

## BUILD MEANINGFUL GUEST CONNECTIONS

### Timely, Relevant Email & SMS Marketing Campaigns



### Personalized Digital Hospitality Marketing

Agilysys Digital Marketing automates guest email and SMS marketing communications to stay connected with guests throughout the guest journey. Whether your message is triggered at time of reservation, check-in/out or is part of an automated campaign, you can make every communication feel personal and relevant.

#### More opportunities to enhance guest service



#### Messages That Matter

Provide personalized content & offers. Each guest message is tailored to the specific nature of the guest, their history, and their stay – generating both service and revenue opportunities. A family traveller might receive different offers than a business traveller, etc.



#### Brand-Crafted Designs In Minutes

The easy to use, powerful message editor allows you to quickly create offer templates using your branding with a simple drag & drop interface that optimizes your messages for both mobile and desktop viewing.



#### Build Revenue With Targeted Marketing Campaigns

Drip campaigns deliver relevant content and offers to the guest at each stage of the journey, while targeted campaigns stimulate repeat business and demand for future travel.



#### Access Guest Information From Any System

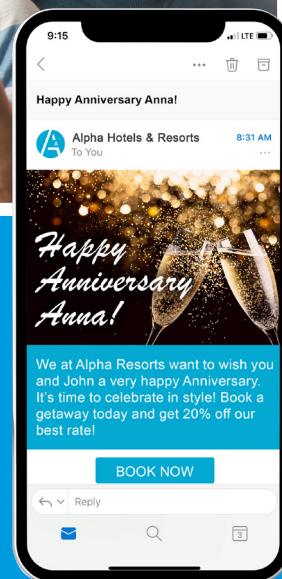
Connect all your systems and combine content (e.g. single itinerary) to deliver a unified, single view of each guest's journey that automatically inserts content from each booking and interaction.



#### Communication Channels That Match Guest Preferences

Email or SMS is each guest's choice with content that dynamically formats for both. And integration with Agilysys Service powers two-way chat for a superior guest experience and added service and revenue opportunities.

**See Agilysys Versa Digital Marketing in Action!**  
**Visit [www.Agilysys.com](http://www.Agilysys.com) or call: 877 369 6208**



### Get Personalized Guest Engagement.

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### ABOUT AGILYSYS

Agilysys exclusively delivers state-of-the-art software solutions and services that help organizations achieve High Return Hospitality™ by maximizing Return on Experience (ROE) through interactions that make 'personal' profitable. Customers around the world use Agilysys Property Management Systems (PMS), Point-of-Sale (POS) solutions and Inventory and Procurement (I&P) systems to consistently delight guests, retain staff and grow margins. Agilysys' customer base includes branded and independent hotels; multi-amenity resorts; casinos; property, hotel and resort management companies; cruise lines; corporate dining providers; higher education campus dining providers; food service management companies; hospitals; lifestyle communities; senior living facilities; stadiums; and theme parks. [www.agilysys.com](http://www.agilysys.com)

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