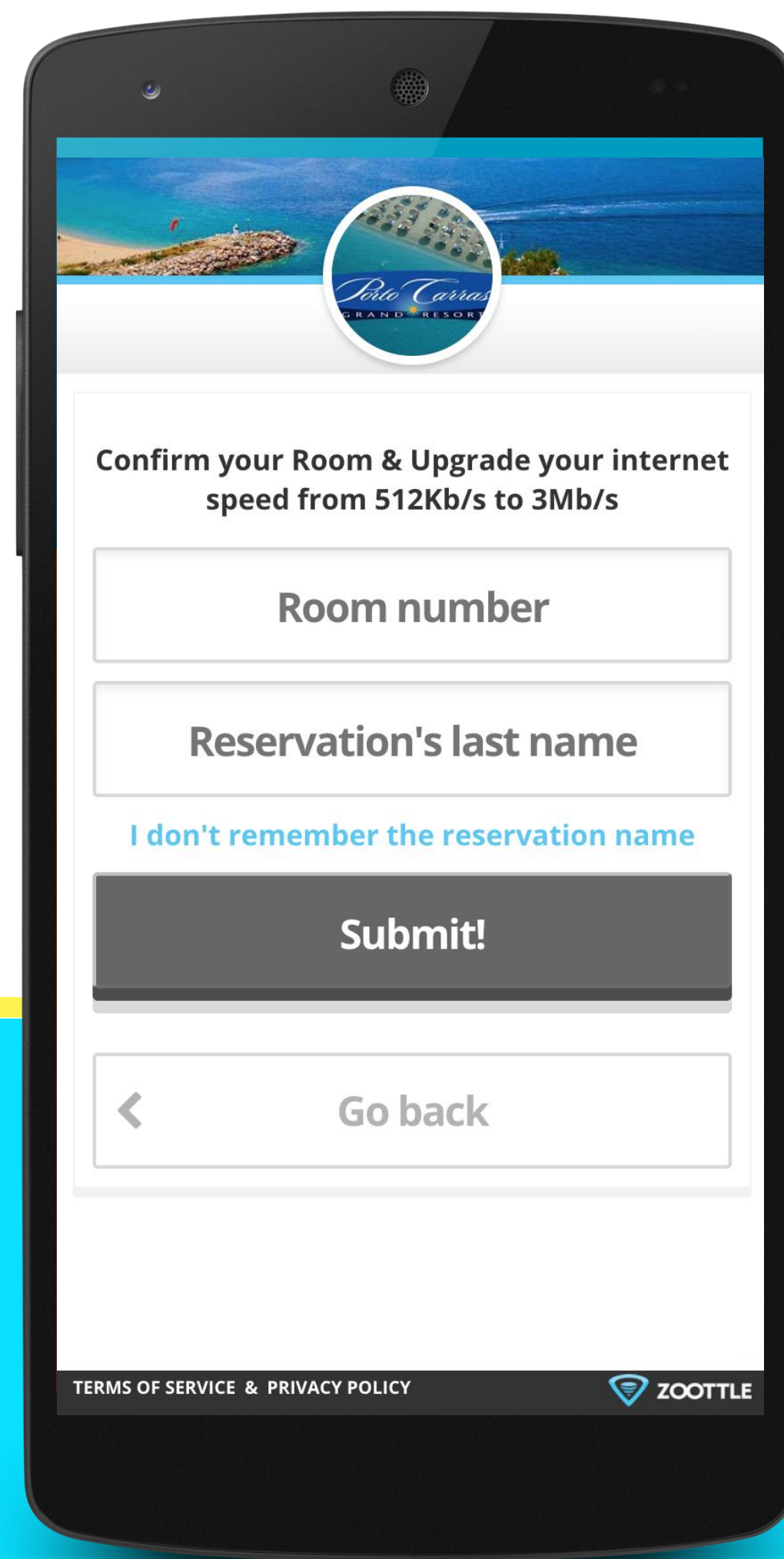
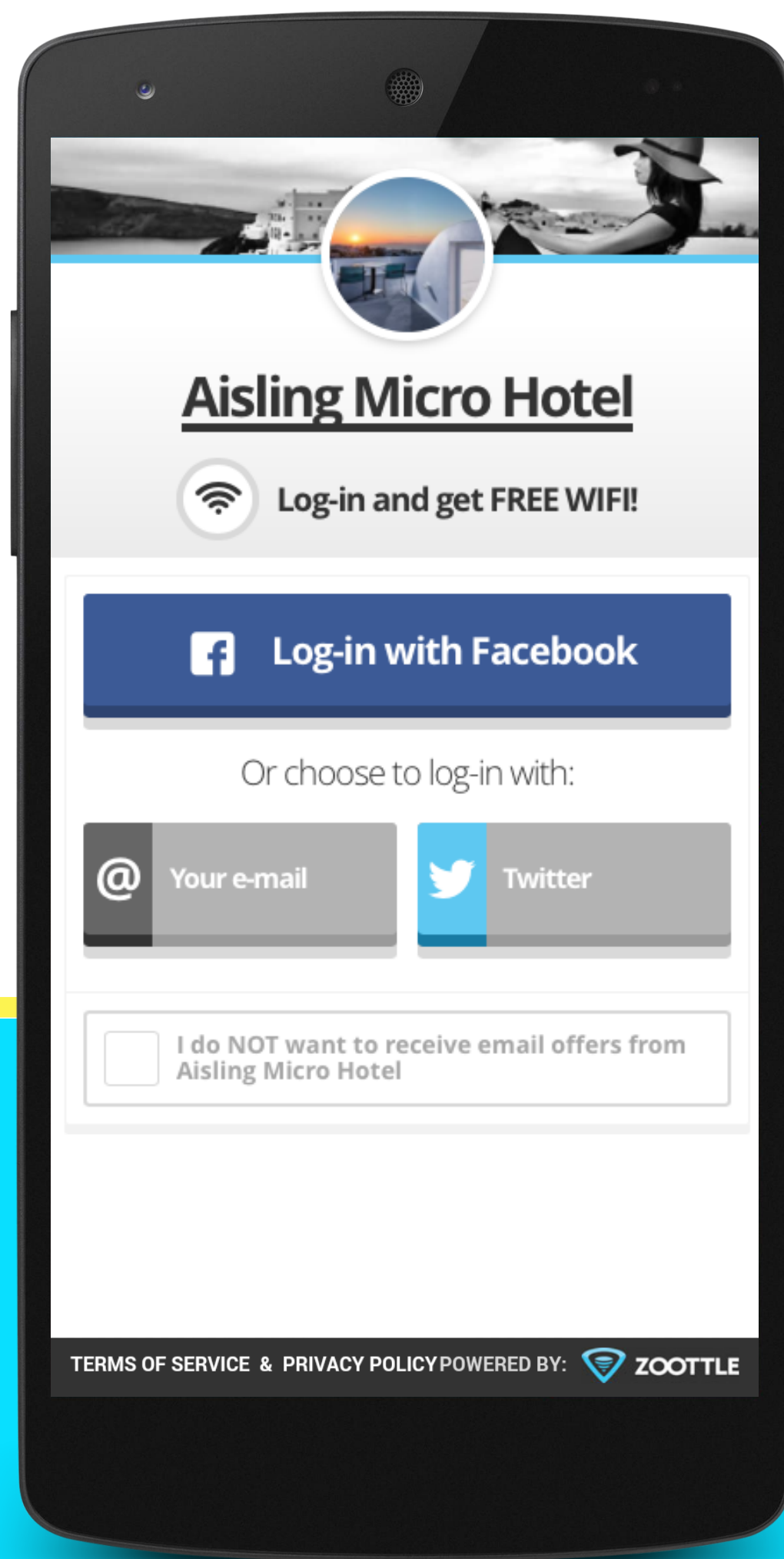
# Automate your procedures



