

ADVANCED HOTEL EMAIL MARKETING COURSE

HOW TO MASSIVELY REDIRECT REPEAT GUEST BOOKINGS TO YOUR DIRECT CHANNEL



DANIEL ALZINA

CEO of Hotelinking

Advanced Hotel Email Marketing Course

**How to Massively Redirect Repeat Guest
Bookings to your Direct Channel**

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“The direct sales revolution has begun. Access to advanced marketing technologies and the ability to digitize high-value data for hoteliers is ushering in a new era—one that offers the industry an unprecedented level of independence from commission-based channels.”

About Daniel Alzina

Daniel Alzina is one of the founders and CEO of the Mallorca-based start-up Hotelinking.

A product director and sales professional with 10 years of experience in the travel, tourism, software, technology, consulting, and BPO industries. He has extensive knowledge in e-commerce, digital marketing, and growth hacking, with a strong focus on sales and team management.

About Hotelinking

Hotelinking is a platform for the digitization and automation of strategic processes for hotels. It offers the ideal solutions for marketing, operations, and IT departments to easily automate the creation of guest databases to establish direct, intermediary-free communication, digitize the check-in process, and monitor and improve the health of the WiFi network.

Founded in Mallorca (Spain) in 2016, Hotelinking is one of the fastest-growing travel tech companies. Currently, more than 1,000 hotels trust the platform to acquire, connect with, and retain more guests through contactless solutions.

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Prologue



Daniel Alzina
CEO of Hotelinking

I have dedicated much of my professional life to the hotel technology sector, and there are certain questions that have made me reflect deeply over time.

Why is it that, despite thousands of satisfied travelers visiting a specific hotel each year, that hotel never reaches out to them again?

I have taken hundreds of trips thanks to my profession, as well as for leisure. I've stayed in luxury hotels and in backpacker hostels. And in every case—whether hotels in Asia, the United States, Europe, or Australia—once I checked out, I never heard from the hotel again.

This is quite striking, especially when compared to the kind of relationship fashion brands build with their customers, for example. On many occasions, particularly due to business travel, I would repeatedly choose the same hotels in different cities because the experience had been truly excellent. I remember that only after my tenth stay at a hotel in Milan did a receptionist recognize me as a regular guest and offer me a room with a better view. I was very grateful, but during my 11th, 12th, and 13th stays, the receptionist's shift didn't coincide with my check-in time, and unfortunately, I didn't receive the same treatment.

In every one of those stays, I made the reservation through an OTA. Years later, when I finally understood how the hotel industry works—and that for each of my stays in the same hotel, an intermediary earned nearly 17% in commissions—I was truly astonished.

Was it a common situation for a hotel to pay commissions over and over again for a repeat guest? No business owner would do something like that if they could avoid it. It was inefficient and likely unfair to the hotelier's business. But what exactly was preventing hoteliers from having a direct relationship with their loyal guests, avoiding paying commissions multiple times for the same customer? Why were brands like Zara, H&M, or even the local gym able to build direct relationships with their regular clients?

The answers to all these questions are what we aim to explore in this new must-read manual for anyone looking to develop and implement advanced marketing and sales strategies in the hotel industry.

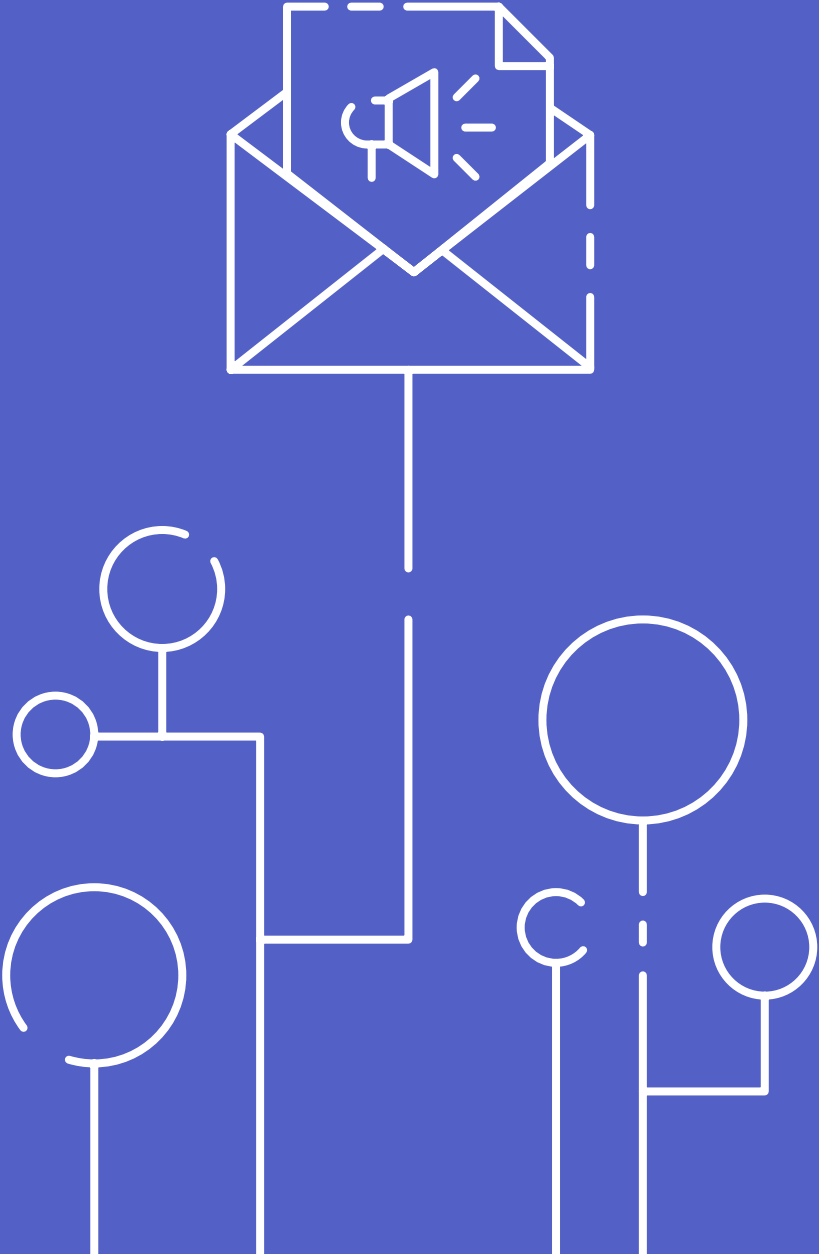
After thousands of meetings with hoteliers throughout my career, I've realized the enormous opportunity to help the sector become more efficient with repeat bookings. Hoteliers around the world pay billions of euros every year in commissions to intermediaries for guests who have already stayed at their properties before.

Repeat guests should ideally book through the direct channel. Hoteliers should be able to actively steer their clientele toward the direct channel to avoid unnecessary commission fees. The yearly savings in commissions for each hotel on the planet is very significant—and growing exponentially year after year. By combining technology and know-how starting now, hoteliers can solve one of the most prominent inefficiencies in a sector that urgently needs change and evolution.

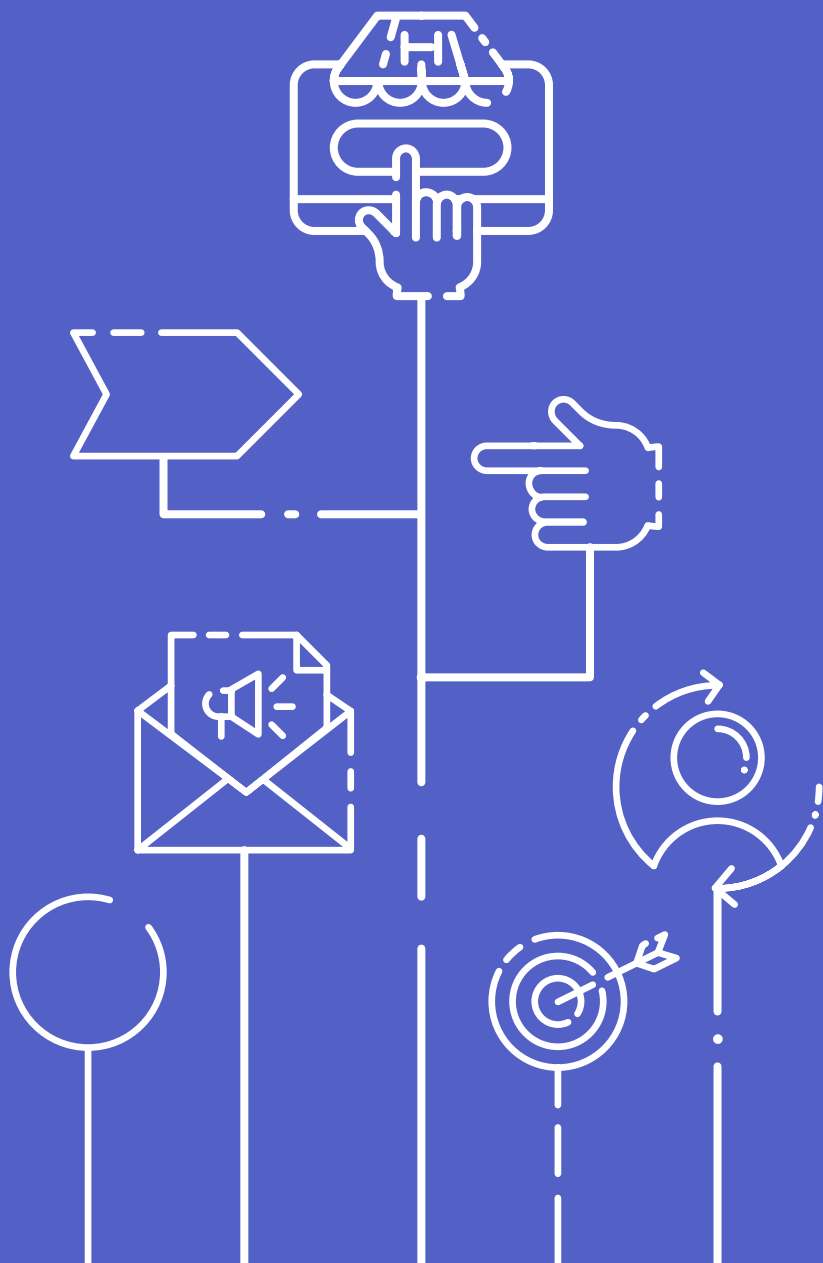
All the strategies to follow, the technologies to implement, and the tips, tricks, and step-by-step guides can be found both in this book and in my first book on **Hotel Data**, which can be downloaded for free from our website: https://www.hotelinking.com/docs/hotel_data_en.pdf

I recommend treating both books as complementary manuals. One without the other will leave questions unanswered, but using them together as a single guide will provide the reader with the advanced and definitive knowledge to help transform the future of the hospitality industry.

**WHY, DESPITE THOUSANDS OF SATISFIED
TRAVELERS VISITING A SPECIFIC HOTEL EACH
YEAR, DOES THAT HOTEL NEVER REACH OUT TO
THEM AGAIN?**



Hotel Data and Email Marketing



Email Marketing and Hotel Data as a Vital Strategy to Drive Repeat Guest Bookings to the Direct Channel

As detailed in the **Hotel Data book** published by **Hotelinking** in 2019 (with a revised third edition published in 2023), we are witnessing an unprecedented data revolution in the hotel industry.

Email marketing has been a high-value tool for sales departments world-wide for decades. However, in the hotel industry, it has never had the same prominence as in other sectors. The main reason lies in the very commercial nature of the hospitality industry.

In this peculiar sector, the majority of sales are generated through intermediaries (OTAs, tour operators). The main disadvantage of using intermediaries is that customer data, which is valuable from an email marketing perspective, remains captive within the intermediary itself.

As a result, in the hospitality world, for years and years, hoteliers have been unable to retain a database of their own guests, losing the ability to establish a direct connection between the hotel's brand and the guest—something vital for consolidating an essential source of direct bookings like email marketing (always alongside Hotel Data).

