

Clairvoyix Hospitality Solution (CHS) – Opera in the Cloud Data Sheet – Summer 2021

The Clairvoyix Hospitality Solution is a fully featured sales and marketing automation platform that integrates directly with Opera in the Cloud utilizing the Oracle Hospitality Integration Platform (OHIP). This integration results in a very fast deployment timeline (customer onboarding) and a very efficient and secure process for periodic PMS data extracts and marketing database imports. Most importantly, CHS is a proven revenue generator that leverages a property's highly valuable past guest data.

The Clairvoyix Hospitality Solution (CHS) securely and periodically extracts marketing relevant past guest data from Opera in the Cloud and subsequently inserts the data into the CHS marketing database (Oracle). CHS performs data hygiene, data matching and de-duplication, and data enhancement to the contents of the client marketing database. This allows for highly targeted, segmented, and personalized direct multi-channel marketing campaigns, including room promotions, monthly newsletters, golf/spa promotions, pre-arrival, post-stay with survey and much more. CHS includes a "client portal" that is the user-friendly interface to campaign scheduling, proofing, asset selection, audience selection, and approvals. The client portal links to a configurable set of web-accessed dashboards that allow for insight as to the property audience (past guests), campaign performance, feeder markets, market segment performance, and other key marketing metrics that can be utilized to drive the greatest possible campaign performance.

The Clairvoyix Hospitality Solution (CHS) Process – critical steps

1. CHS periodically extracts past guest data from Opera in the Cloud utilizing OHIP
2. CHS imports the guest data into the client marketing database
3. CHS performs data hygiene, match/de-duplication, and data enhancement to the guest data
4. Clairvoyix "maps" the guest data to the Clairvoyix hosted analytical dashboards.
5. Property initiates campaign deployment via the "*Schedule Project*" form on the Clairvoyix Client Portal.
6. Property determines segmented/targeted audience list based on the dashboard filters and requests the audience list on the "*Project Spec*" form in the Clairvoyix Client Portal.
7. Property selects an approved email/Facebook template and provides content via the "*Project Spec*" form on the Clairvoyix Client Portal.
8. Clairvoyix configures the email template according to the previously completed "*Project Spec*"
9. Clairvoyix facilitates the Client approval process for both the audience list as well as the email template.
10. Clairvoyix deploys the email campaign and/or Facebook Custom Audience campaign as scheduled.
11. Clairvoyix provides detailed email campaign metrics and Facebook campaign metrics to include:
(Opens/Clicks/Total Revenue/Total Room Nights/Total Folio Revenue)

The Client property is responsible for:

- *Scheduling an email and/or Facebook Customer Audience campaign*
- *Requesting a targeted audience list for email and/or Facebook Customer Audience deployment*
- *Providing creative assets and other content as required by the campaign*
- *Approving campaign drafts and proofs*

The Clairvoyix Professional Services team is responsible for:

- *Consulting with the Client on campaign strategy including audience list determination*
- *Extracting targeted/segmented audience lists from the Client marketing database*
- *Creating email and Facebook Customer Audience drafts and proofs*
- *Deploying email campaigns and/or Facebook Custom Audience campaigns*
- *Assisting Client with interpretation of campaign performance as reported on the analytical dashboards*

The Clairvoyix Hospitality Solution – Audience Selection

Query Variables (Filters):

The Clairvoyix Hospitality Solution (CHS) provides the ability to quickly deploy campaigns based on segmented data from the property's past guests. The following are the **Top Ten Typical Variables (Filters)** (in any combination) used to create targeted audiences for past guest email and past guest Facebook Custom Audience campaigns:

1. Month of Arrival
2. Year(s) of Arrival
3. Arrival / Departure Pattern (weekday/weekend)
4. Market Segment (BAR, SMERF, Corp. Negotiated, etc.)
5. Package Rate Code
6. Room Type (e.g. suite)
7. Feeder Markets (e.g. State or other geography)
8. Guest Demographics (household level – income, education, marital status, etc.)
9. RFM Score (Recency, Frequency, Monetary value – 555 the best, 111 the worst).
10. Business Source (email, walk-in, OTA, etc.)


Clairvoyix Professional Services – Deploying Campaigns and Campaign ROI Reporting

The Clairvoyix Professional Services Group acts as an extension to your property's sales and marketing department. For example, the Clairvoyix Professional Services group performs all the "heavy lifting" of segmenting and targeting the campaign audience lists on behalf of a client property while complying with all regulatory requirements (e.g. GDPR, CASL) and by keeping the past guest data (and PII) secure. After campaign deployment CHS automates the process of correlating email recipients to revenue as reported in the PMS post-stay. Clairvoyix can also help multi-property organizations "cluster market" where groups of related properties, with proper approvals, may deploy joint campaigns by sharing past guest data within their property portfolio. All while keeping the data secure, and only allowing property personnel to have access to reports specific to their property.