Automate your Guest profiling

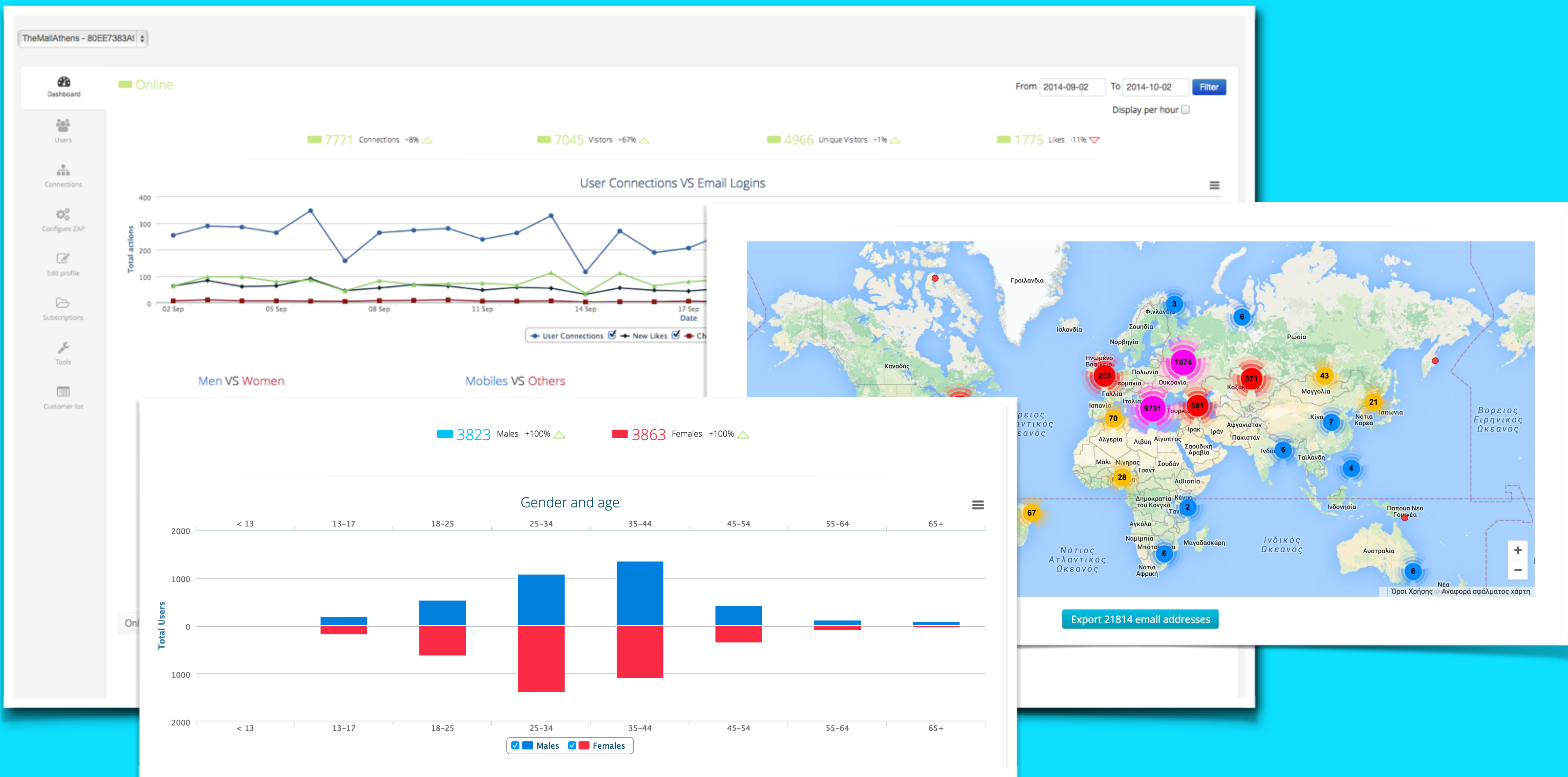
---





Tiered WiFi Guest access





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

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

1.300  
emails

season without zoottle



15.000  
emails

season with zoottle





100  
Reservations  
(200 Guests)



with  
Zootle

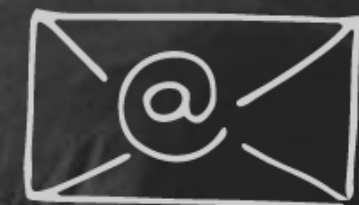


180

guest  
e-mails



no  
Zootle



18

guest  
e-mails



**1.000.000**

Guests devices connected  
into Zoottle partners Hotels



  