The challenge for the hospitality industry is undoubtedly to **reduce dependence on commission-based channels**, balancing the scales in such a way that direct sales, which are substantially more profitable, represent a larger percentage of the booking channel mix. Depending on the hotel type, brand, location, and market, a different booking mix can be found, but it is very common to see a sales mix where commission-based channels represent between 80% and 90%, while the direct channel represents only between 10% and 20%.

Any savings in commissions in favor of an increase in direct channel bookings will directly translate into higher profitability for the property and its owners.

The hospitality industry has not had the quantity and quality of data from its guests to generate a significant volume of direct bookings from repeat customers. Therefore, until now, it has not been a strategy that has been actively pursued in this sector.

By following the innovative processes and strategies to generate quality and volume of ideal data (as described in the book Hotel Data Advanced Course), **email marketing can become one of the main channels for generating bookings through the direct channel.**

Let's remember what Hotel Data is.

It encompasses all the data related to guests who have stayed or will stay at a hotel and that can also be activated to achieve results related to direct marketing.

The main objective of **Hotel Data** is to provide high-quality, verified data in compliance with GDPR (*), and enriched to generate a plausible and measurable benefit, generally impacting the following areas:

- Reputation, both internal and online, of the hotel.
- Viralization of the hotel brand.
- Linking and recognition of the hotel brand and its guests.
- Guest loyalty and redirecting repeat guest bookings to the direct channel.

Hotel Data consists of two data blocks: the basic and the transactional.

Basic Block:

- Verified email
- Nationality
- Age
- Language
- Gender
- GDPR status



Transactional Block:

Example of data that could make up the transactional block (it can vary greatly depending on the data source):

- Booking channel (Booking.com, Expedia, Direct Web Channel...)
- Guest traveling alone or with others.
- Booking with children.
- Booking with babies.
- Number of days in advance of the reservation to the check-in date.
- Spending on extras during the stay.

We recommend that, to properly follow this manual, you have previously read our earlier book **"Hotel Data Advanced Course"**, which can be downloaded for free from the Hotelinking website (*).



EMAIL MARKETING CAN BECOME
ONE OF THE MAIN CHANNELS
FOR GENERATING BOOKINGS
THROUGH THE DIRECT CHANNEL



Email marketing without Hotel Data loses all its potential impact

When a hotel brand implements automated **Hotel Data** generation, it can obtain between 60% and 95% of all guests staying at each property. This is a significant shift, considering that, on average, hotels only manage to generate between 5% and 10% of **Hotel Data**.

The difference lies not only in the quantity of **Hotel Data** generated but also in its quality. As detailed in the previous book, when there is no professional, automated data generation system in place, the quality (not just the quantity) is subject to a series of potential weaknesses—mainly due to the manual collection of data during the guest check-in process.

This is why, without a professionally implemented and automated **Hotel Data** generation system, achieving the volume and quality required for email marketing to make sense from a profitability standpoint becomes a monumental task.

Only in the last two or three years have specialized technological tools for automated Hotel Data generation become available in the hotel market. Before that, hotels tried—mostly without success—to generate **Hotel Data** on their own, typically using entirely manual processes. The poor quality and low volume obtained, combined with the significant effort involved, led many hotel businesses to stop allocating further resources to this area.

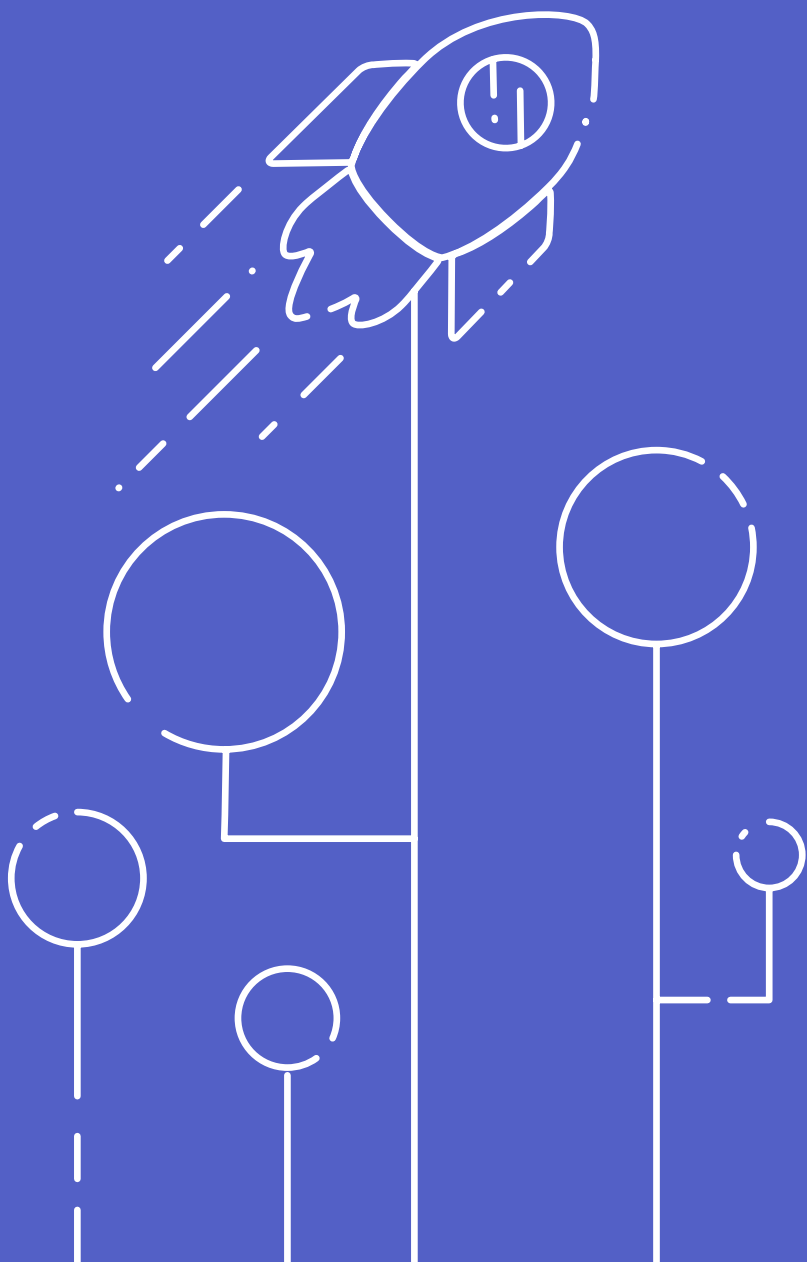
Let's imagine a vacation hotel (open for seven months of the year) with 200 rooms, where 20,000 unique guests stay over the course of 12 months. If the hotel does not have an automated **Hotel Data** generation system, in an optimistic scenario it will end the year with a database of only 1,000 to 2,000 guests at most. And in this case, we would be dealing with **Hotel Data** that likely has multiple deficiencies: incorrect email addresses due to manual data entry, unreliable privacy status and GDPR compliance for each guest... and after running a proper data verification process, that number would be even further reduced.

However, take the same hotel, in the same conditions, but **using a professional Hotel Data generation tool**. After 12 months, the hotel would have between 12,000 and 19,000 unique, high-quality guest contacts.

A property of this size, after 3 consecutive years using a **Hotel Data** generation tool, would have around 50,000 high-quality contacts of past guests—ready to be activated through a specialized email marketing platform.

That is more than enough volume to generate a significant impact in new bookings from repeat guests through the direct channel.

WHEN A HOTEL BRAND IMPLEMENTS AUTOMATED
HOTEL DATA GENERATION,
IT WILL BE ABLE TO OBTAIN BETWEEN 60% AND
95% OF THE TOTAL GUESTS STAYING AT EACH
ESTABLISHMENT



Minimum Volume of Hotel Data Required for Email Marketing Efforts to Make Sense

Many of our clients constantly ask us for advice on the ideal moment to start activating all the **Hotel Data** generated. The answer will vary depending on the type of hotel, the strength of its brand, and the level of reputation it holds among its guests.

As a general rule, email marketing actions purely aimed at generating new bookings from repeat guests through the direct channel will not produce a substantial impact until the automated **Hotel Data** generation tool has been in operation for at least four or five months. After this period, at least between 25% and 40% of Hotel Data will have been generated.

In our previous example, the 200-room property would have obtained around 7,000 quality contacts of hosted guests after four or five months. Of course, nothing prevents a property from starting to send email marketing campaigns with a lower percentage of **Hotel Data** generated, but we always expect results after investing effort in any marketing action. It's important to note that the time investment required to send a campaign doesn't change whether it's sent to 100 or to 10,000 contacts – but the results will vary greatly.

Perhaps 100 contacts won't have enough potential to generate a single booking, while 10,000 contacts may be capable of delivering a return with significant positive impact.

With the right email marketing tools and strategies (which will be learned throughout the reading of this book), on average, **it is possible to generate 100 new bookings from repeat guests for every 10,000 quality contacts generated through the direct channel over a 12-month period, thanks to a Hotel Data tool.**

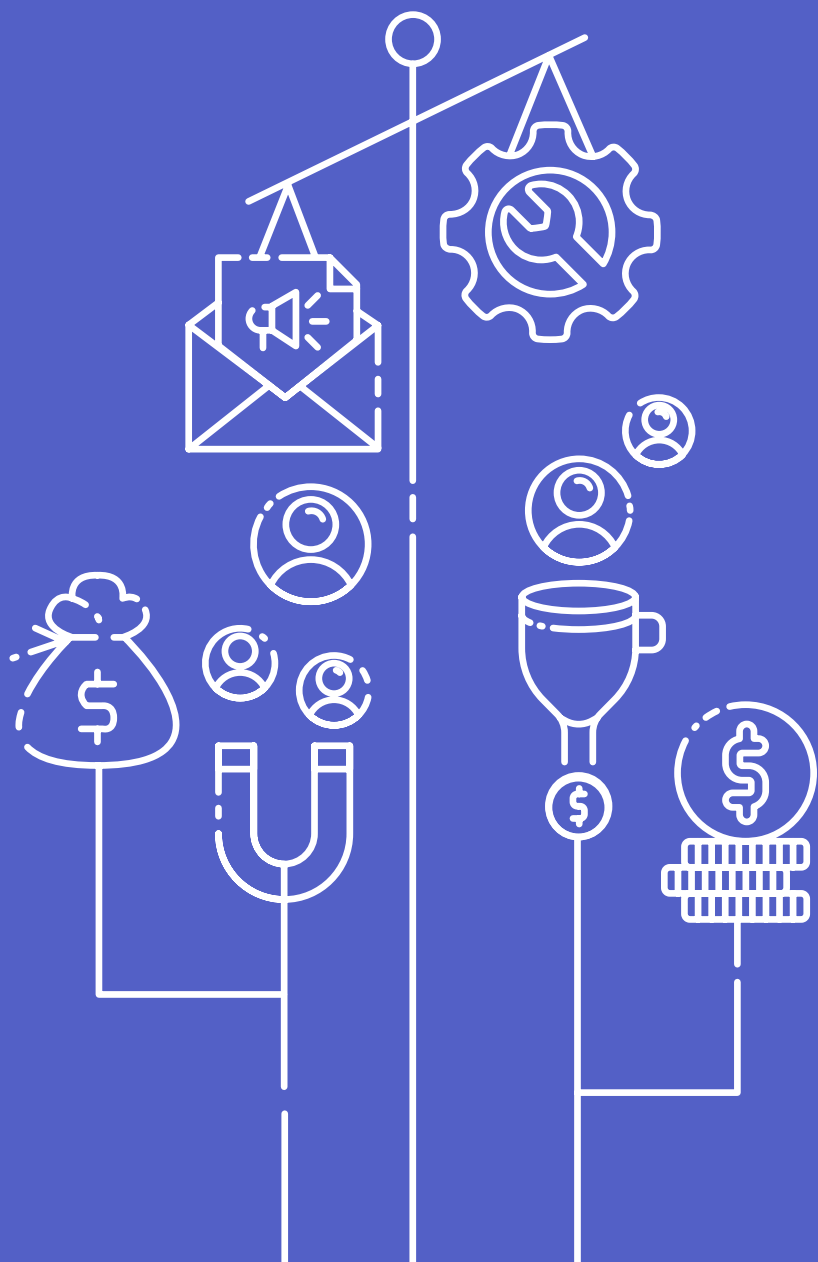
Since our example refers to a vacation hotel, we estimate that the average number of guests per booking is 2.5. As a result, the property receives approximately 8,000 bookings per year through its various sales channels. After three years, a hotel of this kind will be capable of generating around 10% of its total sales thanks to email marketing and **Hotel Data**. In just three years, it will rely 10% less on commissioned channels. In six years, that figure could rise to 20%, and in nine years, 40% of total sales could come from email marketing.

