ORACLE

Guest-Experience Marketing with Oracle Hospitality

Adapt hospitality messaging with real-time, connected data

Justin Woo

Principal Solution Engineer
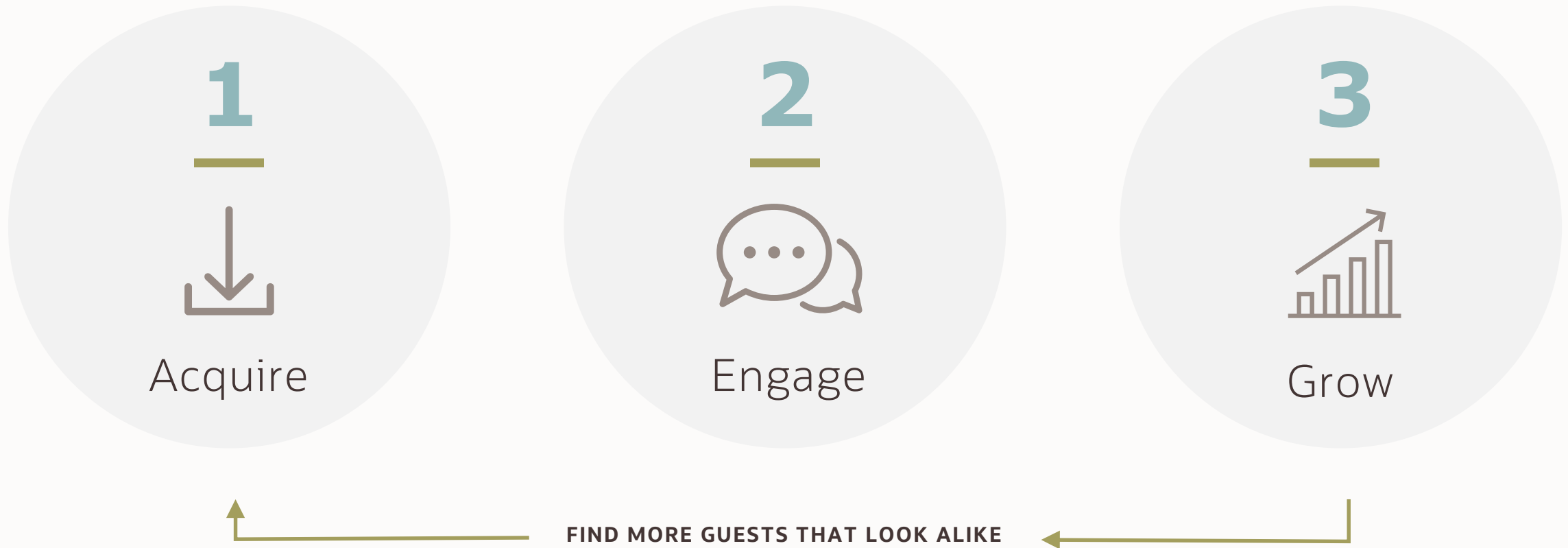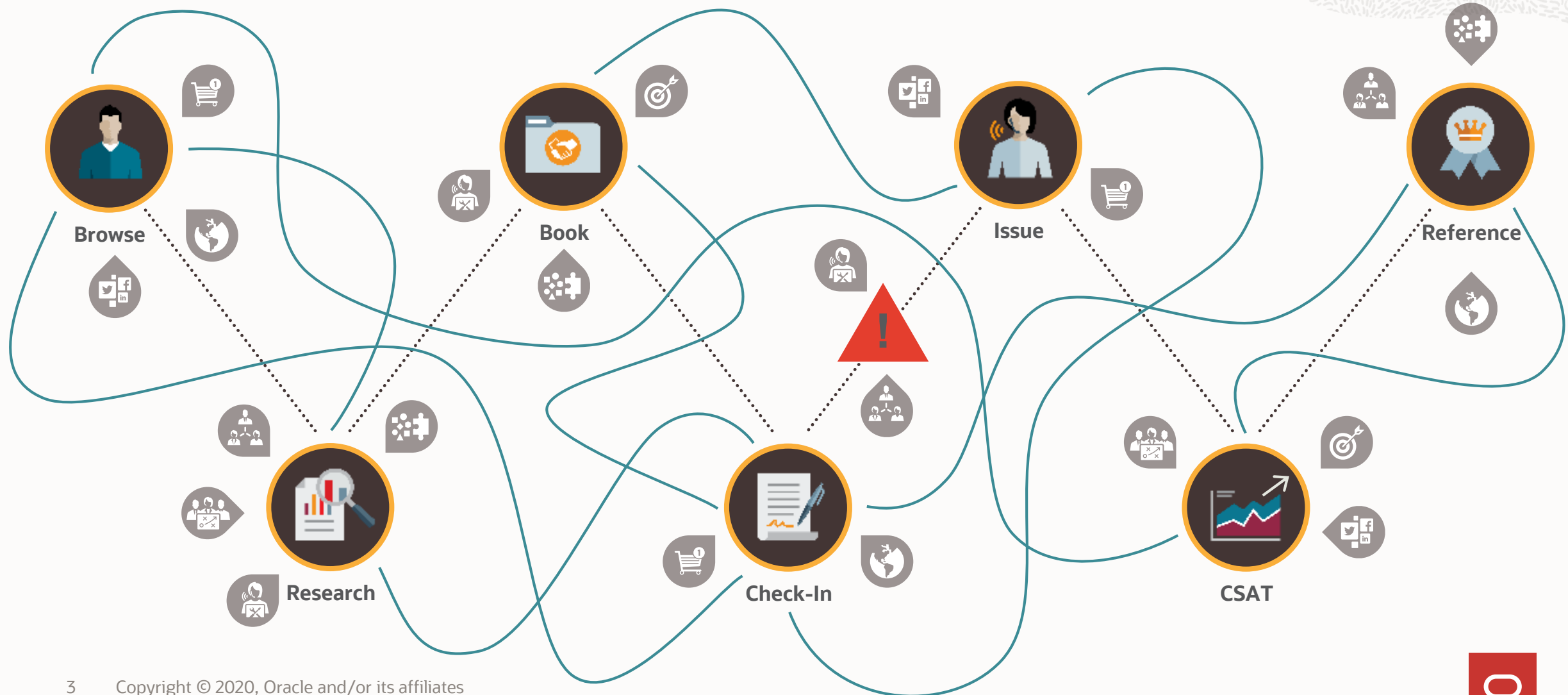
Oracle CX Marketing