Client Portal and Analytical Dashboard Sample Screen Shots


The following pages present sample screen shots of select web pages from the Clairvoyix Client Portal and select "tabs" from the Clairvoyix Analytical Dashboards.

Clairvoyix Client Portal Home Page Sample





[Guest/Consumer ▾](#)
[Group/Events ▾](#)
[Resources ▾](#)
[Team](#)

Enterprise Marketing Automation



Group Business Needs?
Clairvoyix Group Solution (CGS) is the answer!





Guest/Consumer

Reach out to your guests directly with messages that create ROI

- [List Request](#)
- [Provide Specs](#)
- [Approve](#)

Group/Events

Target your best clients with intentional offers that create bookings

- [List Request](#)
- [Provide Specs](#)
- [Approve](#)

Planning Ahead


Plan ahead for your next campaigns. Listed are days of observance for each month. [Here](#) are some ideas.

Make It Shine!

Want to stand out from the crowd? Want better lift? Learn the best practices to make your message special.

- [Subject Lines Need More Love](#)
- [Proven CTA Words and Phrases](#)

Clairvoyix Client Portal List Request Form Sample

 **CLAIRVOYIX**

Guest/Consumer ▾

Group/Events ▾

Resources ▾

Team

List Request - Guest/Consumer

Contact Info

Property Name/Code*

Requester First Name*

Requester Last Name*

Requester Email Address*

Email Send Dates

Date Submitted*

Deployment Date*

Audience

List Name

Audience Criteria

☐ Past Customer

☐ Segmented

If Segmented

Include Other Data Sources ☐ Yes


If Other

Exclude Future Reservations ☐ Yes

Comments for the Clairvoyix Team

Submit

Clairvoyix Client Portal – Project Spec Wizard Form 1 of 5

 **CLAIRVOYIX**

[Guest/Consumer ▾](#) [Dashboard](#) [Resources ▾](#) [Team ▾](#)

Project Specs- Guest/Consumer - Multiple Messages


[PROPERTY & CONTACTS](#) [DATES & AUDIENCE](#) [MESSAGE & COPY](#) [IMAGE & LOGO](#) [LINKS & SUBMISSION](#)

PROPERTY & CONTACTS

Property Code*	Invoice Recipient First Name*
<input type="text"/>	<input type="text"/>
Offer Approver Email Address* For example, Regional Revenue Manager, Brand Performance Manager, Ecommerce Consulting Group, Destination Marketing Team, etc.	Invoice Recipient Last Name*
<input type="text"/>	<input type="text"/>
	Revenue Manager Contact Email Address*
	<input type="text"/>
Requester First Name*	Invoice Recipient Phone*
<input type="text"/>	<input type="text"/>
Requester Last Name*	Invoice Recipient Email*
<input type="text"/>	<input type="text"/>
Requester Email Address*	Purchase Order (PO) Number
<input type="text"/>	<input type="text"/>
Requester Phone*	
<input type="text"/>	

Next

Clairvoyix Client Portal – Project Spec Wizard Form 2 of 5


CLAIRVOYIX

Guest/Consumer ▾
Dashboard
Resources ▾
Team ▾

Project Specs- Guest/Consumer - Multiple Messages

PROPERTY & CONTACTS
DATES & AUDIENCE
MESSAGE & COPY
IMAGE & LOGO
LINKS & SUBMISSION

DATES & AUDIENCE

[Template Examples](#) |
[Proofing Guidelines](#) |
[Project Spec Help/Definitions](#) |
[List Segmentation Options](#)

Date Submitted*

Deployment Date*

Audience Criteria*
 If segmented, provide criteria for list inclusion or suppression.
☐ All Emailable
☐ Segmented


If segmented

Proof List For Campaign Approval*
 Primary reviewers of draft & proof prior to delivery, between 2-4 persons. Separate email addresses by a comma with no spaces.

Seed List For Internal Distribution Upon Deployment*
 List of internal recipients (i.e. property level, ownership) who should receive email when it is deployed. Separate email addresses by a comma with no spaces.