**Guest email**  
=  
**1.8**  
**per Booking**



**90%**

of guests  
gave their email  
at wifi login process



**684.000**

guests confirmed  
that they want  
to receive Hotel Offers



**84%**

84% of the hotel booking  
decisions are made  
by women



yet only  
**18%**

of contacts historically  
collected belong  
to women



Hotels with Zoottle  
see women making up

**45%**

of their WiFi connections.



**169.000**

women's email

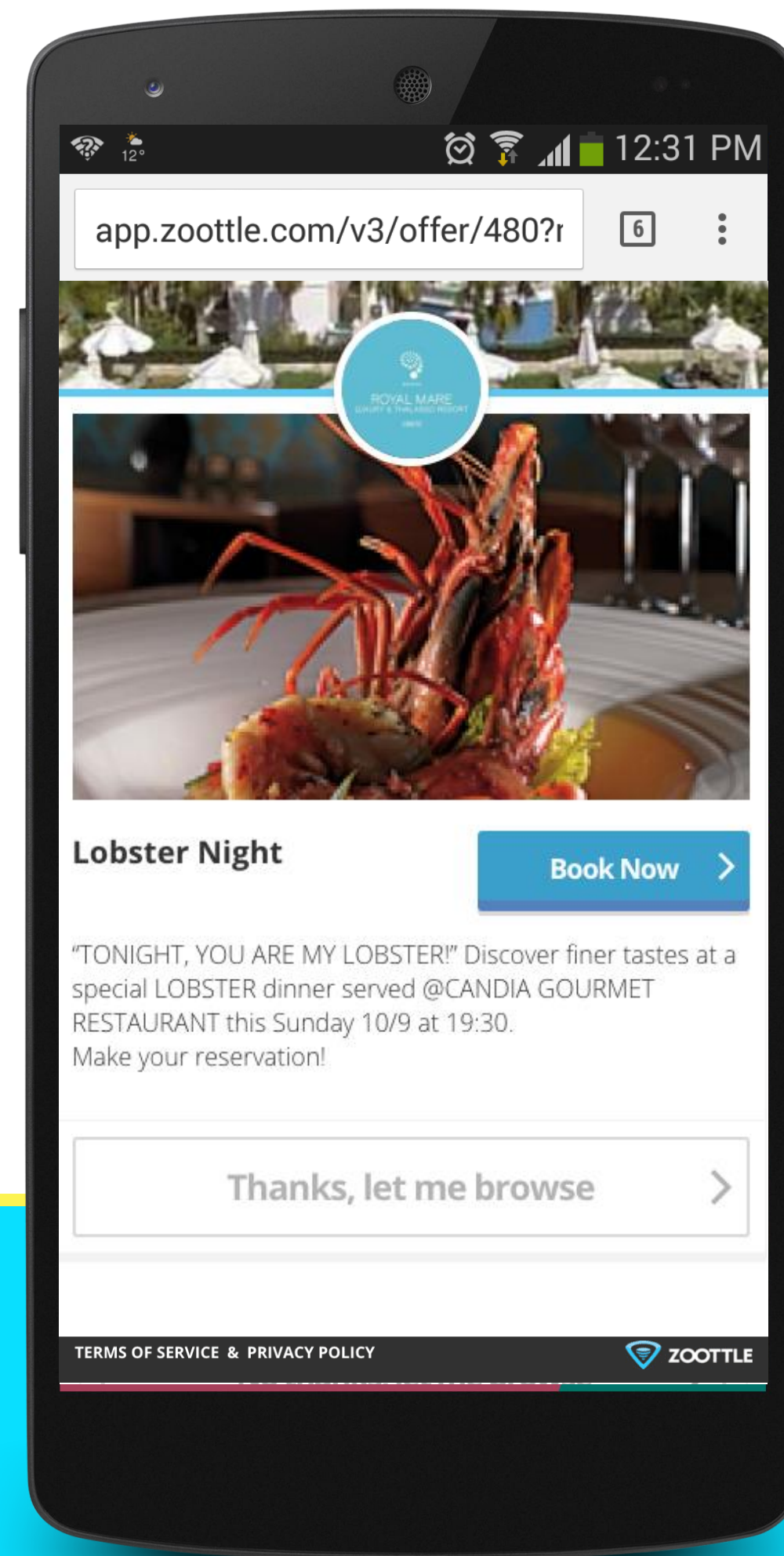
This is why the Hotels got  
more than 5x women emails!