The main limitation lies in the maximum percentage that repeat guests can represent out of the total number of guests who visit the property in a 12-month period. Hotels located in very remote areas may struggle to reach repeat guest ratios of 20%, 30%, or 40%. However, other factors such as customer satisfaction, service, brand recognition, or price will also limit the repeat customer ratio.

The origin of the shift in email marketing's potential comes from **Hotel Data** — this is the fundamental change the hotel sector is now facing.

Once the **Hotel Data** problem has been solved with the implementation of a professional tool, the next step is to focus on implementing the right processes, tools, and strategies to maximize sales.

YOU CAN GENERATE 100 NEW BOOKINGS
FROM REPEAT GUESTS FOR EVERY
10,000 QUALITY CONTACTS GENERATED
THROUGH THE DIRECT CHANNEL,
OVER A 12-MONTH PERIOD,
THANKS TO A HOTEL DATA TOOL



Comparison of Email Marketing with Other Traffic Sources for Generating Direct Bookings

Direct bookings are highly beneficial for the hotel industry, not only because they can potentially eliminate commissions paid to intermediary channels (like Booking.com, Expedia, TUI...), but also because they allow a direct connection between the guest and the hotel or hotel chain for future stays. Building guest loyalty through the direct channel significantly helps reduce the CAC (Customer Acquisition Cost).

In an unrealistic scenario where 100% of bookings came through the direct channel and all of them were made by repeat guests who, on their own, without any direct marketing action, visited the corporate website and completed their booking—the CAC would be zero and profitability would be maximized to its fullest.

Achieving a total zero CAC level is certainly a difficult scenario to reach, but by understanding this concept, we can establish a mindset and strategic approach from a direct marketing perspective to minimize it as much as possible.

One of the main strategies to reduce CAC is to increase the number of repeat guests who are directed to the direct channel. If we manage to increase the number of repeat guests year after year, it's a very good sign in terms of brand and service success, but it does not necessarily mean we are reducing CAC.

If a guest stays three times but always books through the same intermediary channel (such as Expedia or Booking.com, for example), we are paying the same commission three times for the same guest. From a direct marketing and loyalty standpoint, that is more of a failure. And this is a scenario that happens constantly in the hotel sector when there is no professional automated **Hotel Data** generation tool in place, nor any planned email marketing actions. The good news is that there are guests who choose to return without any direct marketing effort from the hotel brand to bring them back.

As explained in the previous chapter, with the help of a **Hotel Data** generation tool and the right email marketing strategy, it is possible to bring thousands of guests back through the direct channel. The commission paid to a channel like Booking.com vs. the cost of a **Hotel Data** tool and email marketing actions differs enormously. If we compare them in terms of absolute commission percentages, Booking.com represents an 18% commission while the **Hotel Data** strategy represents only 2.5%.

The difference is truly enormous—and not only in cost. The real value of the **Hotel Data** loyalty strategy is that it connects each guest directly with the hotel brand's direct channel for future bookings.

Bringing back guests who have previously stayed at the property to book again through the direct channel won't be easy without a Hotel Data loyalty strategy.

The other main sources of traffic for generating direct bookings usually do not attract repeat guests but rather new customers. Continuously targeting new customers, while being unable to attract repeat guests, generally does not help reduce CAC:

- **Google Ads and Google Hotel Ads:** Competition in the hotel sector is intense. Paying for clicks on high-quality keywords is costly, mainly because other industry giants (Booking.com, Expedia, Tripadvisor, Kayak...) heavily invest in this channel, driving up the cost. Even for the hotel brand itself, the cost is high when trying to attract traffic via Google Ads through branded keyword searches.

Still, it is a highly effective way to generate quality traffic that converts into new bookings. It's possible that a previously hosted guest may book again through this direct sales channel, but the cost will be high. Depending on the strategy, CAC from Google Ads can vary, but compared to Booking.com's 18% commission, "paid search" in hospitality generally ranges between 6% and 15%.

Cost vs. revenue from Google Ads depends on many factors. For some hotel brands, it can be a good and profitable strategy, while for others, the opposite is true. In general, brands with higher average booking values have greater margins, making Google Ads potentially a very profitable option. However, this is not a strategy aimed at attracting repeat guests, but rather new customers.

Recently, Google Hotel Ads, Google's ad platform 100% specialized in hotels, has experienced significant growth thanks to continuous updates and improvements by the tech giant (possibly to the detriment of companies like Expedia, Trivago, or Booking). In 2019, we even saw the CEOs of Trivago and Expedia step down for failing to prepare adequate strategies in response to Google's rapid expansion.

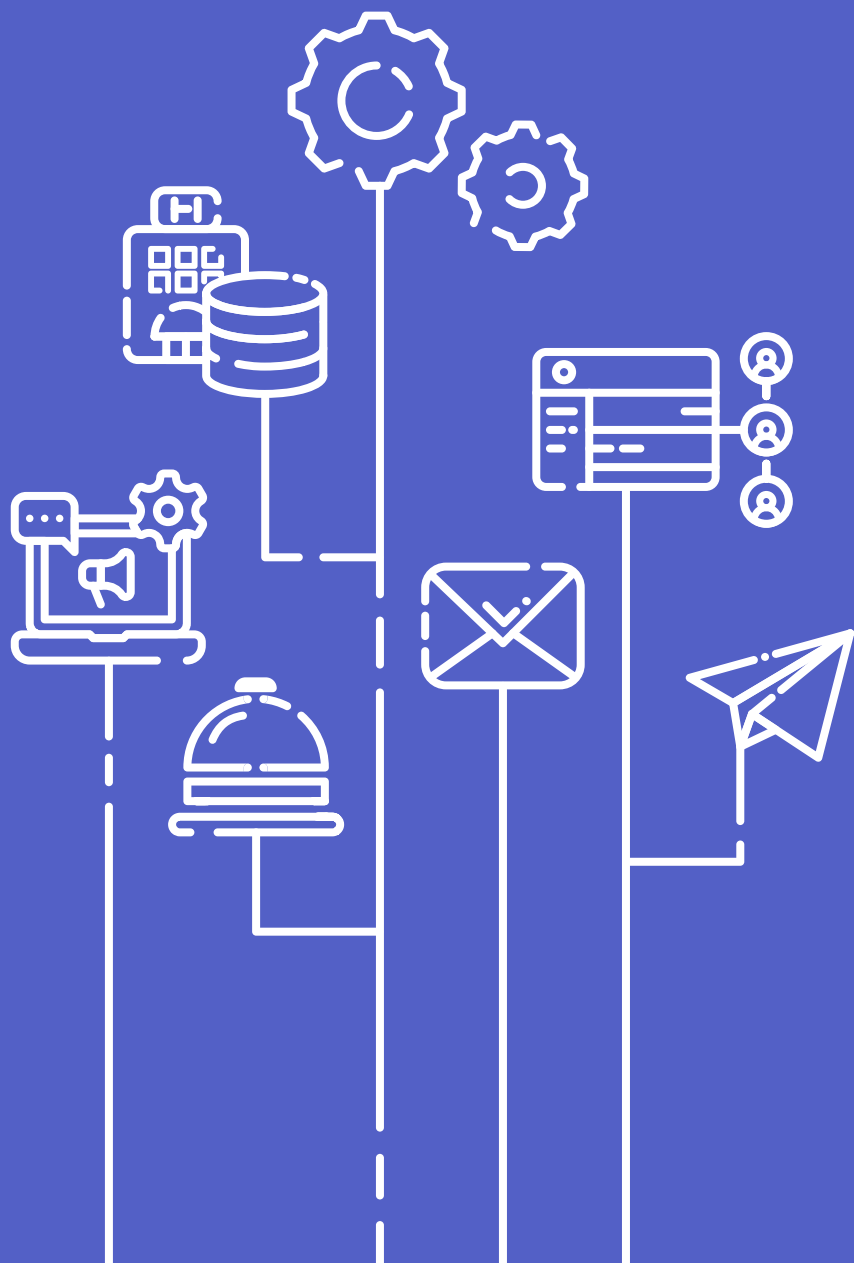
Google Hotel Ads works, like Google Ads, on a bidding system. Once the costs are translated into an equivalent commission, they range between 7% and 16% of the total gross booking revenue.

- **Affiliate Marketing:** This is an additional traffic channel that generates new bookings through the direct channel, but once again, it is not specifically designed to attract repeat guests—rather, it targets new travelers. Thanks to a vast network of travel-related websites around the world, affiliate companies have a huge capacity to drive quality traffic through display ads. If we translate the cost into a commission percentage per booking, depending on the affiliate company, it typically ranges between 5% and 12%.
- **Metasearch Engines:** The most notable example is Tripadvisor through its Instant Booking feature. With booking commissions ranging from 12% to 15%, it can be a valuable additional source of direct reservations—though at a relatively high cost. However, the advantage compared to an OTA (Online Travel Agency) at the same cost is that the transaction happens on the hotel brand’s official website, helping educate the traveler to book directly in the future (thus avoiding commission-based channels).

Except for the **Hotel Data** loyalty strategy (and occasionally certain targeted campaigns on social media), none of the traffic sources mentioned above are specifically designed to bring repeat guests back through the direct channel. Instead, they primarily attract new customers every time. As a result, none of these strategies significantly help reduce CAC, which is essential to improve total business profitability and foster growth as a brand and company.

The only way to reduce the CAC of these traffic sources is by lowering their cost—something that, in general, increases year after year and is not easily reduced, since these costs are tied to market prices or contracts with external companies.

WITH THE HELP OF A HOTEL DATA
GENERATION TOOL AND THE RIGHT
EMAIL MARKETING STRATEGY,
IT IS POSSIBLE TO BRING THOUSANDS
OF GUESTS BACK THROUGH
THE DIRECT CHANNEL



To what extent can the entire process of Hotel Data + email marketing be automated in the hotel industry?

As explained in detail in the book “**Hotel Data Advanced Course**”, if the hotel brand implements a professional **Hotel Data** generation tool, the entire process becomes fully automated. Tasks such as capturing data from hosted guests, enriching basic data with transactional information from the PMS, real-time email verification, and collecting each guest’s GDPR status are all completely automated.

Once the minimum amount of **Hotel Data** has been generated to start sending the first email marketing campaigns, it will be necessary to import the data volume into the CRM or, alternatively, into the tool that will be used to send the campaigns. It is highly recommended that this data import process be fully automated. Otherwise, due to its laborious and manual nature, there is a high risk that it may be abandoned. Today, the market-leading tools offer a fully automated process from start to finish.

Some of the key tasks that can be automated include:

- Scheduling the sending of a campaign for a specific date and time in the future.
- Decision trees, where very specific emails are triggered when a pre-programmed event occurs.
- Tracking reservations by guest, not just by campaign using UTM (*).
- Adding a new guest to a previously created segment, as long as they meet the defined conditions.
- Excluding a contact who has unsubscribed from receiving future campaigns.

