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 Customer 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

Enterprise Marketing Automation

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

WE CAN HELP

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

List Request - Guest/Consumer

Contact Info
Property Name/Code*

Requester First Name*

Requester Last Name*

Requester Email Address*

Email Send Dates
Date Submitted*
mm/dd/yyyy

Deployment Date*
mm/dd/yyyy

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
Project Specs - Guest/Consumer - Multiple Messages

Property & Contacts

Property Code

Invoice Recipient First Name

Offer Approver Email Address

Invoice Recipient Last Name

For example, Regional Revenue Manager, Brand Performance Manager, Ecommerce Consulting Group, Destination Marketing Team, etc.

Revenue Manager Contact Email Address

Requester First Name

Invoice Recipient Phone

Requester Last Name

Invoice Recipient Email

Requester Email Address

Purchase Order (PO) Number

Requester Phone

Next
Project Specs - Guest/Consumer - Multiple Messages

**Image & Logo**

- **Main Image**
  - Image File Name
  - Image File Name Left
  - Image File Name Right

- **Unique Logo**
  - If property has an approved unique logo send to project manager via email:
  - Yes / No
  - Example

- **Upload via FTP here**
- OR
  - Send the image directly to profserv@clairvoyix.com, include the Property Code and B2C in the Subject Line. Example: SLC0DB2C
- OR
  - Image size: 640x495 minimum. Provide stock url, dropbox url, etc., in this field.
Project Specs- Guest/Consumer - Multiple Messages

**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 [Deep Link Guidance](#) 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 profser@clairvoyix.com. When sending include Property Code and G2C in the Subject Line. Example: SLCDM/G2C.

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

**Hero Offer**

- **Plan Code or Best Available Rate (BAR)**
The code associated with your offer. For example, K43.

- **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) to Inventory loaded?
  - Yes
  - No

- **If no, when will inventory be loaded?**
  
  - [mm/dd/yyyy]

- **Source/Site**
  
  - [Email: Clairvoyix]

- **Campaign Month**

- **CTYBHCN (7 Digit Hotel Code)**

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Clairvoyix Analytical Dashboards – Property Marketing Database Summary
Clairvoyix Analytical Dashboards – Filter Example
<table>
<thead>
<tr>
<th>Email Engagement Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choose from Parking, A $500 Food and Beverage Credit or 25,000 Loyalty Points</strong></td>
</tr>
<tr>
<td>Drop Date</td>
</tr>
<tr>
<td>Sent</td>
</tr>
<tr>
<td>Received</td>
</tr>
<tr>
<td>Unique Unsubscribe Rate</td>
</tr>
</tbody>
</table>

| **New Year's Eve Outdoor Celebration with a Third Night Complimentary** |
| Drop Date | 2020-11-10 | Unique Opens | 19,003 | Booking Proj. Room Rev. | $25,327 |
| 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 | 0.25% | Unique Click To Open Rate | 12% |

| **Lights, Camera, Valentine's Day** |
| Drop Date | 2020-02-14 | Unique Opens | 22,430 | Booking Proj. Room Rev. | $46,403 |
| Sent | 78,894 | Unique Open Rate | 29% | Booking Reservations | 43 |
| Received | 77,756 | Unique Click Events | 5,398 | Booking Rev. Per Email | $0.60 |
| Unique Unsubscribe Rate | 0.14% | Unique Click To Open Rate | 24% |