Automate your up-sales

---




# Zoottle Campaigns

**Aldemar** achieved 10x couvert increase on lobster theme nights in 2017









**Arianna Spa Hotel and Suites**  
 Sponsored ·

Like Page

Unleash the adventurer in you! Taking a break from the daily routine of life, opt for a thrilling adventure in one of the most beautiful corners of the paradise island.

For your convenience, we have come up with a selection of quad biking activities and 4x4 off-road drives! Experience the adrenaline rush, savour the greenery and panoramic views of the multiple sites and bask in the beauty of the island aboard your quad, buggy or kart.




DREAM. EXPLORE. DISCOVER  
**QUAD ACTIVITIES & 4X4**  
UNLEASH THE ADVENTURER IN YOU!

Quad Activities & 4x4

ARIANNA.COM


Book Now

25 < men < 55


**Arianna Spa Hotel and Suites**  
 Sponsored ·

Like Page

With the launch of our new Spa Treatment menu, we have created a new Detoxing Facial featuring the new Vine[Active] skin care range by Caudalie. This divine detoxing facial will kick-start your skin in preperation for Summer.




Vine Detoxing skin therapy

ARIANNA.COM

Book Now


Like
 Comment
 Share

35 < women


**Arianna Spa Hotel and Suites**  
 Sponsored ·

Like Page

Parasailing is the ideal excursion for those looking for a special sea-air activity. Parasailing offers you a breathtaking bird's eye view of the beautiful lagoon and beaches