January 30, 2020

A connected experience across the guest lifecycle

1

Acquire

2

Engage

3

Grow

FIND MORE GUESTS THAT LOOK ALIKE

Unpredictable, instant, and distinct experiences

Browse

Book

Issue

Reference

Research

Check-In

CSAT

Personas:
Guest

MIKE
Guest

Mike is an IT professional, lives in
Chicago, and travels both for business
and with his family

Personas:

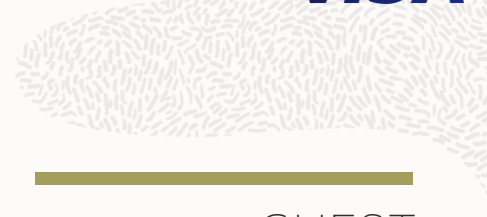# HOSPITALITY MARKETER

DANIEL
Marketer for MaxHotels

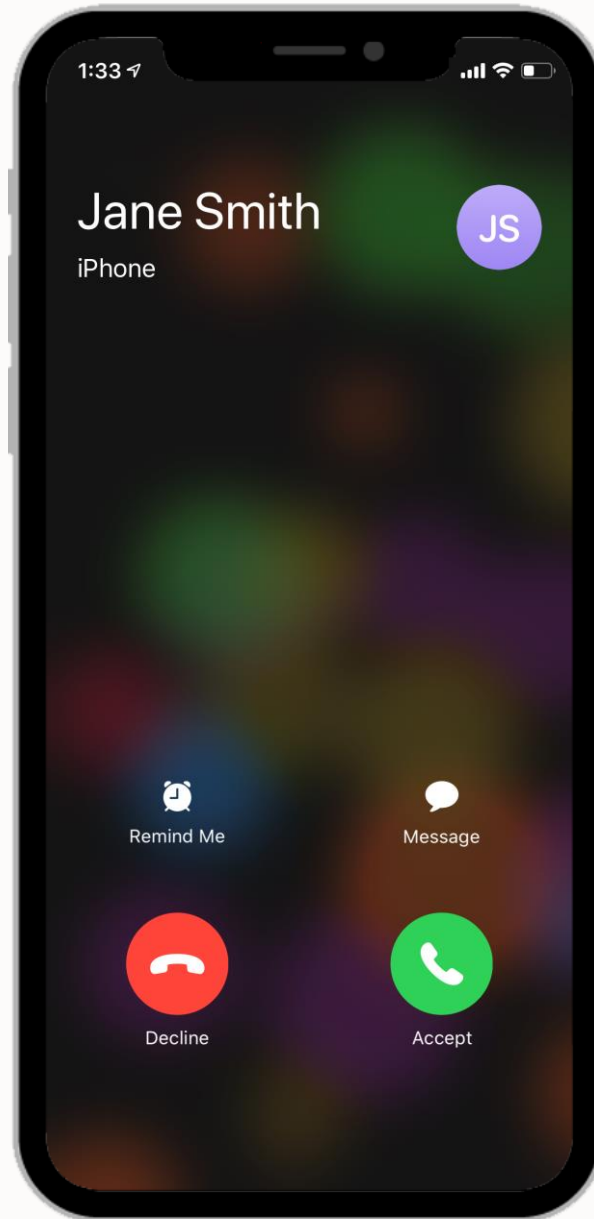Daniel is a marketer that owns marketing experiences for MaxHotels

