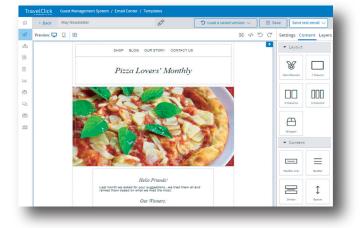
amadeus

GMS' New Email Center

FIND EASE-OF-USE, MODERN DESIGN, AND HOSPITALITY-SPECIFIC FEATURES IN OUR NEW EMAIL CENTER SO YOU CAN FOCUS ON MARKETING

Quick & Easy Email Creation

Build high-performing, responsive emails across all email clients with drag and drop editing for greater efficiency and speed.



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Linear & Frictionless Workflow

Glide through Email Center workflows from campaign creation to execution (or save your spot and pick up from where you left off) to enable rapid marketing campaign execution.

ଜ	Setup your campaign						
1	Secop your campaign						
ക	3 Setup	(2) Content	3 Recipients	(4) Confirmation			
R							
۵	Select the type of campaign *		-				
Lat.	Regular						
0	Send a one-time campaign to your contacts		Test o				
	Campaign Name*		Folder *	Language *			
	July 4th Sale		Q2 Marketing	English V			

Precise & Intuitive Segmentation

Segment your data with confidence from a variety of general and hospitality-specific criteria -- such as RFM score or upcoming reservations dates -- with a highly comprehensible and revisable segmentation interface.

3	Segmentation	+ New segment	Rema	we segment Bo Capsule segment Duplicate / Edit segment			
0	ф зермент Во синзице						
Ь	🗘 Campagin 2020	Reservation Date Range		Target description			
B	✓ Hotel A	In between 🗘 23 Max, 2020 🟥 23 Apr, 2020 🟥		(Reservations between 23 Mar,2020 and Apr, 2020 AND Hotel B, HotelC) AND (NOT Campaign 11/12 OR			
Ð	✓ Hotel B	Weekdays only Weekends only	0	NOT Campaign 12/12 OR NOT Campaign 12/19 }			
el.	Segment 6 20	And					
0	Segment 7 238	Hotel					
23	Segment 8 500	Hotel A Hotel B Hotel C Hotel D					
20		And					

Reporting Made Easy

Review quickly digestible status and performance recaps to assess all your campaigns from a single view.

6	Campaigns		Q. Search for a campaign					Filter by: All V Create a new Campaign		
Ø				CAMPAIGN TITLE	CAMPAIGN TYPE	REVENUE	OPEN RATE	CLICK RATE	STATUS	ACTIONS
њ	All Campaigns			Fireworks Schedule	Offer	\$10,000	60% (120)	60% (120)	• Draft	0 :
а	Autumn Marketing			Pool Side Party	Offer	\$10,000	75% (100)	75% (100)	Scheduled	0 :
- 1	Holiday Marketing	~		Barbeque	Offer	\$20,000	55% (125)	55% (125)	 Pending approval 	0 :
0	July 4th			July 4 Event Schedule	Offer	\$30,000	34% (120)	34% (120)	Sending	0
ы				Event Schedule	Offer	\$25,000	23% (120)	23% (120)	• Sent 18 Apr, 2019	0 :
9	Summer Marketing	~		4 Season Resteraunt Menu	Offer	\$8,000	67% (120)	67% (120)	• Sent 18 Apr, 2019	0 1
2	Spring Marketing	\sim		Breakfast Buffet Menu	Offer	\$6,000	60% (120)	60% (120)	• Sent 18 Apr, 2019	0 1
	Winter Marketing	~		Kids Fun Party	Offer	\$23,000	60% (120)	60% (120)	• Sent 18 Apr, 2019	0 :
	Special Events	~		Kids Event Schedule	Offer	\$5,000	60% (120)	60% (120)	Suspended	0 :
44				Kids What to Bring	Offer	\$1,000	60% (120)	60% (120)	Archived 18 Apr, 202	001

www.amadeus-hospitality.com/solutions/guest-management/

Contact us: +1 866-674-4553 or https://www.amadeus-hospitality.com/contact/

We are all about maximizing revenue for hotels. Our data-driven solutions enable over 25,000 customers around the globe to know, acquire, convert and retain guests.