DREAM. EXPLORE. DISCOVER  
**SEA AND WATER ACTIVITIES**  
PARASAILING, SEA HOVER ADVENTURE

For a special sea-air activity, be sure to enjoy Parasailing

ARIANNA.COM

Book Now

Like
 Comment
 Share

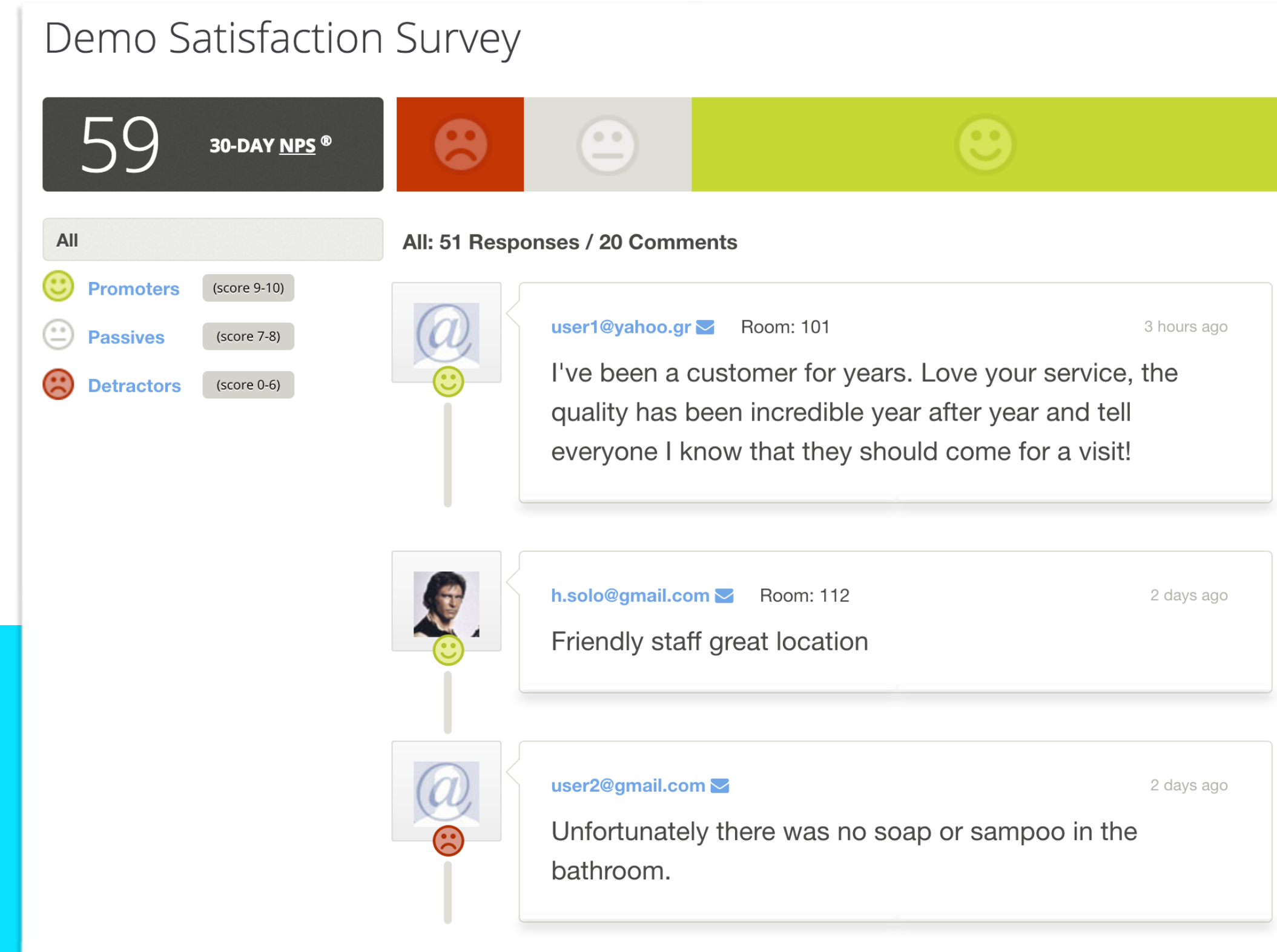
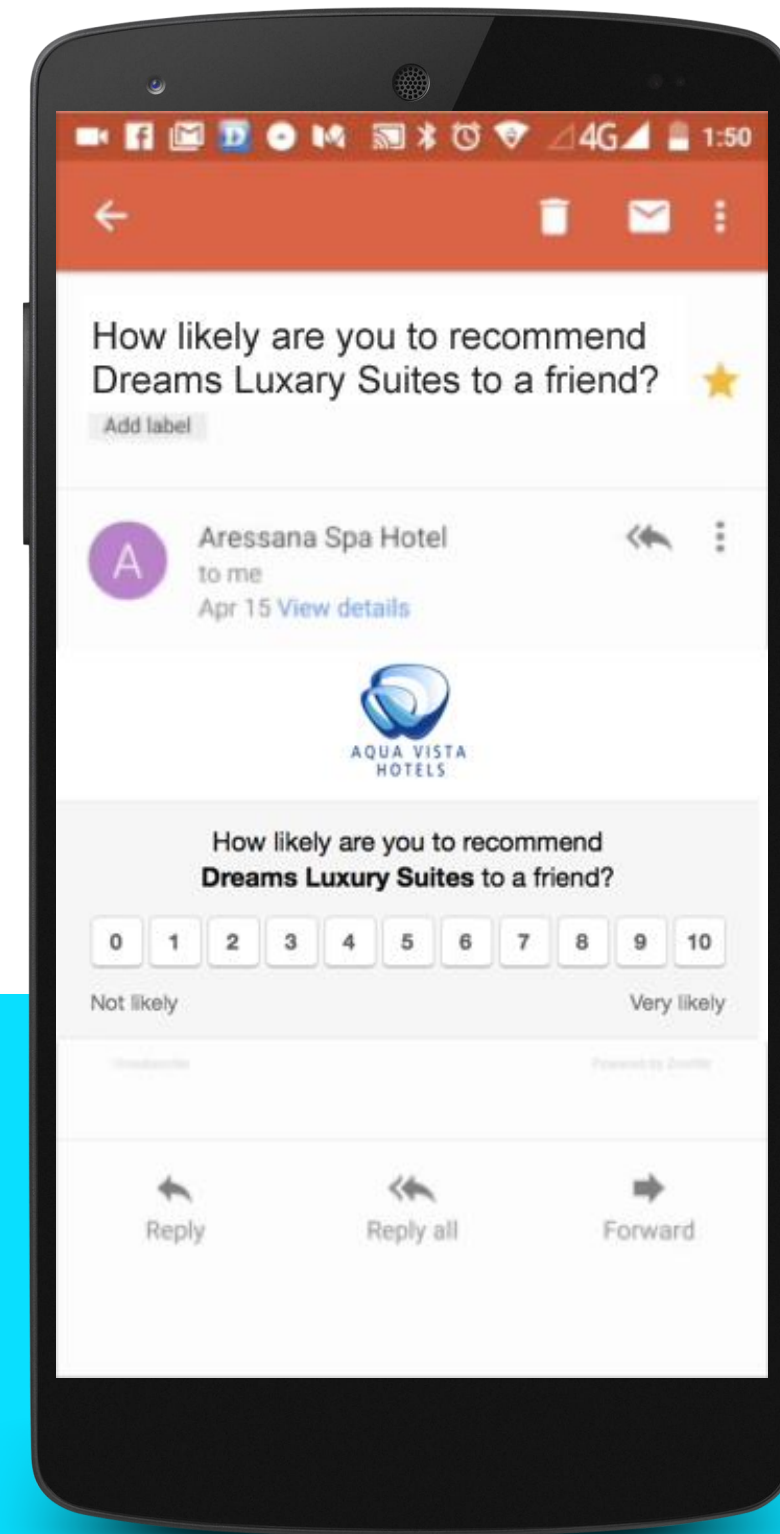
interesting in extreme sport



Automate your guest's feedback

---

# NPS surveys



55% response rate on reservations



Automate your online ratings

---

# real time satisfaction survey based on NPS

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

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

## How was *Aressana Spa Hotel and Suites*?

Thank you for choosing Aressana Spa Hotel and Suites for your recent stay in *Santorini*.