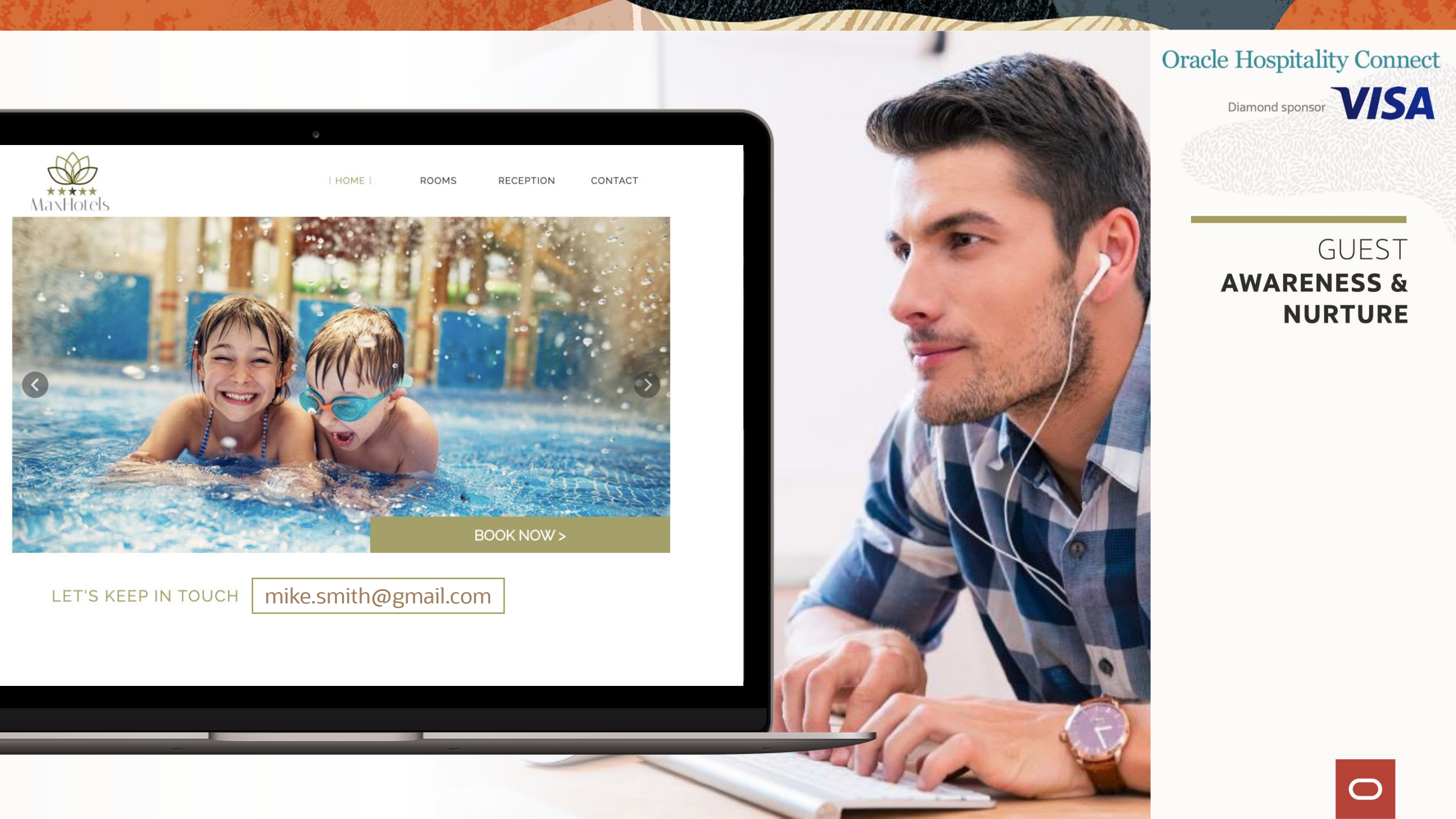Oracle Hospitality Connect

Diamond sponsor **VISA**

GUEST
**AWARENESS &
NURTURE**

GUEST
**AWARENESS &
NURTURE**

GUEST
**AWARENESS &
NURTURE**

MaxHotels

[HOME]   ROOMS   RECEPTION   CONTACT

BOOK NOW >

LET'S KEEP IN TOUCH   mike.smith@gmail.com

Triggered From Email Activity

Offer Adapts to Website Activity

Send-Time Optimization 6:49 AM

3rd Party Data Fueled Dynamic Content

Personalize with data from Oracle Hospitality

Oracle Hospitality Connect

