

# Group/Event Sales & Marketing Automation

## Stop Calling Unqualified Leads and Start Marketing for Qualified Meetings.

### GROUP DATA

Past meetings and prospects, all data is valuable. Fully leverage your sales and catering system and your other sources of meeting data by applying hygiene and match logic/deduplication to your data.

### GROUP ANALYTICS

Analytical data is useless unless it is leveraged against marketing campaigns. Clairvoyix group analytics answers your number one question... who is ready to book a meeting at my property!

### GROUP MARKETING

Regular communications to your loyal meeting planners are mandatory. The Clairvoyix Group Solution makes it an automated process. Clairvoyix prospect campaigns deliver qualified leads to your sales staff saving hours previously spent sifting through worthless stacks of questionable opportunities.

The screenshot displays the 'Property Dashboard - Hilton Worldwide' interface. It features a navigation bar with options like 'Home', 'Market Segments', and 'Market Segments'. The main content area is a table with columns for 'Market Segment', 'Revenue', 'Total Spent', 'Total Revenue', 'Total Rooms', 'Avg LDR', 'Avg LDR', 'Avg LDR', 'Avg LDR', 'Avg LDR', and 'Avg LDR'. Below the table, there is a 'Change Orders' pop-up window with a table listing various items and their quantities.

- Unlock the true value of the meeting data in your sales and catering system.
- Deploy periodic communications with past meeting planners through marketing automation
- Measure individual meeting/group attendee spend, learn the true ROI of your meetings and events.
- Give your sales staff the tools they need to maximize their effectiveness

## Data-Driven Marketing for Groups and Events

Very little has changed for group and event sales and marketing over the past fifty years...that is about to change. Frustrated sales persons result in a revolving door, exorbitant training expenses, and poor performance. With the **Clairvoyix Group Solution** your sales team will work highly qualified leads delivered from a marketing automation platform that is affordable, efficient, and effective. Leads are sourced against a pool of actively engaged meetings planners, and the leads are further scored to identify those that match your dates, your rates, your space, your geography, and your amenities. Nothing is left to chance!

The flyer is for Hilton Tucson East and is titled 'GET PROPOSAL'. It features a large image of the hotel lobby and a smaller image of a meeting room. The text on the flyer includes: 'MAKE YOUR MEETING COUNT AND ENJOY THE BONUS POINTS', 'Let our team help you to make the most of your budget. Time and overall experience!', 'Book your 2019 meeting or event by March 31, 2019 to take advantage of:', '• TRIPLE Hilton Honors Planner Points', '• 25% OFF Function Space Rental', 'For meetings held February 18-25, March 18-23 or April 14-25, enjoy:', '• 50% OFF Function Space Rental', '• Signing Bonus Of 5,000 Hilton Honors Planner Points', and 'GET PROPOSAL'. At the bottom, it says 'To Book Now, call us at 822.721.5488 or email hilton.tucson@hilton.com'.

# Group/Event Sales & Marketing Automation

## A Fully Integrated Environment with One Purpose – Book More Group Rooms



The Clairvoyix Group Solution delivers a new level of sales and marketing automation never before seen in the hospitality industry. Seamlessly move from your company specific leisure and group portal to a set of sophisticated, group and event specific dashboards that gives you the information you need to sell more group rooms, and nothing more.

Schedule a lifecycle marketing campaign with the Clairvoyix Professional Services team or take a hands-on approach with intuitive campaign tools that feature WYSIWYG and HTML editors for the power users.

*A compelling need exists to make our overburdened sales professionals more efficient and effective. Hotel companies should avail themselves of every opportunity to do so.*

*Mark Haley, Partner, Prism Hospitality Consulting*

## System Highlights

- Deployed as a “Software as a Service”, and the Cloud (AWS), browser accessed
- Regulatory compliant Marketing Campaigns – CAN-SPAM, CASL, GDPR
- Security reports available: SOC 3, NIST 800-53 Type 1, SOC 2 Type 2
- Group Data warehoused in the most secure hosting facility publicly available
- Visit [www.switch.com](http://www.switch.com) for hosting details

## SERVICES AVAILABLE

**Group Data Hygiene and Dedupe**  
**Legacy Meeting Rebooking**  
**Group/Event Profiling & Prospecting**  
**Marketing Automation**  
**Personalization**  
**Lifecycle Marketing**  
**Creative Services**  
**ROI Campaign Analysis**

### GROUP PORTAL

Soon to be your favorite website, the PORTAL is your window to the Clairvoyix Group Solution – schedule campaigns, view your analytical dashboards, learn what is working from the “Best Practices” page.

### DASHBOARDS

Lots of analytical data that means nothing to you? Not from Clairvoyix. Relevant, concise, useful data designed to inform, giving you what you need for your next owners meeting!

### TARGETED CAMPAIGNS

Forget the stack of useless contacts piled up in front of you, let our personalization system with lifecycle marketing identify only the most highly qualified leads. Engage with meeting planners ready to book!

For more information on any of our products or services please visit us on the Web at:

[www.clairvoyix.com](http://www.clairvoyix.com)



2520 St. Rose Parkway  
Suite 320  
Henderson, NV 89074  
Phone 877-866-8693  
[www.clairvoyix.com](http://www.clairvoyix.com)