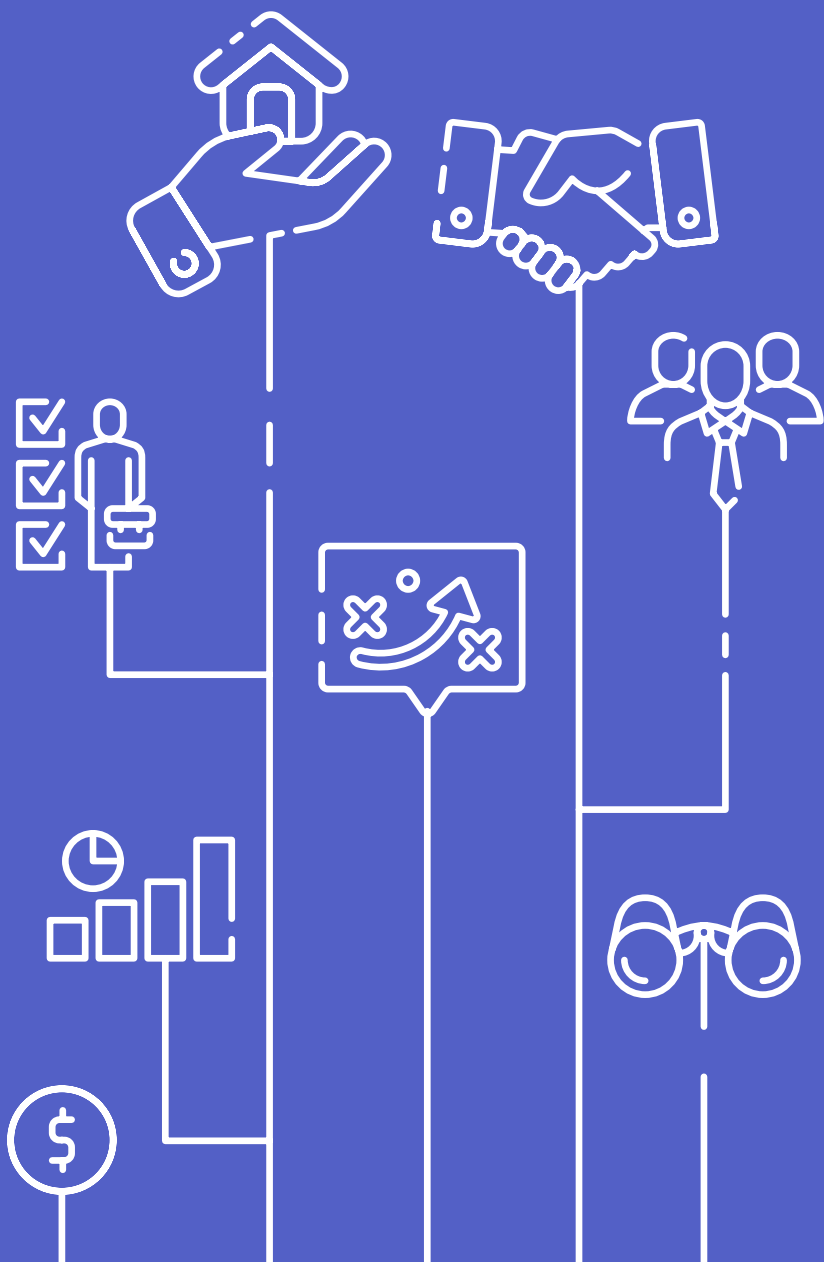
But which tasks still require manual execution today?

- **Choosing the subject line of each campaign:** The subject is the first thing that impacts a contact after a campaign is sent. It is the top of the conversion funnel. It requires human intervention and is highly strategic—if you achieve a high open rate, part of the battle is won. However, with the emergence of Artificial Intelligence (AI), start-ups like Phrasee have developed tools that claim to suggest subject lines that generate higher conversions than those written by humans.
- **Custom design of each campaign:** The design, together with the following point, directly influences the second stage of the conversion funnel—the click-through rate (CTR). Today, best practices in design must be followed to achieve the best possible results. There's an entire chapter of the book dedicated to this topic.
- **The copy of each campaign, as well as its translation into the chosen languages:** When perfectly combined with the design, the copy can maximize the CTR to generate the highest number of clicks per campaign.

(*) UTM codes are small snippets of text added to the end of a URL

The final stage of the conversion funnel—if the campaign is aimed at generating direct web sales—is the percentage of actual bookings obtained.

This outcome depends on multiple factors, such as the user experience and flow on the website and booking engine, the security and trust conveyed by the brand and the booking process, the promotion offered, the time of year, the degree of personalization of the campaign for each guest...



The great “indecision”: in-house email marketing professionals or specialized external agency

Developing an email marketing strategy should come after establishing a **Hotel Data** generation strategy. Only when the minimum volume and quality of **Hotel Data** are available should email marketing strategies begin. Otherwise, strategies will be implemented without the expected return on investment.

To use a closer analogy, it would be like a farmer investing in storage and distribution space for harvested grain without first planting quality seeds.

Starting with an ideal situation of **Hotel Data**, establishing email marketing strategies to promote new bookings from repeat guests through the direct channel leads to immediate savings on commissions, as discussed in previous chapters.

With the same **Hotel Data** generated for the same hotel chain, different agencies and professionals will achieve different results due to the varied strategies they implement. The first decision to make when starting email marketing tasks is whether to carry them out internally or, alternatively, through a specialized external company.

Qualities that both a professional and a specialized agency must have:

- Knowledge in handling databases.
- Understanding how to verify the quality of a database.
- Annual planning of email marketing campaigns.
- Identifying opportunities for new personalized campaigns (guests traveling with families, holidays in source countries) and not general ones (Black Friday, Cyber Monday).
- Mastering the art of choosing email subject lines that convert.
- Designing attractive, functional, responsive campaigns and newsletters that adhere to design best practices.
- Maintaining a healthy contact database by understanding the importance of tracking reservations per contact, in addition to tracking by campaign (through UTM).
- Reporting return on investment by providing data on the number of reservations diverted to the direct channel and repeat guests who previously booked through commission-based channels.
- Advanced Google Analytics user for conversion analysis and conversion paths.

Whether it is an experienced professional or a specialized agency, it is recommended to verify that:

- They have previous success stories in the hotel industry. Specifically, they should be able to demonstrate that they generated new bookings from repeat guests through personalized email marketing campaigns with a positive annual return on benefits vs. cost. If they have a proven track record and success cases, it is the best way to understand that their strategy, planning, design ability, tracking, and reporting are adequate.

- They are able to design a personalized strategy for the hotel brand in question. Each brand has its own peculiarities, such as: urban/vacation hotel, domestic/foreign customers, young/senior customers, linear/seasonal occupancy.
- They are able to generate detailed reports on return on investment, including at least: how many new bookings were generated from repeat guests, what percentage of the total new bookings from repeat guests initially came from commission-based channels, and what the total value of commission savings is.

Normally, the most common approach is to start with a specialized agency. It is convenient from the standpoint of speed to get started, cost-effectiveness, and results. A specialized agency that is already performing the same type of work for other hotel brands will be able to adapt quickly to a new project. Additionally, the agency's team accumulates knowledge based on experience and results from other similar projects, which allows them to quickly apply improvements to the rest of the projects. A specialized agency has many synergies (newsletter templates, texts, translations...) that streamline and reduce costs through economies of scale.

While everything seems to be an advantage when hiring a specialized email marketing agency, **in what situation is it preferable to hire an in-house professional?**

The advantage of hiring an in-house professional is the focus and exclusive dedication to a single hotel brand. If this professional has the necessary skills, working with a single brand will allow them to quickly gain a deeper understanding of the company, its location, guests, strengths, and weaknesses. This knowledge will enable them to personalize, perhaps even more, the email marketing campaigns, resulting in a higher number of bookings compared to a specialized agency working with the same volume of **Hotel Data**.

The potential disadvantage of hiring an in-house professional is the cost. Therefore, it's crucial to carefully assess the potential gains vs. cost to determine if this person's additional capacity to generate more bookings justifies the higher cost.

To compare the value generated against the cost of the agency or in-house professional, the volume of **Hotel Data** will be directly connected. If there is no **Hotel Data** available, neither the agency nor the professional will be able to extract a single cent of benefit from their email marketing strategy. Therefore, it's important to find the minimum balance point, meaning the minimum amount of **Hotel Data** needed, from which the number of new bookings generated by repeat guests will result in enough commission savings to cover the costs. From that specific number, it will be clear that everything generated beyond that point will be net profit.

Depending on the average value per web reservation for each hotel brand, the break-even point will be reached with more or fewer reservations. It's obvious that a hotel brand with an average web reservation value of 2,500 euros will need fewer reservations to reach the break-even point than a hotel brand with an average web reservation value of 300 euros.

Once the potential cost of the specialized agency or in-house professional is known, the next step is to look for the average value per web reservation. This figure can be obtained from various sources and is usually available in the reports from the booking engine itself. If it is not available, it can be calculated as follows:

$$\begin{array}{c} \text{Average value per web reservation} \\ = \\ \text{ADR} \\ \times \\ \text{Average number of nights per stay} \end{array}$$

- **ADR (Average Daily Rate):** This can be obtained directly from the reports of the booking engine.
- **Average number of nights per stay:** This should also be available in the reports from the booking engine itself.

Out of the two elements that will provide the break-even point, the only one that depends on the volume of available **Hotel Data** is the number of repeat guest bookings diverted to direct sales. This is because the average value per web reservation is a value set by each hotel brand, and it depends on many factors that typically do not fluctuate in the short term.

Factors such as the hotel's category, service quality, reputation, and guest satisfaction all influence the ADR of each hotel brand, and thus, the average value per reservation.

The break-even point formula:

$$\begin{array}{c}
 \text{Email marketing costs} \\
 = \\
 (\text{Number of repeat guest bookings redirected to direct sales} \times \\
 \text{average value per web booking}) \\
 \times \\
 \text{Average commission percentage}
 \end{array}$$

$$\begin{array}{c}
 \text{Email marketing costs} \\
 = \\
 \text{Email marketing tool cost} \\
 + \\
 \text{Specialized agency / In-house professional cost}
 \end{array}$$

- **Number of repeat guest bookings redirected to direct sales:** This can be automatically obtained when the **Hotel Data** generation systems are capable of adding information about the booking source channel, and when there is connectivity with the booking engine for detailed tracking by guest.
- **Average value per web booking:** ADR multiplied by the average number of nights per stay.
- **Average commission:** The total average commission paid to different commissioned channels should be weighed. In an urban hotel, this would be very close to the average OTA commission. In a vacation hotel brand, one must also weigh the discounts or commissions paid on negotiated prices along with the other commissioned channels. Generally, the average commissions obtained in vacation-type properties are higher than those obtained in urban-type properties, mainly because tour operator commissions are higher than OTA commissions.

The only variable value in the break-even point formula is the number of repeat guest bookings redirected to direct sales, while the rest of the elements are fixed or should be treated as fixed because they are unlikely to change in the short term.

What determines the potential value of the number of repeat guest bookings redirected to direct sales?

Mainly two factors:

- **Available volume of Hotel Data.** With a professional **Hotel Data** generation tool, an average of 85% of guest contacts can be collected from the total number of guests who visit the property over a 12-month period.
- **Email marketing resources and strategy,** which directly depend on the volume of **Hotel Data**. If there is no **Hotel Data**, email marketing will be unable to generate a single new repeat guest booking. However, if there is, for example, 85% **Hotel Data** coverage of all guests who have visited the property, then there will be the capacity to generate new bookings.

With the right and specialized email marketing tools, and with high-quality generated Hotel Data, an average of up to 100 new bookings can be achieved for every 10,000 unique contacts corresponding to past hotel guests.

A vacation hotel with 120 rooms can easily collect 10,000 contacts over one season using the right **Hotel Data** tool. If we estimate it's a 4-star hotel with an average stay of 7 nights and an ADR of €200, the average booking value would be €1,400. After a full season, we have 10,000 contacts from guests who stayed during that period.

The property hires a specialized agency to run email marketing campaigns throughout the year. As a result, 100 new bookings are generated from repeat guests who return to stay the following season—and who had previously booked through commissioned channels. Thanks to the email marketing actions, more than 100 bookings are generated per 10,000 **Hotel Data** contacts, but only the 100 from previously commissioned channels are counted here. Although it's very likely that email marketing campaigns encouraged many guests to return, if they had already booked directly in the previous season, there's no direct commission savings to report from those bookings.