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As a MaxHotels loyalty me... you are as good as gold

MaxHotels
9:30am

Business or pleasure, our place is yours

BOOK NOW

Stay for business and rewa... your family

MaxHotels
9:30am

Bring the family for some fun in the sun

BOOK NOW

Beaches or forests, your adventure never ends

The great outdoors await

MaxHotels
6:49am

Satiate your wanderlust

There is so much to do!

GUEST
**AWARENESS &
NURTURE**

Let location help drive revenue through the guest experience
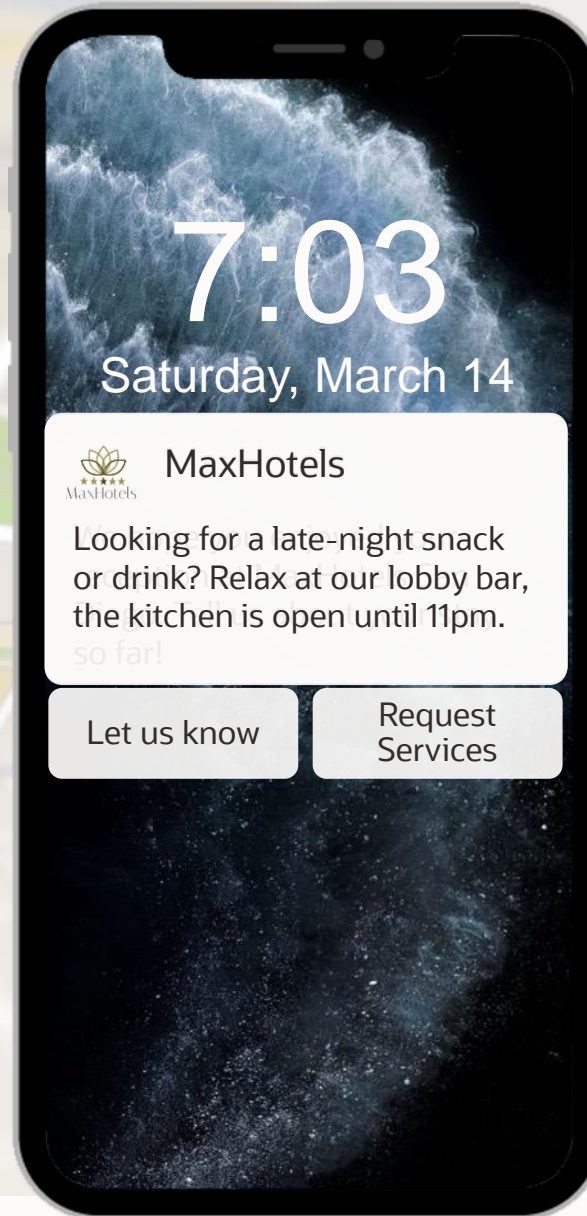
What we know about MIKE

