

Marketing Technology That Drives Results

Unlock Greater Guest Value Through
Targeted & Data-Driven Campaigns



Great hospitality marketing reaches the right guest at the right moment.

Great hospitality marketing is about reaching the right guest at the right moment. When guest messages feel generic, poorly timed, or out of sync with the guest journey, engagement drops and revenue is left on the table. Agilysys Digital Marketing makes it easy to deliver targeted, data-driven campaigns across key moments of the guest experience, helping businesses connect more personally with guests, increase direct bookings, and drive measurable growth.

Benefits:



Increase Direct Bookings & Guest Engagement

Increase direct reservations and repeat visits with timely, relevant messaging delivered at key moments throughout the guest journey.



Centralize All Guest Communications

Manage campaigns, confirmations, service updates & text alerts from a single platform while maintaining consistent branding without switching systems



Deliver Personalized Guest Experiences

Use guest preferences, customer itinerary, and booking details to deliver personalized communications that build stronger relationships and long-term loyalty.



Own Your Marketing In-House

Use guest data and booking insights to run targeted campaigns internally reducing reliance on agencies while staying agile, cost-efficient, and in control of your brand.



Deliver Dynamic Attachments With Every Guest Communication

Automatically generate and send personalized PDFs—like parking passes and name tags—creating a seamless, ready-to-go guest experience.



Improve Marketing Performance With Clear Visibility

Access engagement and campaign performance reporting to understand what works and refine outreach for better results.



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Agilysys Digital Marketing **Product Features:**



Automated Guest Journeys with Unified Messaging

Manage the full guest journey in one place by combining email, SMS, and a single itinerary to deliver confirmations, reminders, offers, and updates seamlessly.



Intelligent Guest Profiles

Leverage centralized guest data, including reservations, transactions, and preferences, to create more relevant communications.



Automated Guest Journey Messaging

Set up messages once and have them automatically send at booking, pre-arrival, during the stay, checkout, and post-stay. Update messaging as needs change.



Single Itinerary with Automated Guest Communication

Give guests one place to view all reservations, with automated itinerary emails sent directly to keep every detail clear and connected.



Targeted Audience Segmentation

Create guest groups based on insights, guest activities, or preferences to deliver more relevant communications.



Dynamic Attachments, QR Codes, and Barcodes

Include PDFs such as parking passes or tickets, and generate QR codes or barcodes to support seamless on-property access.

The Power of the **Agilysys Ecosystem**

Take Digital Marketing further with integrated solutions designed to streamline operations and personalize every guest interaction.

Digital Marketing



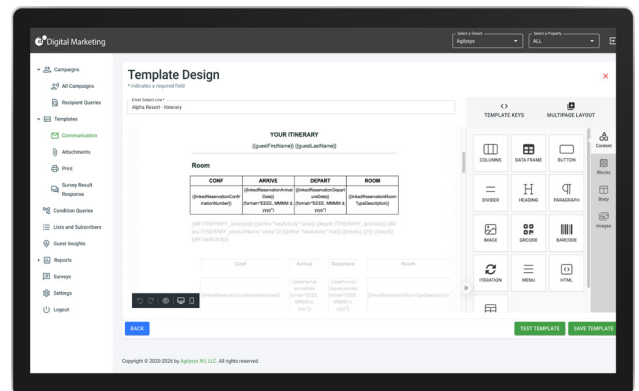
Analyze

Extend campaigns into data driven performance insights.



Loyalty & Promotions

Extend campaigns into loyalty driven repeat revenue.



agilysys Hospitality Technology
to **Go Beyond™**



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