Therefore, the 100 bookings generated with an average booking value of €1,400 result in €140,000 in new direct web bookings from repeat guests who had previously booked through commissioned channels the prior season. Since this is a vacation hotel, we apply an average commission of 30%, resulting in €42,000 in savings.

The break-even point for this hotel is therefore €42,000. If we estimate that the specialized agency charges €400 per month, the net annual profit is €37,200.

After the second year of generating **Hotel Data**, the number of repeat guest bookings redirected to the direct channel would increase to 200, with a potential net profit of €74,400. In the third year, the profit would rise to €111,600.

For an agency or an in-house professional, the effort and resources required to implement a strategy for a **Hotel Data** volume of 10,000 or 30,000 contacts does not vary significantly. It's easy to see that the most impactful variable is the volume of **Hotel Data**.

Example of urban hotel chains:

We will compare 4 chains, each with exactly the same number of hotels and rooms, located in the same city, and open 365 days a year. Let's assume they all receive the same number of unique guests throughout the year. Therefore, the average annual occupancy, the average number of guests per booking, and the average number of nights per booking are the same.

To calculate:

- Total number of hotels: 12
- Average number of rooms per hotel: 160
- Total number of rooms: 1,920
- Average number of guests per booking: 1.5
- Average number of nights per booking: 2.5
- Average annual occupancy rate: 75%
- Average number of days open per year: 365

Number of guests accommodated in 12 months =

$$(1,920 \times 1.5 \times 75\% \times 365) / 2.5 = 315,360$$

Considering that in an urban setting, some guests return multiple times during the same year, we estimate a **repeat rate within the same 12 months of 8%**.

To calculate the number of unique guests, i.e., without duplicates:

$$315,360 \times 0.92 = 290,131$$

All 4 chains have a **professional automated Hotel Data generation tool** installed. On average, they generate **85% of the total unique guests**. The remaining **15%** that is not captured usually consists of very senior or very junior guests who do not connect to the hotel's WiFi. This percentage can vary depending on the hotel type and its guest demographics.

So, in this example:

$$\text{Hotel Data generated} = 290,131 \times 85\% = \mathbf{246,611 \text{ unique contacts}}$$

(for which at least the basic block of data has been obtained).

As these are urban chains, we estimate there are no tour operators (TTOO), and that **commissioned channels are mainly composed of OTAs**. Therefore, we set the **average commission rate at 17%**.

CHAIN NAME	HOTEL DATA	ADR	AVERAGE VALUE PER BOOKING (1)	BOOKINGS REDIRECTED TO DIRECT SALES (2)	REVENUE FROM REDIRECTED BOOKINGS (3)	COMMISSION SAVINGS (4)	ANNUAL COST OF SPECIALIZED AGENCY
TOPAZ	246.611	€250	€625	2.466	€1.541.250	€262.012	€20.000
RUBY	246.611	€125	€312	2.466	€769.392	€130.796	€20.000
AMETHYST	246.611	€65	€162	2.466	€399.492	€67.913	€20.000
DIAMOND	246.611	€350	€875	2.466	€2.157.750	€366.817	€20.000

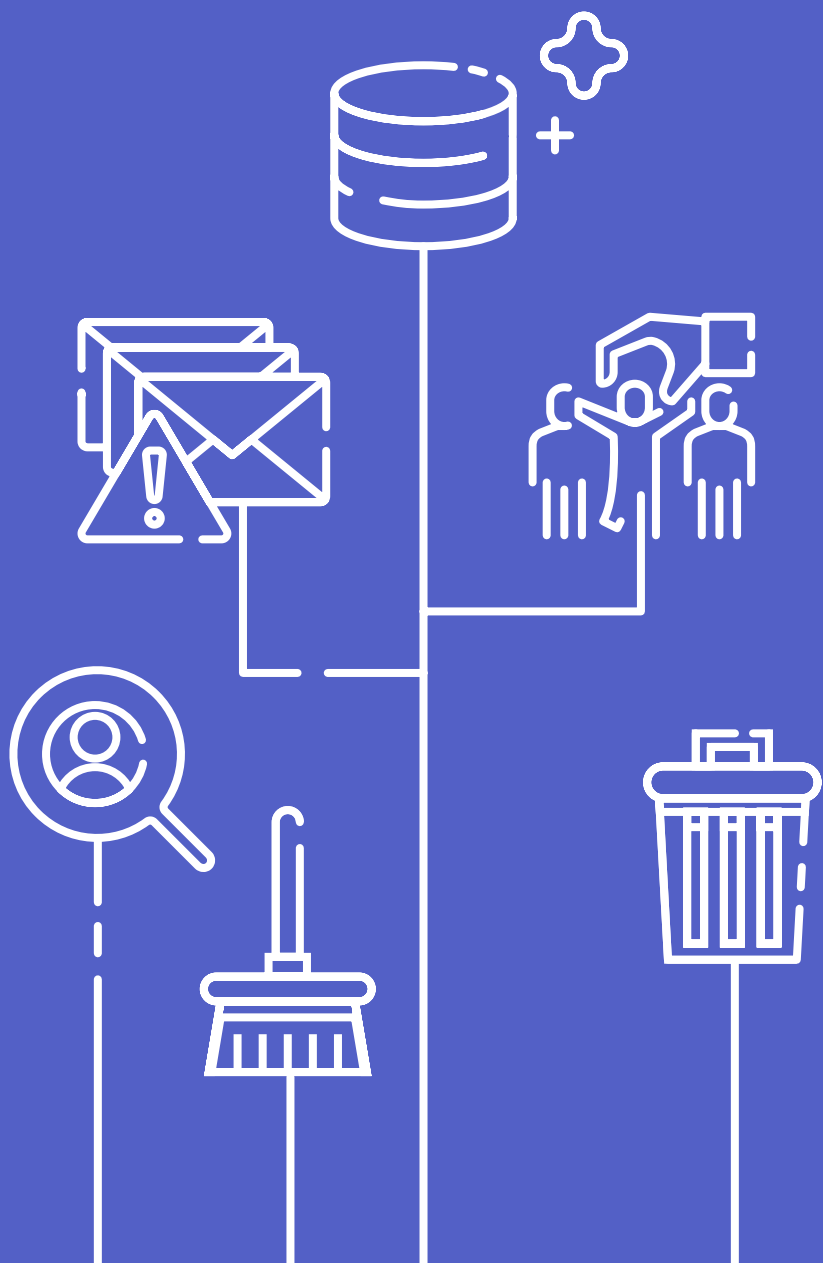
1. $ADR \times \text{AVERAGE NUMBER OF NIGHTS PER RESERVATION}$
2. $(\text{HOTEL DATA}) / 10,000 \times 100$ – On average, 100 new repeat guest reservations are redirected to the direct channel for every 10,000 Hotel Data contacts generated.
3. $\text{AVERAGE BOOKING VALUE} \times \text{RESERVATIONS REDIRECTED TO DIRECT SALES}$
4. $\text{AVERAGE COMMISSION RATE} \times \text{REVENUE VALUE FROM REDIRECTED BOOKINGS}$

As seen in the previous example, all four chains clearly surpass the break-even point thanks to commission savings exceeding €20,000, which is equivalent to the cost of the specialized email marketing agency hired.

The two key factors are the average booking value and the number of reservations redirected to direct sales.

With higher average booking values, fewer redirected reservations are needed to reach the same level of commission savings – and vice versa.

Therefore, the core factor around which all email marketing strategies revolve is the Hotel Data.



Verification and Cleaning Process of Data Prior to the First Email Marketing Campaign

It is essential to avoid, at all costs, sending email marketing campaigns that contain fake, invalid, or simply erroneous email addresses. The main risk is severely damaging the reputation of the hotel brand's domain:

- Spam reports from contacts.
- Email bounce rate.

The danger incurred by exceeding the limit of either of these two risk factors is the blocking of emails by the ISP (Internet Service Provider). This is truly an undesirable situation where contacts on the lists do not receive the communications sent by the hotel brand.

Building a good email sending domain reputation takes a lot of work, but it can be destroyed quickly. Therefore, it is something that requires great attention and care from the very first moment.

Spam reports from contacts.

An acceptable number is receiving between one and three spam complaints per 1,000 emails sent. If the industry-standard threshold (0.02% spam complaints on a mass email send) is exceeded, and contacts continue receiving email campaigns in the future, the ISP will immediately block the receipt of emails from the same domain. Once the limit is surpassed and blocked by major ISPs, reversing the situation is quite a complicated process.

The firmly established threshold for ISPs is 0.1% as the maximum allowed spam complaint ratio. Based on this, the vast majority of CRMs or email marketing tools will suspend the account to prevent further campaigns from being sent, even before reaching this limit. It is important to note that many of the major ISPs begin to delay email delivery when they detect spam complaint ratios near 0.01% (one spam report for every 10,000 recipients). This is a matter that is handled with great sensitivity by the email community.

What are the main reasons why a contact reports an email as perceived as spam:

- **They can't recognize who sent the email:** This can especially happen when dealing with hotel chains or when the corporate name differs from the hotel's name. A guest who stayed at the "Hotel Costa Blanca" might not recognize an email received months after check-out where the sender is "Hoteles Arena de Plata." In most cases, the guest recognizes and remembers the name of the hotel, but they rarely remember the chain's commercial name unless it is a very recognizable brand, like Marriott or Hilton.
- **The content seems inappropriate:** As long as the communication is directly related to services consumed by the guest, it shouldn't be a friction point. A clear case of spam would be sending a guest of a hotel brand a communication about car rentals or flight purchases. If the design of the communication itself is of very low quality, it could also lead to a spam report, as it doesn't meet the recipient's expectations.

- **The sending frequency is not appropriate:** sending too many emails in a short period of time without first establishing a trust-based relationship between the brand and the guest. To build trust through email marketing, a “warming-up” strategy is required. If no warming-up strategy is implemented—or simply due to lack of awareness of the need for one—there is a risk of increasing spam reports from recipients.

On the other hand, sending emails too infrequently can result in the recipient forgetting about the brand, as the relationship isn’t strong enough. Warming-up strategies typically begin with communications at appropriate times during and after the stay, which generally do not aim to promote products or services, but rather to provide value to the guest. Typically, these consist of three to four communications during the stay.

As for post-stay communications, depending on the level of segmentation achievable through the depth of the generated **Hotel Data**, it’s possible to send two to three emails per month. Thanks to integrations between the email marketing tool and the booking engine, new reservations generated after sending campaigns can be linked to each contact. Additionally, advanced segmentation allows excluding contacts who have recently booked, so subsequent campaigns should not impact them. This way, contact lists can be preserved for a long time. If it’s not possible to exclude recently booked contacts, sending them further campaigns will only result in burning the contact, leading to them unsubscribing from future campaigns.

- **They don’t know how to unsubscribe:** any minimally used email marketing tool on the market allows adding an easy unsubscribe button. Failing to offer the option to unsubscribe from future communications in any campaign is a serious mistake, as it will very likely result in a spam report.

Email bounce rate.

This is the most important factor to consider—even more critical than spam complaints. It's normal to receive some bounced emails in every campaign, but if the percentage approaches 5% of the total, ISPs will start blocking the reception of emails from the sending domain.

There are different levels of bounces, but the one that truly causes problems is what's known as a hard bounce. When an email is reported as a hard bounce, it means the message was returned because it was detected as invalid.

Main causes of hard bounces include:

- Outdated email addresses.
- Fake email addresses.
- Email addresses with errors.

In all properties where a professional **Hotel Data** generation system has been implemented, none of the above causes occur with enough frequency to create a negative impact. Thanks to real-time email verification, average email deliverability exceeds 98%, and the hard bounce rate never surpasses 1% of the total—very safe levels that are far from triggering ISP blocking alarms.

So, in what cases does the risk arise of triggering ISP blocking alarms due to high hard bounce rates in the hotel industry?

