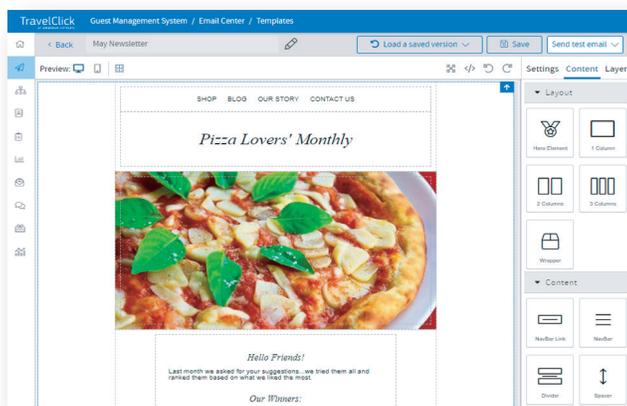


# GMS' New Email Center

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

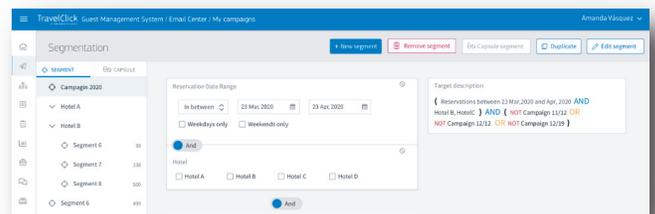
## Quick & Easy Email Creation

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



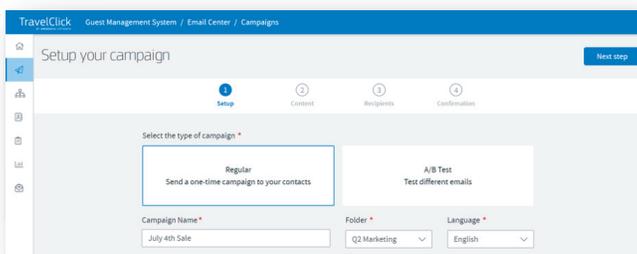
## Precise & Intuitive Segmentation

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.



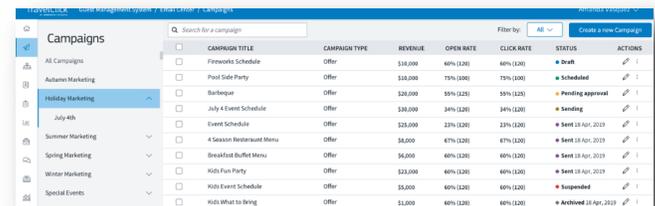
## Linear & Frictionless Workflow

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.



## Reporting Made Easy

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



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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.