Previous
Next

Clairvoyix Client Portal – Project Spec Wizard Form 4 of 5


CLAIRVOYIX

Guest/Consumer -
Dashboard
Resources -
Team -

Project Specs- Guest/Consumer - Multiple Messages

PROPERTY & CONTACTS
DATES & AUDIENCE
MESSAGE & COPY
IMAGE & LOGO
LINKS & SUBMISSION

Image & Logo

Main Image

Image File Name

Image File Name Left

Image File Name Right


Upload via FTP [here](#).

OR

Send the image directly to profserv@clairvoyix.com. Include the Property Code and B2C in the Subject Line: Example: SLCDM/B2C

OR


Image size: 640x495 minimum. Provide stock url, dropbox url, etc., in this field.



Unique logo*
If property has an approved unique logo send to project manager via email.

☒ No ☐ Yes


Example:



Previous
Next

4

Clairvoyix Client Portal – Project Spec Wizard Form 5 of 5


CLAIRVOYIX

Guest/Consumer -
 Dashboard
 Resources -
 Team -

Project Specs- Guest/Consumer - Multiple Messages

PROPERTY & CONTACTS
 DATES & AUDIENCE
 MESSAGE & COPY
 IMAGE & LOGO
 LINKS & SUBMISSION

LINKS & SUBMISSION

[Deep Link Guidance](#) | [Deep Link Tool](#)

New MCID Tag Process – Please Read Prior To Submitting Form

To request MCID tags, simply fill out the form below and the _____ will create MCID tags for the email campaign. Prior to submitting this form, please reference the [Deep Link Guidance](#) and build your links using the required [Deep Link Tool](#).

Revenue Management team is reviewing all offers prior to building the email drafts. If you do not submit your offer details, your submission will be canceled. If there are changes or additions after Project Submission, send to profserv@clairvoyix.com. When sending, include Property Code and B2C in the Subject Line: Example: SLCDM/B2C.

Campaign Name*
 The main concept of the overall mailing/campaign. For example, 'Spring' or 'Q2' or 'Holiday'.

Plan Code or Best Available Rate (BAR)*
 The code associated with your offer. For example, KQ3.

Plan Name *
 The name of your offer. For example, Dream Away.

Is this offer below BAR? *

☐ Yes

☐ No

Inventory*
 Inventory needs to be loaded no later than two Fridays prior to the deployment week (approximately 10 days)
 Is Inventory loaded?

☐ Yes

☐ No

Source/Site*

Campaign Month*

If yes, does this offer follow _____ guidelines?
 If you are unsure, please work with your Revenue Management Partner at _____ to ensure [compliance](#).*