Making the connection

DATA WAREHOUSE

CRM

WEBSITE & APP REAL-TIME STREAMS

TRANSACTIONS

RECOMMENDATIONS

DEMOGRAPHICS

ANALYTICS

3RD PARTY DATA
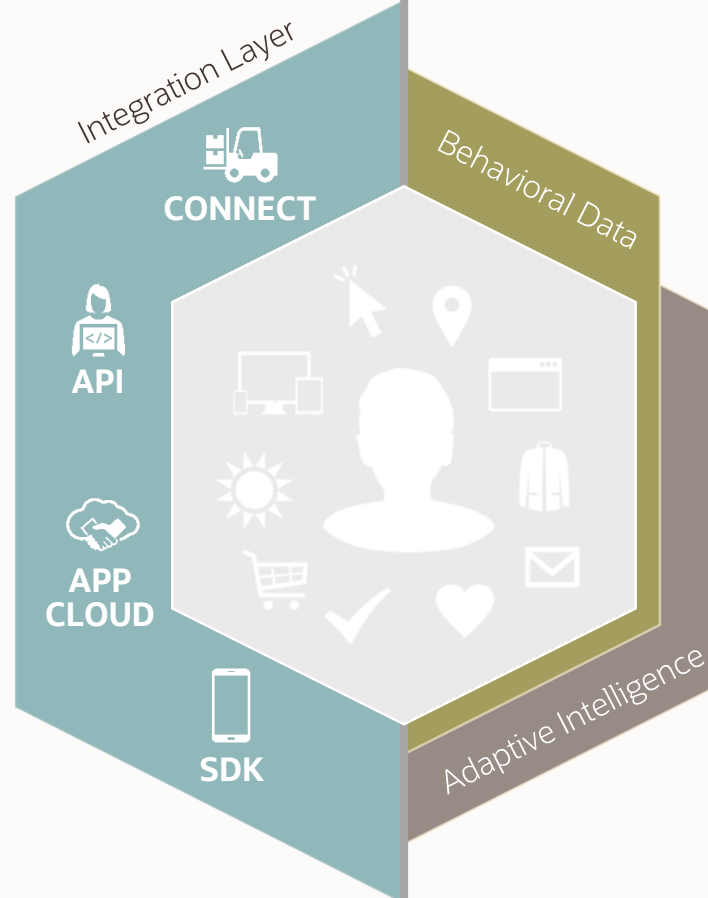
GUEST SERVICE

CHANNEL PREFERENCES

Integration Layer

Behavioral Data

CONNECT

API

APP CLOUD

SDK

Adaptive Intelligence

Name: Mike Smith

Oracle Hospitality Connect

Birthday: 08/10/1979   Diamond sponsor   **VISA**

Email Address: mike.smith@gmail.com

Mobile Number: 1-555-555-4444

Device ID 1: 8A:22:78:42:C4

Device ID 2: 9A:24:89:30:Q8

Location: Chicago, IL

MaxHotels VIP Status (Hospitality): Platinum

Points Remaining (Hospitality): 175,884

Total Room Revenue (Hospitality): $18,847

Total Food & Beverage Revenue (Hospitality): $2,564