Mainly when databases are imported from systems that store unverified data. In the hotel sector, the primary source of unverified data is typically the PMS. In all establishments without a professional, automated **Hotel Data** generation tool in place, the risk of having databases with a high level of erroneous or fake email addresses is very high. The main reason is that, without such a tool, data collection is done manually—usually during the guest check-in process.

The main drawbacks of manually collecting data during check-in are:

- The guest writes their email on a paper form, which is often difficult to read and later transcribe into the PMS.
- Multiple errors occur when transcribing from paper to the PMS.
- It is impossible to verify emails in real time since the environment is not digital. As a result, when it's later discovered that the email is invalid, it's already too late to recover a new one from the guest.
- Hard bounce rates using this method average over 40% of the total.
- Compared to the level of **Hotel Data** capture achieved by a professional and automated tool—easily reaching 85% of all accommodated guests—a manual process rarely exceeds 20% to 30%.

Whenever historical **Hotel Data** has been collected manually in the property's PMS or similar IT systems, it is essential to clean the database using an email verification tool (such as Neverbounce) (*) before using the imported list to send an email marketing campaign.





Bad Practices in Hotel Email Marketing: How to Avoid Ending Up in Spam

There are dozens of websites, blogs, and specialized books that thoroughly cover all the important aspects to consider in order to avoid ending up in spam, maintain a good domain reputation, and keep the campaign audience positively engaged. However, in hotel email marketing, there are some additional guidelines to take into account.

For a marketing email campaign to end up in the dreaded spam folder, one of the following may happen:

- Email services have automatically detected a deficiency in the email that triggered spam alerts.
- The email is successfully delivered to the recipient but is manually marked as spam by them.

Below are three golden rules to always keep in mind in hotel email marketing:

1. The email domain must match the domain of the links in the email:

A more common issue than it may seem is when the sending email domain does not match the links leading to the hotel brand's corporate website.

This situation is frequently observed when the hotel brand works with a specialized email marketing agency. Instead of using the hotel's own domain for campaign sends, agencies often use their own or a generic domain such as: `campañas-vip@agenciademarketing.com`

The only benefit for the agency is that they are likely saving money on the email marketing platform they are using. These tools typically have lower costs when operating under a single domain rather than multiple domains.

However, while this might be a cost-saving for the agency, it does the hotel brand no favors, as the likelihood of triggering anti-spam filters increases significantly.

Furthermore, even if the email is delivered, many recipients check the sender's email address. Upon noticing that it comes from a domain unrelated to the hotel brand, it often results in instant spam reports and an immediate loss of trust in the brand.

SOLUTION:

Always send hotel brand campaigns from the brand's own domain and never use third-party domains.

2. Use a sender name that is easily recognizable to the recipient:

Specifically in the hospitality sector, it is quite common for guests to stay at a hotel whose name differs from the commercial brand. This is especially true in hotel chains, where each property typically has a unique name that bears little relation to the brand name. However, when sending an email marketing campaign, the sender name is often set to the commercial brand. The problem is that guests remember the name of the hotel they stayed at, not the brand name. As a result, when campaigns are sent using the chain's commercial brand as the sender, open rates tend to be very low, and spam reports from recipients are high.

SOLUTION:

Use the available tags in the email marketing tool to personalize at least the first email the recipient will receive. The tag to include should be the name of the hotel where the recipient stayed, and it should be featured in the subject line of the email. The commercial brand of the chain can remain as the sender, but the key idea is to allow the recipient to immediately recognize the hotel they stayed at (which they remember and associate) at a glance, and connect it with the commercial brand.

An example of applying this technique would be:

Sender: Topacio Hotels & Resorts

Subject: Sam, your stay at Coral Bay Hotel XXXXXXXX

In subsequent emails, it won't be necessary to include it in every one. Gradually, the recipient will be able to associate both names, and eventually, the hotel name will no longer need to be included. Normally, including a similar structure in the next two or three emails is sufficient.

3. Do not use images as the main part of the email body:

Usually, due to lack of knowledge, a single image is used as the main part of the email. This image is often designed with all the text communicating the offer or benefits of the promotion. The result is a .JPG or similar image that occupies the entire body of the email, with no visible text other than what appears in the image itself. Well, automatic spam filters will block emails where the entire body is a single image. Therefore, this type of email will not reach the recipients.

In reality, if the risks of sending a campaign in this format are not understood, a marketing department of a hotel brand might see many advantages in doing so, as it saves time and initially ensures a good design.

SOLUTION:

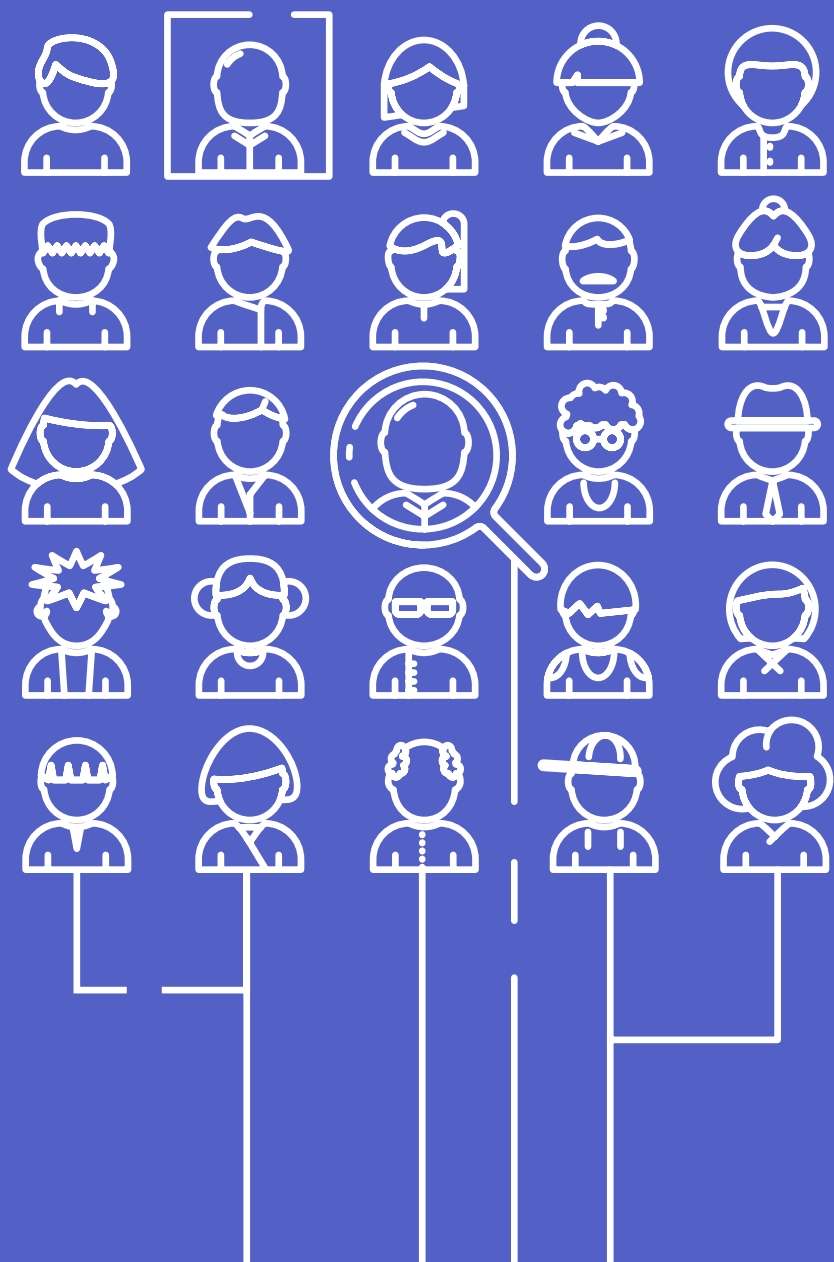
Text and images should be separated. The text should not be part of the image; it should be real text. Keep in mind that many email services, such as Outlook, do not automatically load the image of an email but will always load the text.

Additionally, by separating them, spam filters do not detect it as such.

The next rule to apply is the 25% rule, meaning that the image should represent 25% of the total body of the email, while the text should make up 75%.

Another point to consider is that the image should never be sent as an attachment in the email. It is highly recommended to use the template builders available in most email marketing tools, as they help ensure compliance with all the standards that will prevent emails from ending up in spam.

**FOLLOW THESE RULES AND YOU'LL AVOID HAVING
YOUR EMAIL CAMPAIGNS END UP IN THE SPAM
FOLDER**



How to Manage Potentially Duplicate Contacts

Traditionally, in the absence of professional **Hotel Data** generation tools, the only source of historical emails has been the PMS. PMS systems were not originally designed to become a valuable source of verified emails and free of duplicates; their primary function is to manage bookings, stays, billing, and payments. When a new reservation is sent from the channel manager to the PMS, a new reservation with the basic associated data is created in a few seconds. The data sent by different channels, whether TTOO or OTAs, is purely transactional, and beyond the name associated with the traveler's reservation, no additional data is included to allow the PMS to verify against its database whether the traveler has stayed before.

If this process occurs in a hotel chain, the verification should be made against a centralized database. Even if the PMS has an internal process to regularly check for repeat customers, the data entry would not allow the PMS to complete the process successfully. A data point that would allow for perfect traceability would be, for example, when the same data exactly matches in both the PMS database and the new reservation. Therefore, until the check-in stage, detecting duplicates would be extremely difficult.

However, at the time of check-in, the guest in Spain is legally required to provide their identification (DNI/passport). The data from their DNI or passport must be stored in the PMS by the front desk staff for the police report. Thanks to this process, the PMS would be able to identify the same guest during a future check-in, thus avoiding data duplication, as the DNI or passport number is an unchangeable data point. The capture of the guest's identification number can be automated, provided the hotel has an OCR (document scanner) and can transfer the data from the scan to the PMS. This is the most efficient and error-free method of data capture.

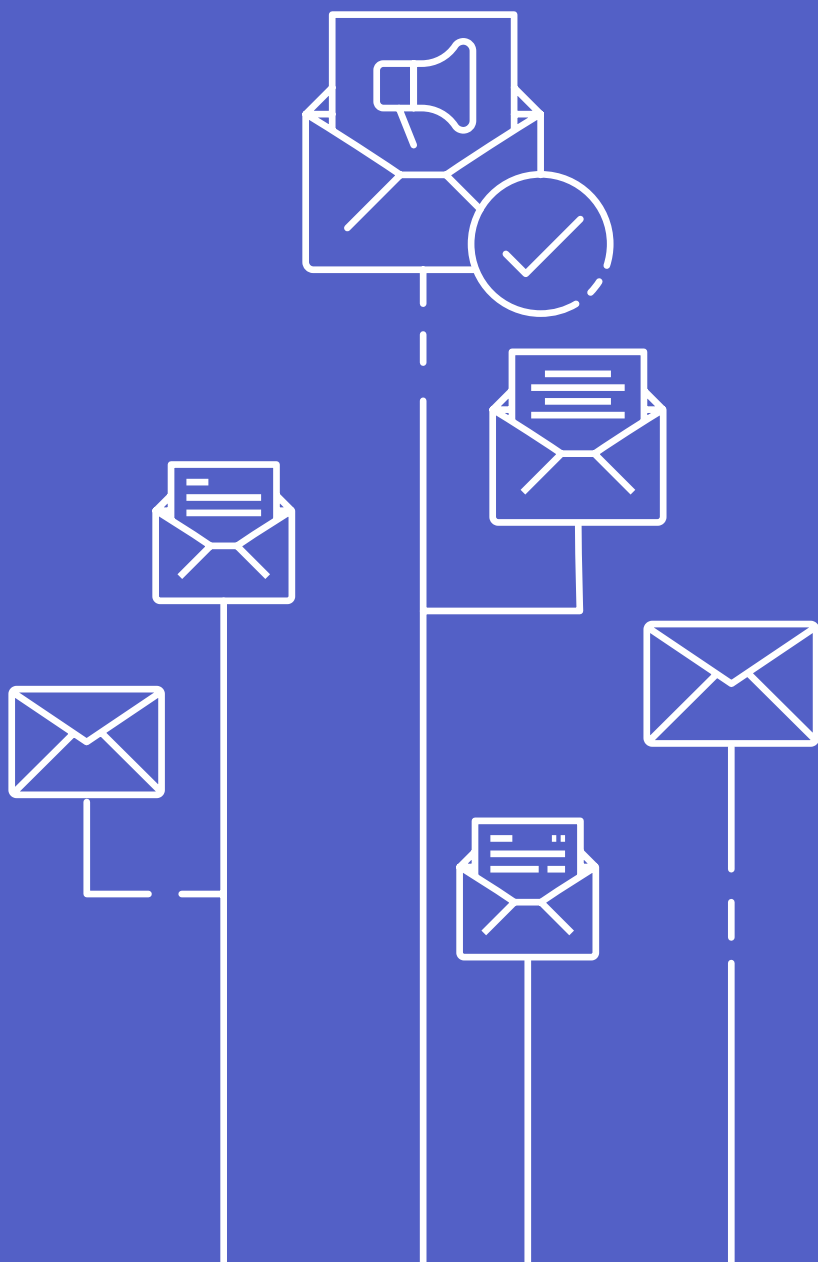
However, it is important to note that the number of hotels with an automated OCR-to-PMS process in the sector is not very high. Hotels lacking this process manually enter document data. Depending on the PMS, even if the identification data is entered manually, it may or may not have a verification system for the document number entered. If such a system exists, it could help prevent erroneous entries by front desk staff. Once the PMS has the data, it will trigger a process to detect if the document number entered already exists in the database, linking the new reservation to a repeat guest.