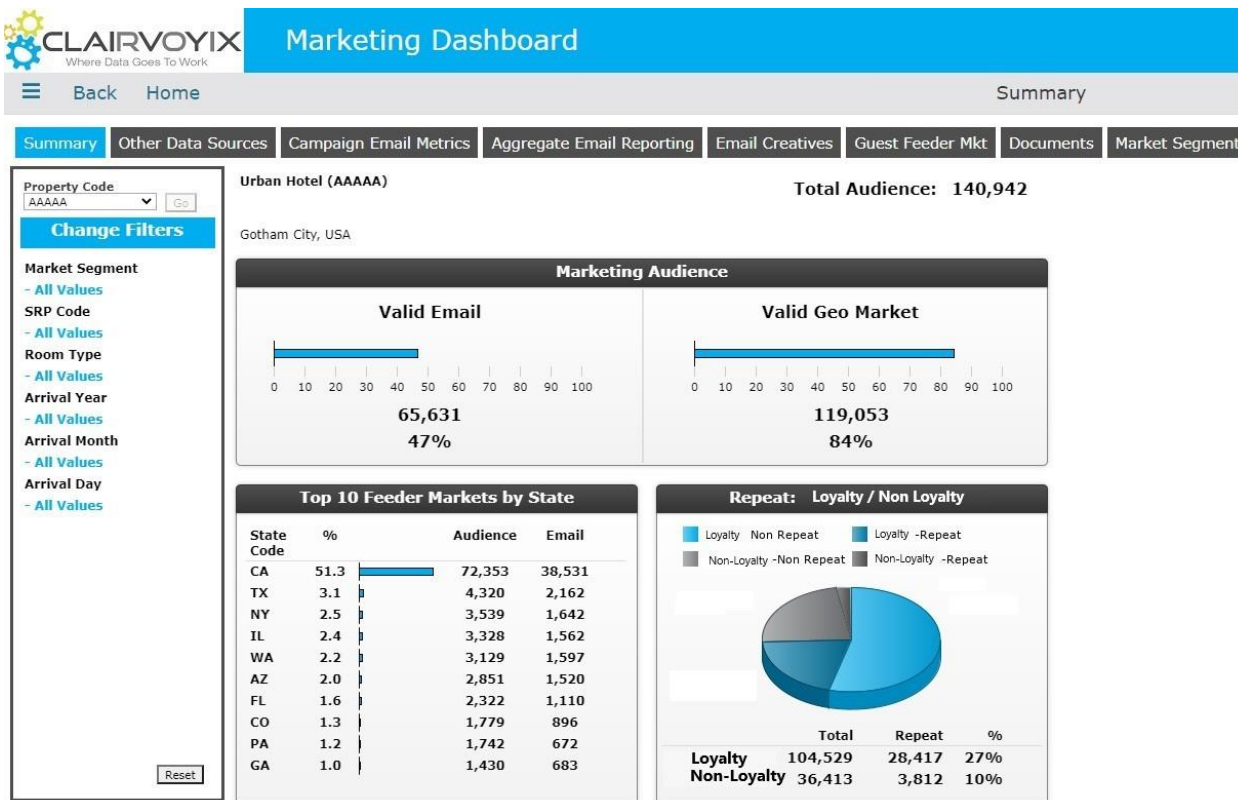
☐ Yes

☐ No

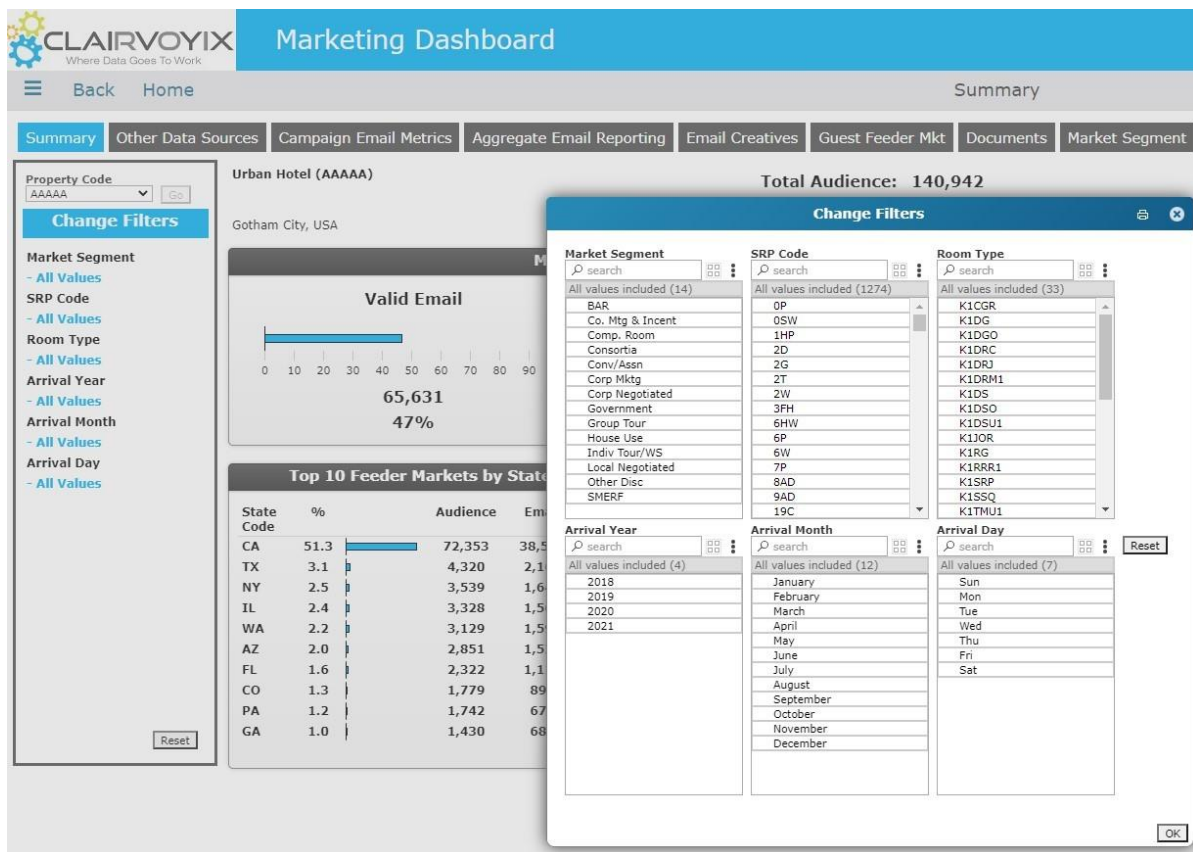
If no, when will inventory be loaded?*

CTYHOCN (7 Digit Hotel Code)*

Clairvoyix Analytical Dashboards – Property Marketing Database Summary



Clairvoyix Analytical Dashboards – Filter Example



CLAIRVOYIX Where Data Goes To Work

Marketing Dashboard

Summary | Other Data Sources | Campaign Email Metrics | Aggregate Email Reporting | Email Creatives | Guest Feeder Mkt | Documents | Market Segment