Married (3rd Party): Yes

Children Present (3rd Party): Yes

Traveler for Business (3rd Party): Yes
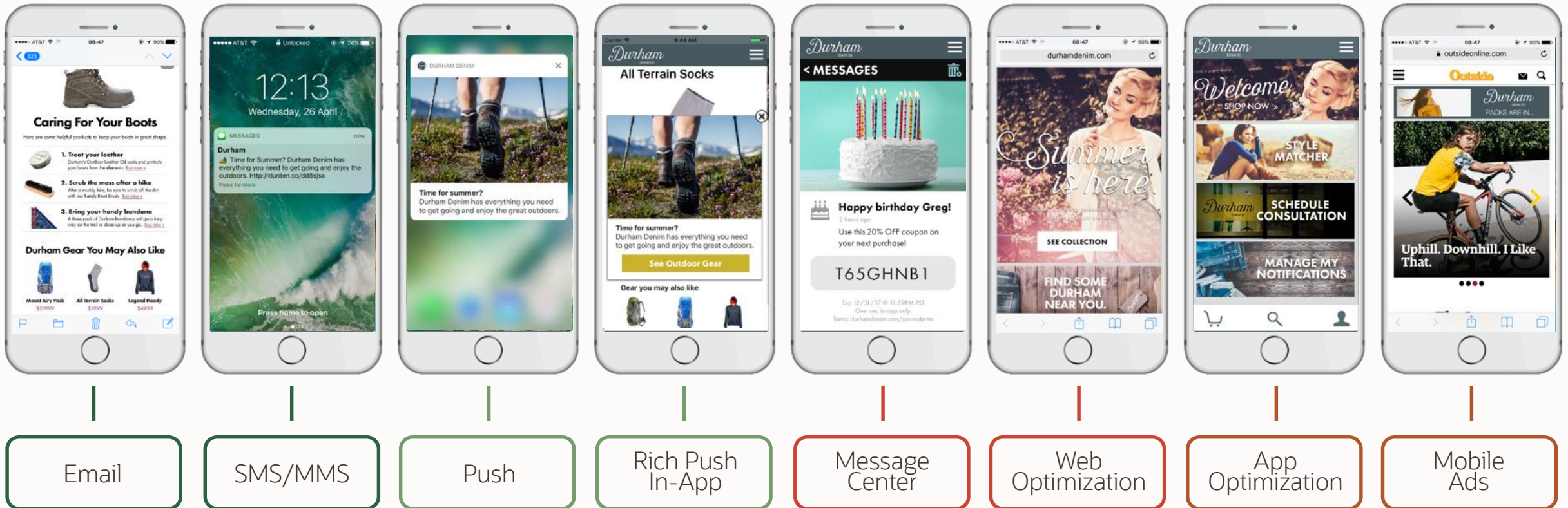
Traveler with Family (3rd Party): Yes

Outdoor Enthusiast (3rd Party): Yes

Last Email Opened: 01/15/2019

Last Push Opened: 01/14/2019

Last SMS Clicked: 12/19/2019

Connected experiences beyond siloed systems

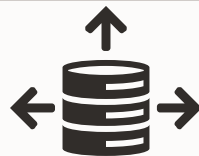| Email | SMS/MMS | Push | Rich Push In-App | Message Center | Web Optimization | App Optimization | Mobile Ads |

Oracle Data Cloud informs superior AI-driven experiences

Largest 3rd Party Data Marketplace

3X

ROI when using Oracle's 3rd Party Data to enhance segmentation for **guest reactivation** efforts