What factors primarily complicate the duplicate cleaning processes in a PMS?

- **Hotels located outside of Spain:** In many European, Asian, African, and American countries, it is not mandatory for travelers to present their identification document. Sometimes, simply showing it is enough, but it is never stored in the PMS, especially not for the reservation's companion.
- **Hotel chains or groups:** The key lies in the capabilities of the PMS and its implementation design. Generally, there are two different scenarios. The first scenario, which is ideal for avoiding duplicates in the database, is when the PMS implementation across different properties includes a centralized customer database. This way, checks are performed not only at the hotel level but also against a centralized database, thus reducing the likelihood of duplicate data. However, the scenario commonly found in most hotel chains is an individualized PMS implementation per hotel. Therefore, when consolidating the database, the same guest who stayed at hotel A and later at hotel B will appear twice.

These two factors, along with the different possible scenarios mentioned earlier, create a series of difficulties for the hotel sector in maintaining clean, duplicate-free databases and easily focusing on email marketing strategies. The insecurity generated for marketing departments and agencies when working with unreliable databases is one of the many reasons why mass email marketing actions are not carried out.

Thanks to technological advancements, hotel data generation tools have emerged to precisely address all the challenges presented in this chapter. It is not advisable to force other technological tools, in this case, the PMS, to perform functions they were not designed for.



Email Subject Lines that Achieve High Open Rates

The subject line is the most important strategic element in email marketing once the email has been received by the recipient. If the subject line is not attractive or relevant enough for the recipients, the open rate will fall short of expectations, and the overall campaign cannot be considered a success.

What should be avoided at all costs:

- Writing the entire or part of the subject line in uppercase.
- Including exclamation marks or icons.
- Using words like VIP, discount, promotion, free, or sale. These are words that spam filters will immediately flag, increasing the likelihood that the campaign will never reach the recipient.
- During global promotion days, avoid including the name of the promotion in the subject line. For example, in a “Black Friday” campaign, if the promotion’s name is included in the subject, the open rate will significantly decrease, while the chances of being flagged as spam increase considerably.

There are 4 fundamental types of communications in email marketing:

1. Newsletter
2. Promotion
3. Announcement about a new feature
4. Invitation to an event

As long as we work with **Hotel Data** generated through professional tools, we will have data for more than 85% of the total guests who have visited the establishment. This data is ready to be activated in email marketing tools and generates significant value by saving commission fees from diverting bookings to the direct web channel.

The great advantage of developing an email marketing strategy focused on customer loyalty is that it deals with contacts who already know the product, and a considerable percentage of them have a high potential for repeat bookings. Thanks to email marketing, **repeat guest reservations can be channeled to the most profitable sales channel.**

Of the four types of email marketing communications, promotions are the most frequent. However, as explained in previous chapters, it is important to connect the recipient with the brand, and ideally, start with communications that are not promotional, such as:

- Welcoming guests to the hotel via email.
- Emails focused on learning more about guest satisfaction.
- Birthday email greetings.
- Gifts for repeat guests.

This way, a trust-based relationship will be established between the hotel's brand and the guest. Later on, any promotional campaign will have a more positive impact.

The most important aspect of email marketing communications in the hospitality industry is relevance. And to be relevant, it is crucial to have detailed **Hotel Data** to create appropriate segmentation at each moment. For example, if only an email and name are available for each guest, the campaign cannot even be segmented by language, which will lead to high

rejection rates from the majority of the audience. On the other hand, if detailed information is available, such as whether the guests traveled alone or with a partner, with or without children, a specific campaign can be sent to families with tailored discounts for suitable hotels in the hotel chain.

Personalization ideas for email marketing campaign subject lines in the hospitality industry:

- Always include the guest's name in the subject, keep it brief, and create urgency and curiosity.
- Segment by language, at least for the four main nationalities of the establishment, and include the rest of the nationalities in the email in English.
- Segment by gender (male or female) and create personalized campaigns and subject lines.
- For hotel chains specifically: during the first two or three communications, always include the name of the hotel the guest stayed at in the subject line, in addition to the brand name as the sender, to ensure that the recipient associates the hotel and the brand name.
- Personalize promotion campaigns and subject lines based on public holidays by nationality.
- Personalize campaigns and subject lines based on the time of year the guest makes the booking. Ideally, such campaigns should be kept active through automation. A rule is set so that 45 days before the date the guest typically books, the campaign is sent automatically.
- Personalize campaigns and subject lines for couples traveling with children.
- Personalize campaigns and subject lines for repeat guests with exclusive promotions for being loyal customers of the brand.

- Personalize campaigns and subject lines based on the type of room chosen.
- Especially for chains: personalize campaigns and subject lines based on the destinations previously chosen by the guest.

An example of a subject line for “Black Friday” or “Cyber Monday” that converts:

Instead of: “Today, Black Friday offer at all our hotels!”

Use: “Sam, today is the day, exclusively for our guests.”

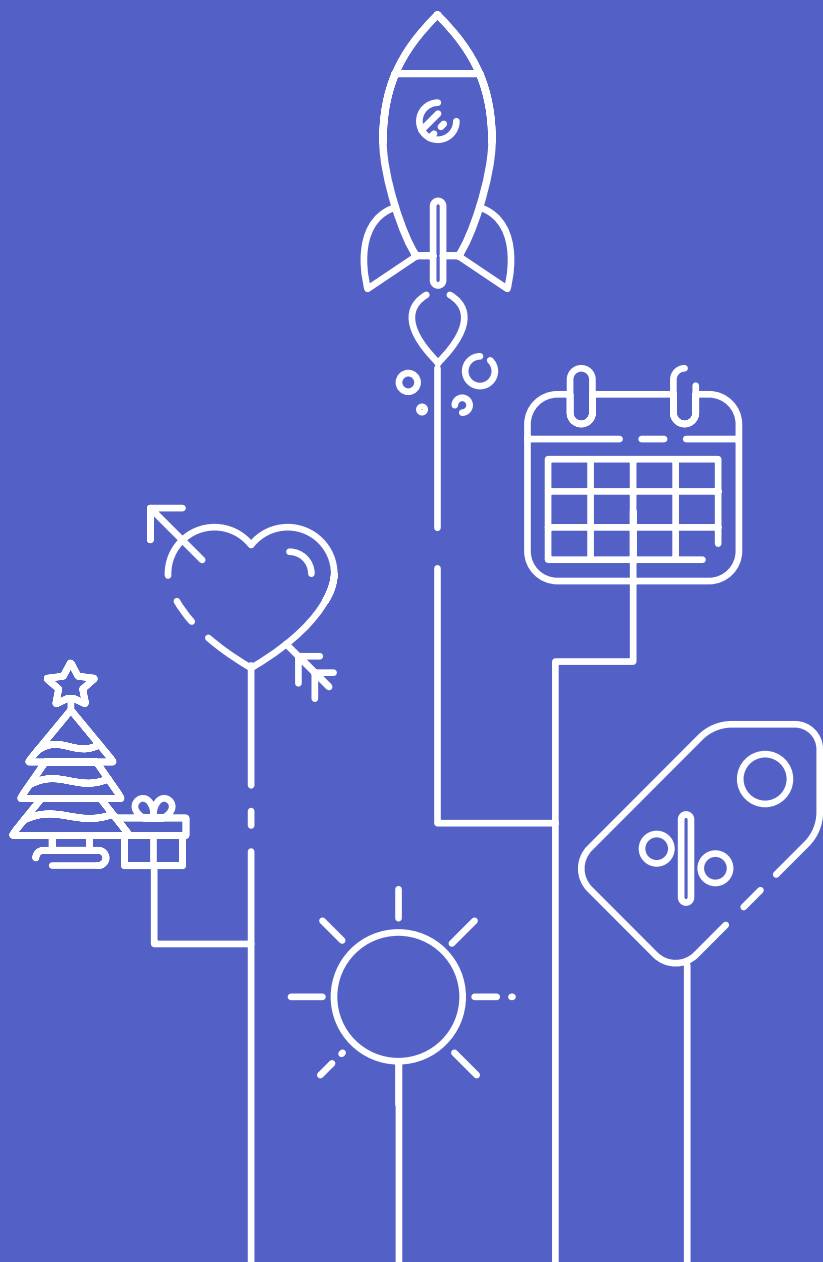
Or also: “Sam, today only, for guests like you.”

These types of subject lines are very effective. They are personalized with the guest’s name, stand out from the rest of the emails on a saturated day like “Black Friday” or “Cyber Monday,” they won’t be blocked by spam filters, and most importantly, they create urgency and curiosity for the recipient.

Another angle to stand out from other companies targeting the same users is to creatively adapt the promotion name to the hotel brand.

For example, instead of using “Black Friday,” the alternative could be “White Week,” “Blue Days,” “Red Weekend,” etc.

THE HIGHER THE DEGREE OF PERSONALIZATION,
THE HIGHER THE OPEN RATE WILL BE



Email Campaign Planning for the Hotel Sector

When a professional in the sector faces annual email marketing planning for the first time, doubts may arise. Annual planning involves setting a series of strategies, which at first may seem simple, but in reality, the level of complexity can be overwhelming. There are countless campaigns to send, designs to create, aligning promotions with the booking engine, measuring results, A/B testing, and much more.

As mentioned in earlier chapters of the book, it is essential to have a specialized agency or, as an alternative, the right in-house professionals.

One of the most important points to plan and agree on with the specialized agency or in-house professional is the campaigns that will be sent and when.

A good plan allows for the appropriate calibration of available resources with the number of campaigns to be sent throughout the year.

Additionally, planning email marketing annually allows:

- Establishing a schedule and frequency, and adjusting it to the type of audience of the hotel brand in question.
- Concentrating the work of designing and producing campaigns in a few months, scheduling their sending in the future based on the annual plan.
- Improving the quality of the content in each campaign.
- Focusing efforts on analyzing results and adding improvements for the following year.

Below is a list of campaigns that can serve as inspiration for the annual planning of a hotel brand. It is assumed that the hotel brand automatically generates **Hotel Data** using a professional tool and that there is the capability to easily segment the database through the email marketing tool based on fields of interest at any given time.

These tables present just a few examples that can be useful, but obviously, there are many more.