Property Code: AAAAAA [Go]

Urban Hotel (AAAAA)

Gotham City, USA

Total Audience: 140,942

Valid Email

65,631
47%

Top 10 Feeder Markets by State

State Code	%	Audience	Em
CA	51.3	72,353	38,5
TX	3.1	4,320	2,1
NY	2.5	3,539	1,6
IL	2.4	3,328	1,5
WA	2.2	3,129	1,5
AZ	2.0	2,851	1,5
FL	1.6	2,322	1,1
CO	1.3	1,779	89
PA	1.2	1,742	67
GA	1.0	1,430	68

Change Filters

Market Segment

Search: [] All values included (14)

- BAR
- Co. Mtg & Incent
- Comp. Room
- Consortia
- Conv/Asn
- Corp Mktg
- Corp Negotiated
- Government
- Group Tour
- House Use
- Indiv Tour/WS
- Local Negotiated
- Other Disc
- SMERF

SRP Code

Search: [] All values included (1274)

- 0P
- 0SW
- 1HP
- 2D
- 2G
- 2T
- 2W
- 3FH
- 6HW
- 6P
- 6W
- 7P
- 8AD
- 9AD
- 19C

Room Type

Search: [] All values included (33)

- K1CGR
- K1DG
- K1DGO
- K1DRC
- K1DRJ
- K1DRM1
- K1DS
- K1DSO
- K1DSU1
- K1JOR
- K1RG
- K1RRR1
- K1SRP
- K1SSQ
- K1TMU1

Arrival Year

Search: [] All values included (4)

- 2018
- 2019
- 2020
- 2021

Arrival Month

Search: [] All values included (12)

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Arrival Day


Search: [] All values included (7)

- Sun
- Mon
- Tue
- Wed
- Thu
- Fri
- Sat

Reset

OK

Clairvoyix Analytical Dashboards – Email Campaign Metrics


CLAIRVOYIX
Where Data Goes To Work

Marketing Dashboard

[Back](#)
[Home](#)

Campaign Email Metrics

[Summary](#)
[Other Data Sources](#)
[Campaign Email Metrics](#)
[Aggregate Email Reporting](#)
[Email Creatives](#)
[Guest Feeder Mkt](#)
[Documents](#)
[Market Segment](#)
[SR](#)

Change Filters

Property Code
 - **AAAAA**
 Drop Year
 - **2020**
 - **2021**
 Drop Month
 - **All Values**

Email Engagement Metrics

2021-01-18-aaaa-wasweeten-ls-r
Choose from Parking, A \$500 Food and Beverage Credit or 25,000 Loyalty Points

Drop Date	2021-01-19	Unique Opens	20,706	Booking Proj. Room Rev.	\$12,750
Sent	77,641	Unique Open Rate	28%	Booking Reservations	21
Received	75,080	Unique Click Events	3,082	Booking Rev. Per Email	\$0.17
Unique Unsubscribe Rate	0.22%	Unique Click To Open Rate	15%		

2020-10-aaaa-wareort-ls-r
New Year's Eve Outdoor Celebration with a Third Night Complimentary

Drop Date	2020-11-16	Unique Opens	19,003	Booking Proj. Room Rev.	\$25,527
Sent	76,763	Unique Open Rate	26%	Booking Reservations	22
Received	74,271	Unique Click Events	2,345	Booking Rev. Per Email	\$0.34
Unique Unsubscribe Rate	0.26%	Unique Click To Open Rate	12%		

2020-08-aaaa-wareort-df-r
Lights, Camera, Valentine's Day

Drop Date	2020-08-28	Unique Opens	22,430	Booking Proj. Room Rev.	\$46,603
Sent	78,894	Unique Open Rate	29%	Booking Reservations	45
Received	77,756	Unique Click Events	5,358	Booking Rev. Per Email	\$0.60
Unique Unsubscribe Rate	0.14%	Unique Click To Open Rate	24%		