Data Analysis

Data Collection

Data Distribution

50K+
from 1500 sources
and 15M web sites

$5T
online and
offline consumer
transactions

5B+
Global
consumer
IDs

7.5T
data points
collected
monthly

Website and mobile-app testing and optimization

GUEST
ADAPTIVE EXPERIENCES

MaxHotels

[HOME]   ROOMS   RECEPTION   CONTACT

BOOK NOW >

Enriched Service Dashboards

Profile Data

- VIP Status
- Total Number of Stays
- Points Remaining
- Food & Beverage Rev.
- Last Stay Date
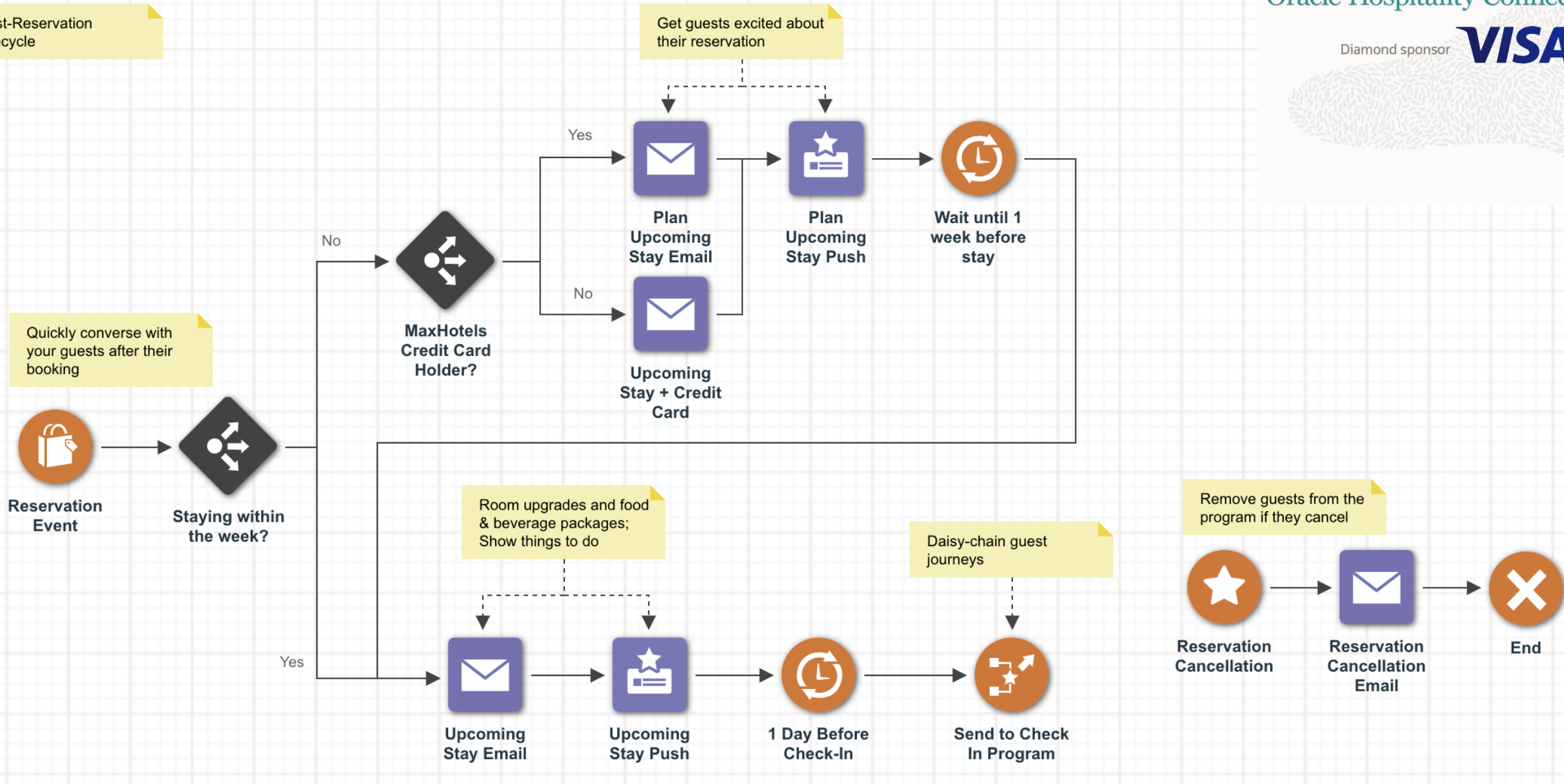- Bookings
- Property Transactions

Oracle CX Data

- Married
- School-Aged Children
- Outdoor Enthusiast
- Golfer
- Travels with Family
- Recent Web/App Activity
- Marketing Interactions

Data-Informed Service Cross-Selling

Oracle Hospitality Connect

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GUEST
PERSONALIZED EXPERIENCE

7:03
Wednesday, July 15

MaxHotels

We are excited to have your family in Miami next week! Let us make things easy for you and explore our MaxHotels Vacation Club food and beverage packages!

Learn more | Add Now

Post-Reservation Lifecycle

Get guests excited about their reservation

Quickly converse with your guests after their booking

Reservation Event

Staying within the week?

No

MaxHotels Credit Card Holder?

Yes

Plan Upcoming Stay Email

No

Upcoming Stay + Credit Card

Plan Upcoming Stay Push

Wait until 1 week before stay

Room upgrades and food & beverage packages; Show things to do

Yes

Upcoming Stay Email

Upcoming Stay Push

1 Day Before Check-In

Daisy-chain guest journeys

Send to Check In Program

Remove guests from the program if they cancel

Reservation Cancellation

Reservation Cancellation Email

End

Adaptive guest journeys

AWARENESS

NURTURE

AQUISITION

ENGAGEMENT

CONVERT

84%
Increase in Open Rates
When using multiple channels for messaging

90%
Increase in Booking Intent
When guests receive a consistent message across channels

30%
Conversion Rate Increase
With personalized-experience Marketing creative

Thank you

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