Thank you for your feedback! You made our day!  
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.

Thank you again, it was a pleasure having you and we hope you'll choose Aressana Spa Hotel and Suites the next time you're in Santorini for another Greek Hospitality Experience.

Warm Island regards

*The Aressana Spa Hotel Team*

How would you rate us overall?



[Click here to begin your review](#)

This email is sent on behalf of Aressana Spa Hotel and Suites. Please email [guestrelations@aressana.gr](mailto:guestrelations@aressana.gr) with any comments or questions.



31%

of guests provided  
a review during their stay



36%

of guests answered  
the survey



66.6%

of the guests  
were promoters, rating  
9 or 10 the hotel services



23.4%

of the guests  
were neutral  
with rates 7 to 8



10%

disappointed guests got  
an answer through Zoottle  
right after they gave  
their feedback!



The same time

21.000

emails had sent to hotel crew,  
notifying them that they have  
a disappointed customer  
inside their venue!



After stay

77.250



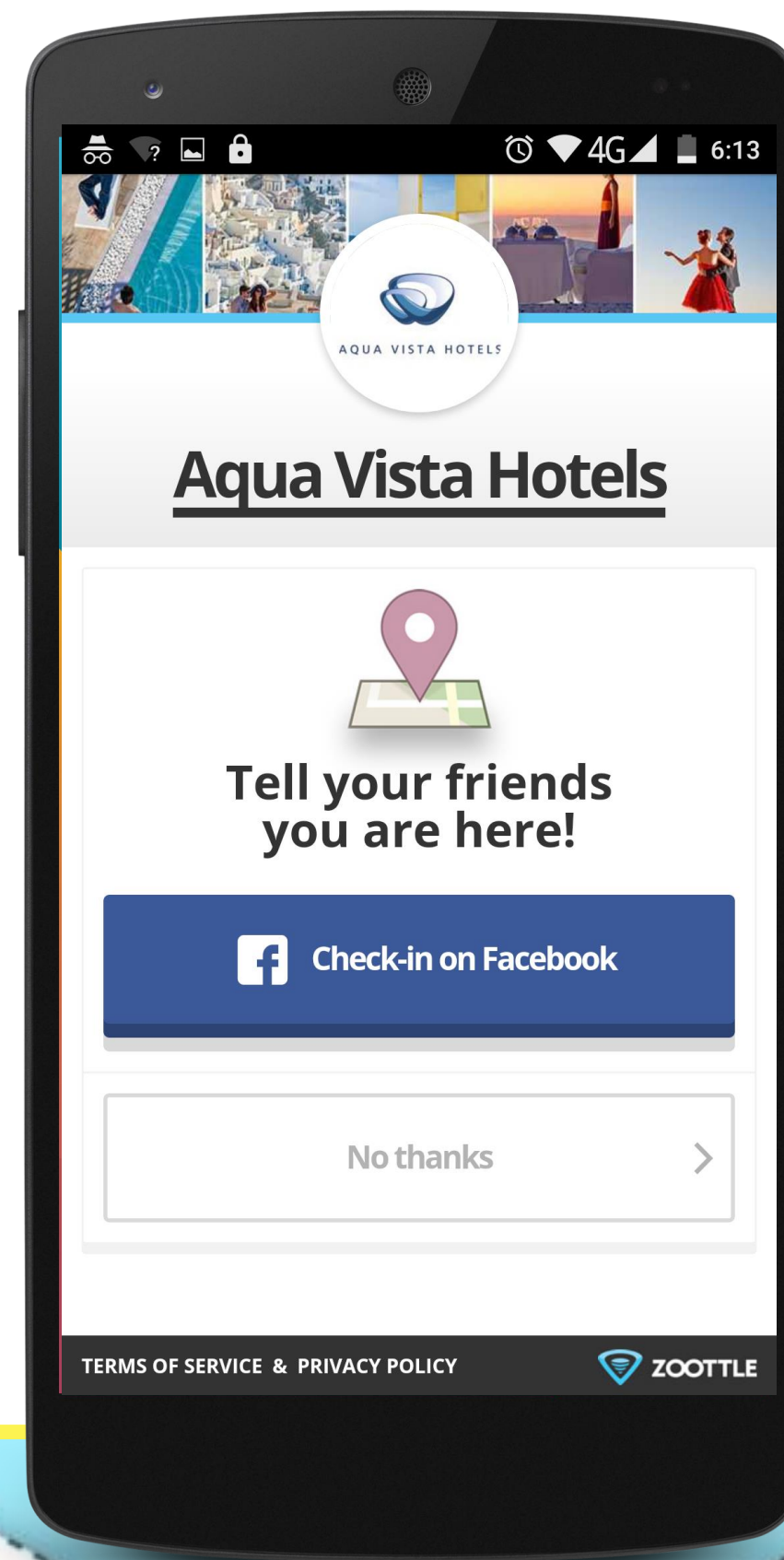
really happy clients got an email asking  
them to give a review to Tripadvisor!



HOTEL







**41%**

of guests connected  
to hotel's WiFi  
with Facebook



**106.000**

**Facebook check-ins**

This is why hotels using  
Zoottle had more than 5x  
the amount of Facebook  
check-ins



**1000x**

**facebook reviews  
to the hotels  
Facebook pages!**

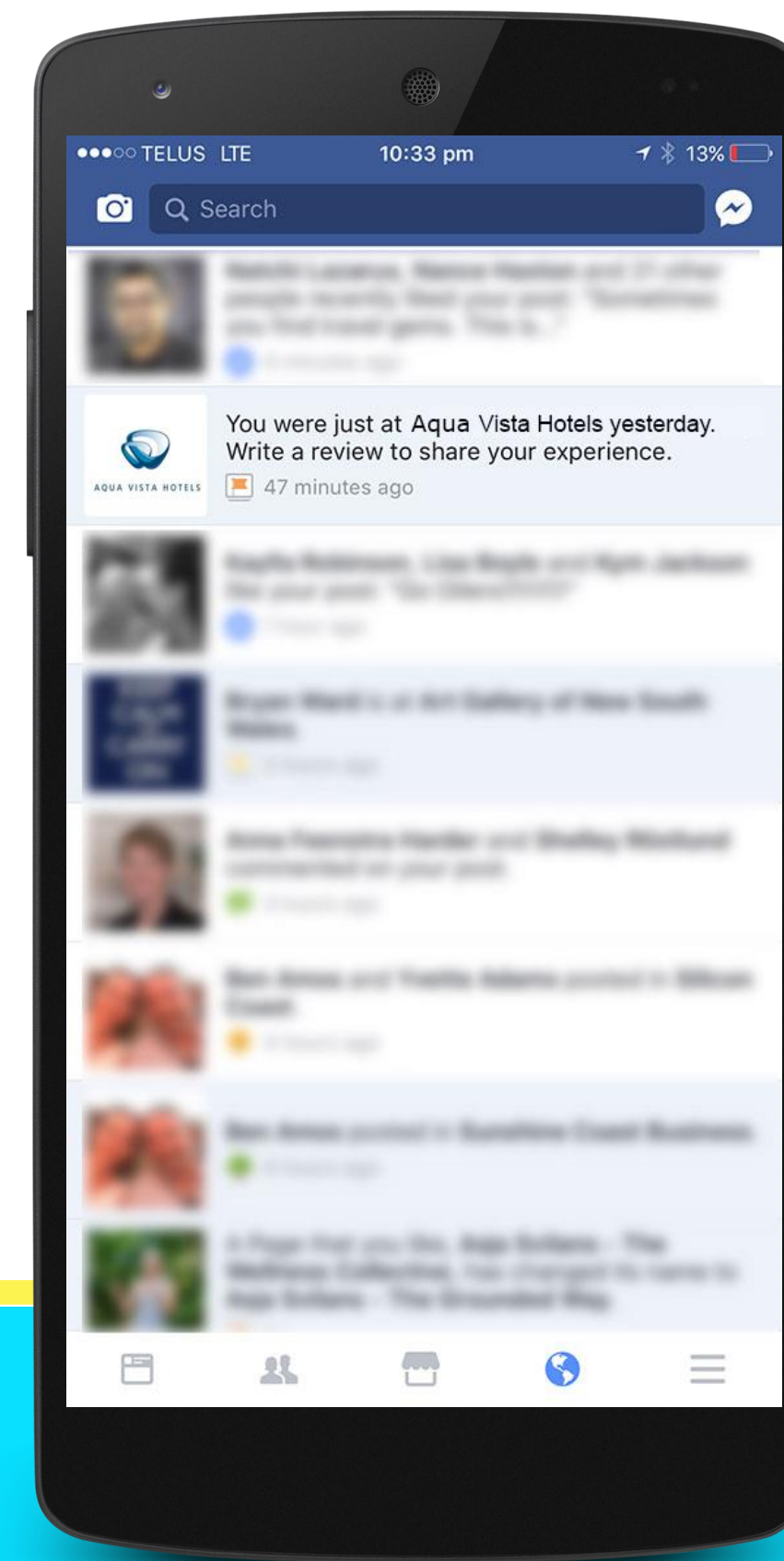


which resulted in over

**23.000.000**

impressions of these hotels





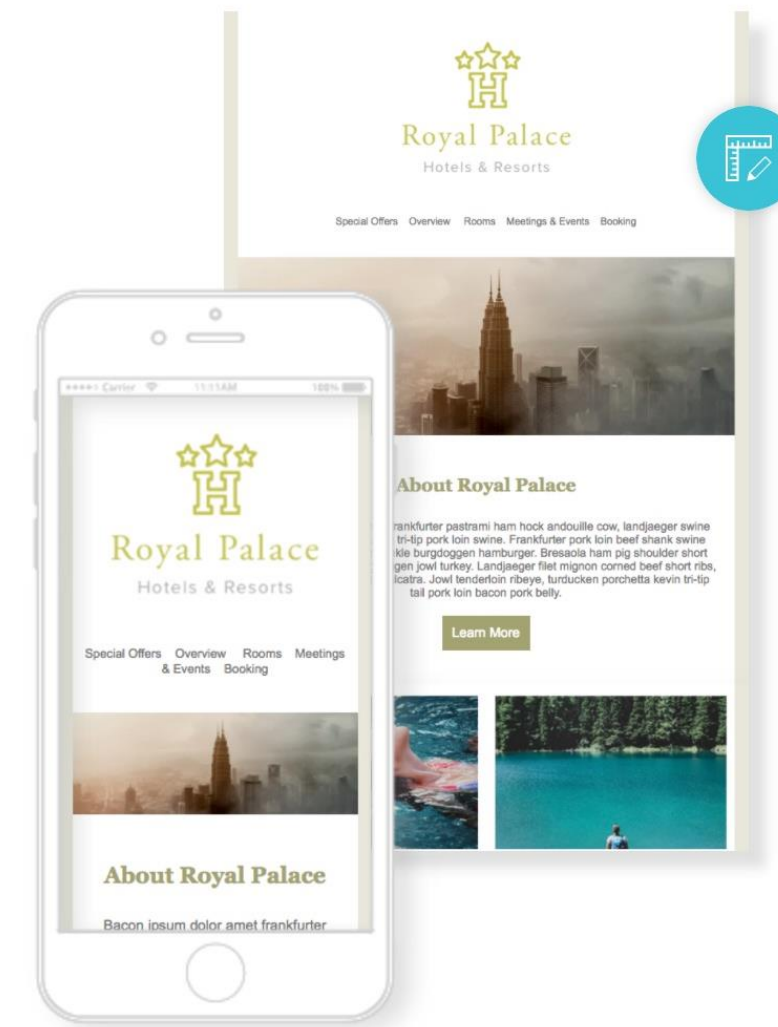
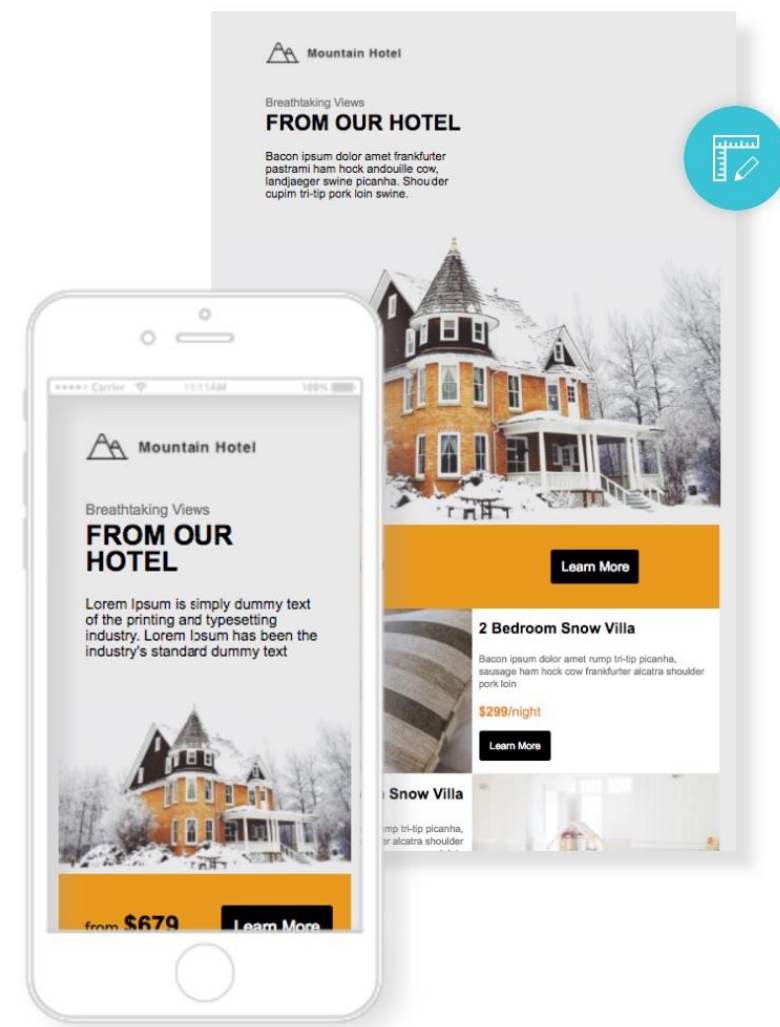
for every FB check-in after 24h  
there is a notification for FB review



Automate your after stay communication

---





## Email Automation Marketing

based on: No of visit, day of last visit, gender, age, etc

Sent an email  
offer on guest's birthday



Sent an email  
6 month after  
their check out



Sent an email  
for early booking



**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 quest form the previews seasons



PETASOS BEACH RESORT & SPA  
MYKONOS





**KEEP  
CALM  
AND  
COMPLY WITH  
GDPR**

Personal Data requires GDPR compliancy



some of our clients



thank you

[nasos@zoottle.com](mailto:nasos@zoottle.com)



leverage existing infrastructure



plug & play