INSPIRATION FOR CAMPAIGNS BASED ON PROMOTIONS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SALES	X	X					X	X				
BLACK FRIDAY											X	
CYBER MONDAY												X
MILD-SEASON SALES			X	X	X				X	X		
BACK TO SCHOOL								X	X			
YELLOW DAY						X						
BLUE MONDAY	X											

INSPIRATION FOR CAMPAIGNS BASED ON GREETINGS, HOLIDAYS, AND GLOBAL EVENTS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CHRISTMAS												X
FATHER'S DAY						X						
MOTHER'S DAY					X							
VALENTINE'S DAY		X										
FRIENDSHIP DAY							X					
WORLD SNOW DAY	X											
CHINESE NEW YEAR		X										
SAINT PATRICK'S			X									
THE OSCARS			X									
CARNIVAL		X	X									
EASTER			X	X								
SUPER BOWL		X										
APRIL FOOLS' DAY				X								
EARTH DAY				X								
HALLOWEEN										X		
THANKSGIVING											X	
PARIS FASHION WEEK									X	X		
MILAN FASHION WEEK									X			
NEW YORK FASHION WEEK									X			
COACHELLA				X								
CANNES FILM FESTIVAL					X							
CHAMPIONS LEAGUE					X							
EUROVISION					X							
LGBTQ+ PRIDE						X						
WIMBLEDON							X					
TOUR DE FRANCE							X	X				
OKTOBERFEST										X		
GLASTONBURY						X						
BURNING MAN								X	X			
CHRISTMAS MARKETS												X

INSPIRATION FOR CAMPAIGNS BASED ON GREETINGS, HOLIDAYS, AND LOCAL EVENTS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FATHER'S DAY			X									
MOTHER'S DAY					X							
FITUR	X											
GOYA AWARDS		X										
OCTOBER LONG WEEKEND										X		
DECEMBER LONG WEEKEND												X
MADRID FASHION WEEK		X					X					
BENICÀSSIM INTERNATIONAL FESTIVAL							X					
BCN 080			X									
SAN SEBASTIÁN FILM FESTIVAL									X			
KING'S CUP				X								
MOTO GP JEREZ				X								
SEVILLE FAIR				X								
SAINT JOHN'S EVE						X						
SAN FERMÍN							X					
SONAR							X					
TOMATINA									X			
KING'S CUP SAILING REGATTA								X	X			
SELLA RIVER DESCENT								X				
MWC		X										

Inspiration for campaigns based on hotel brand specifics

Email marketing campaigns have become a highly competitive field, but they are undoubtedly still one of the most effective and high-return tools available to any marketing department. Standing out in each recipient's inbox requires increasing levels of creativity to avoid becoming just another forgotten email.

The great advantage hotel brands have when planning their marketing strategy lies mainly in the high priority that recipients place on their next trip—whether for leisure or business—compared to other potential messages. We all look forward to our next weekend getaway, long weekend, or extended vacation that we've invested so much time and excitement into planning. For many people today, it is truly one of the biggest investments they make each year.

Hotel brands have the opportunity to create a wide range of email marketing campaigns by combining their unique attributes: destination, category, traveler type, brand identity, and themes like family, sports, sun and beach, or mountains.

Below, we present some areas as inspiration to develop specific campaigns closely tied to each hotel brand and its unique identity:

Destination characteristics + identity:

Imagine a hotel group whose properties are mostly vacation-oriented and located on the island of Lanzarote. There are countless characteristics we could associate with to grab the attention of our customers through campaigns.

The idea is not, for example, to launch a campaign focused on surfing to attract fans of this sport, since we would be targeting a very specific segment of our database—likely without knowing who is actually into surfing. However, we can choose to be extra creative at just the right moment in the year, when no general campaign is planned, by launching a surprising message with an unexpected title like: "Surf your holidays with us in Lanzarote."

The goal is to surprise the recipient by being different, while also associating the brand with environmental traits that work in our favor. Of course, the creativity and design must support the campaign's slogan. The same exercise applies perfectly when associating the brand with nature, gastronomy, or local folklore, for example.

Occasional “Last Minute” Offers + Creativity: mimicking the same campaigns as your competitors—or simply copying what big brands do—is rarely a winning strategy. The goal is to stand out in a crowded inbox, where dozens of emails compete for attention every day. That's why every message needs to deliver both creativity and value.

“Last minute” deals are incredibly effective because they create a sense of urgency—crucial for nudging undecided travelers who tend to book with little or no planning. These campaigns can be launched at strategic moments throughout the year, depending on your hotel type, destination, and seasonality.

Here are a few inspirational examples:

- Holidays countdown: now or never
- Last call for paradise seekers
- The sun is here—better late than never

Guest Insights + Segmented Data: it's not about knowing every guest's personal preferences in detail. Many hoteliers are fixated on collecting highly personalized data, but this process is often manual, costly, and poorly automated—with questionable ROI when it comes to email marketing.

Instead, the aim should be to identify patterns and group behaviors, not individuals. Focus your efforts on creating campaigns that:

- Target families vs. adults-only travelers, depending on the segment
- Align with seasonal trends—e.g. business travelers during trade shows, sports fans during key events, or guests planning getaways around public holidays
- Consider booking lead time (the gap between booking and check-in) to drive future reservations. Understanding this timing is key to hitting

the inbox at just the right moment. Analyzing booking habits can help you optimize when to send each message for maximum impact.

These types of impacts should be interspersed with those described in the previous sections of this chapter. They are designed to cover moments when there is a need to generate a spike in occupancy during specific times of the year, to fill months when there is no possibility of sending general or local campaigns, or simply to surprise the recipient and encourage unexpected new bookings. With a good strategy of additional creative and specific campaigns, total bookings for the year can increase by 20%-30%. Additionally, by continuously experimenting, it is possible to easily analyze those campaigns that have been the most successful and replicate them in the following year.

The first year of planning email marketing is often the most overwhelming because there are no designs or texts to reuse from previous seasons, no statistics to make informed decisions, and in general, everything must be created from scratch. What works for one hotel brand may not work for another. Urban hotels must adopt strategies that are different from those used by vacation destinations, and overall, the most important thing is to understand the specific clientele of each hotel brand and apply the necessary modifications. The key is to start, not to aim to create the perfect email marketing strategy in the first year. It's something that is built year after year, learning from both the good results and the not-so-good ones. Always test whenever possible. Many email marketing tools available on the market offer A/B testing. Gradually, more campaigns are added each year, with the ones that truly generate results being the focus. In advanced stages, decision trees by events should even be incorporated to achieve additional results that wouldn't be possible otherwise. The most basic and general campaigns will generate the vast majority of results. The ten or twelve most general annual email marketing campaigns will generate 80% of total bookings. To generate the remaining 20%, one must work on what is called the "long tail": many very specific, highly segmented campaigns designed to generate just a few bookings with each one. But in the end, all campaigns that generate new bookings are necessary to maximize results.

The golden rule must not be forgotten: **a recipient who receives a campaign and eventually books should not be targeted by campaigns for the next three to six months.** Otherwise, the opposite effect will be

created, and those who are booking will end up unsubscribing from future campaigns, losing the best clients campaign after campaign.

Here's an example of how to gradually mature the email marketing strategy and planning:

First year:

Send one or two campaigns per month, selecting the most suitable ones based on the previous inspiration options. On our part, we can offer this selection, which consistently yields good results.

JANUARY	
Sales	Winter Getaway
FEBRUARY	
Valentine's Day	Carnival
MARCH	
Father's Day	Spring Getaway
APRIL	
Easter	World Book Day
MAY	
Labour Day	Mother's Day
JUNE	
Summer is coming!	Yellow Day
JULY	
Relaxing Summer	Family or Couples' Holiday
AUGUST	
Last-Minute Summer	Holiday Wish List
SEPTEMBER	
Extend the Summer	Autumn Getaway
OCTOBER	
Halloween	October Long Weekend
NOVEMBER	
Black Friday	Pre-Christmas Break
DECEMBER	
Christmas	December Long Weekend

It's important to remember that the subject of each campaign should always be personalized with the recipient's name. Always segment by the main languages representative of each hotel brand.

Second year:

Maintain the campaigns from the first year, except if any have not yielded good results (for example, if they haven't generated any bookings). Add between 10 and 20 specific annual campaigns for holidays and local long weekends related to the most representative nationalities for the hotel brand. This way, repeat guests who plan getaways during local holidays and long weekends can be attracted. Add five to ten annual segmented campaigns using **Hotel Data** from the transactional block (such as campaigns targeting guests with families, repeat guests, by room type, etc.).

JANUARY
Don't let Blue Monday get to you—travel this month!
FEBRUARY
Stuck in a Groundhog Day loop? Break the routine at these hotels
MARCH
Enjoy a gourmet getaway at our hotel
APRIL
Forgot about Valentine's Day? There's still time to surprise your partner
MAY
Treat yourself: start your holiday early with whoever you want
JUNE
Celebrate Environment Day surrounded by nature
JULY
Friendship Day: because sharing is always better
AUGUST
Last call: huge summer discounts!
SEPTEMBER
Celebrate World Tourism Day the best way—by traveling!
OCTOBER
3, 2, 1... Unplug! Relaxing getaways to escape the routine

NOVEMBER
Travel and forget about the cold!
DECEMBER
Celebrate New Year's in a whole new way

Third year:

With data and results from the previous two years available for analysis, it would now be possible to make informed decisions about what works and what doesn't quite work for the hotel brand in question. To reinforce the results of each campaign, the ideal approach would be to create automated follow-up emails.

These event-based emails have a very positive effect on the final results, as they guide the recipient automatically toward the final stage of the funnel. The next chapter provides a detailed explanation of everything you need to know about follow-up automation.

Automated Follow-up Emails in the Hotel Industry

Follow-up emails or email sequences (also known as behavioral emails or drip emails) are specifically used to send emails automatically based on the behavior—or lack thereof—of the campaign recipients. Professional email marketing tools include advanced segmentation based on behavior and allow the creation of decision trees to design as many email sequences as needed.

When used correctly, these automated emails based on recipient behavior can increase bookings by up to 30%. However, if used incorrectly, they can be perceived as spam. A single impersonal email, sent at the wrong time, can permanently lose a satisfied and loyal guest. Therefore, it is a very effective tool, but it requires great care when planning and designing.

In the hotel industry, after establishing a trusting relationship between the hotel brand and the guest, the main objective of the email marketing campaigns planned throughout the year is to generate new bookings from repeat guests through the direct web channel. If no automated sequence based on guest behavior is programmed after each email send-out, a potential additional gain of up to 30% is lost.

The main benefits of establishing automated email sequences are:

1. **It helps keep the attention of campaign recipients** active throughout the sales process. If the history of received campaigns prior to a booking is analyzed, in 60% of cases, it exceeds four campaigns. That is, 60% of the recipients who ultimately made a booking had previously interacted with at least 3 or 4 campaigns but had not booked. According to a study conducted by **IKO SYSTEM**, the first send of a campaign achieves, on average, half the open rate of what is achieved with the sixth send.
2. **It helps save time and energy** thanks to the automation of emails.
3. Since recipients are exposed to emails repeatedly, the hotel brand becomes familiar to them. As the human mind works, **what is familiar is reliable**.

4. More emails translate into **more sales opportunities**, which leads to more bookings diverted from commission-based channels to the direct web channel.

The main type of automated follow-up emails that will be scheduled in hotel email marketing is directly related to generating new bookings. Therefore, as soon as a recipient completes the booking process after receiving a campaign or an automated follow-up email, they will stop receiving the subsequent scheduled follow-up emails.

The maximum number of follow-up emails to schedule in a sequence is set to six, as recommended by Steli Efti, CEO of Close.io (*). Therefore, a recipient who does not react by booking after six scheduled follow-up emails will no longer receive any further emails. Steli also recommends the time intervals that should pass between each of the six scheduled emails. A recipient who does not respond by booking after these six follow-up emails will no longer receive any further communications.

***"Day 1: First follow up (+2)
Day 3: Follow up (+4)
Day 7: Follow up (+7)
Day 14: Follow up (+14)
Day 28: Follow up (+30)
Day 58: Follow up (+30)
...(from there on once a month)."***



Process to Follow When Writing a Follow-up Email (according to Sujan Patel from the Mailshake blog):

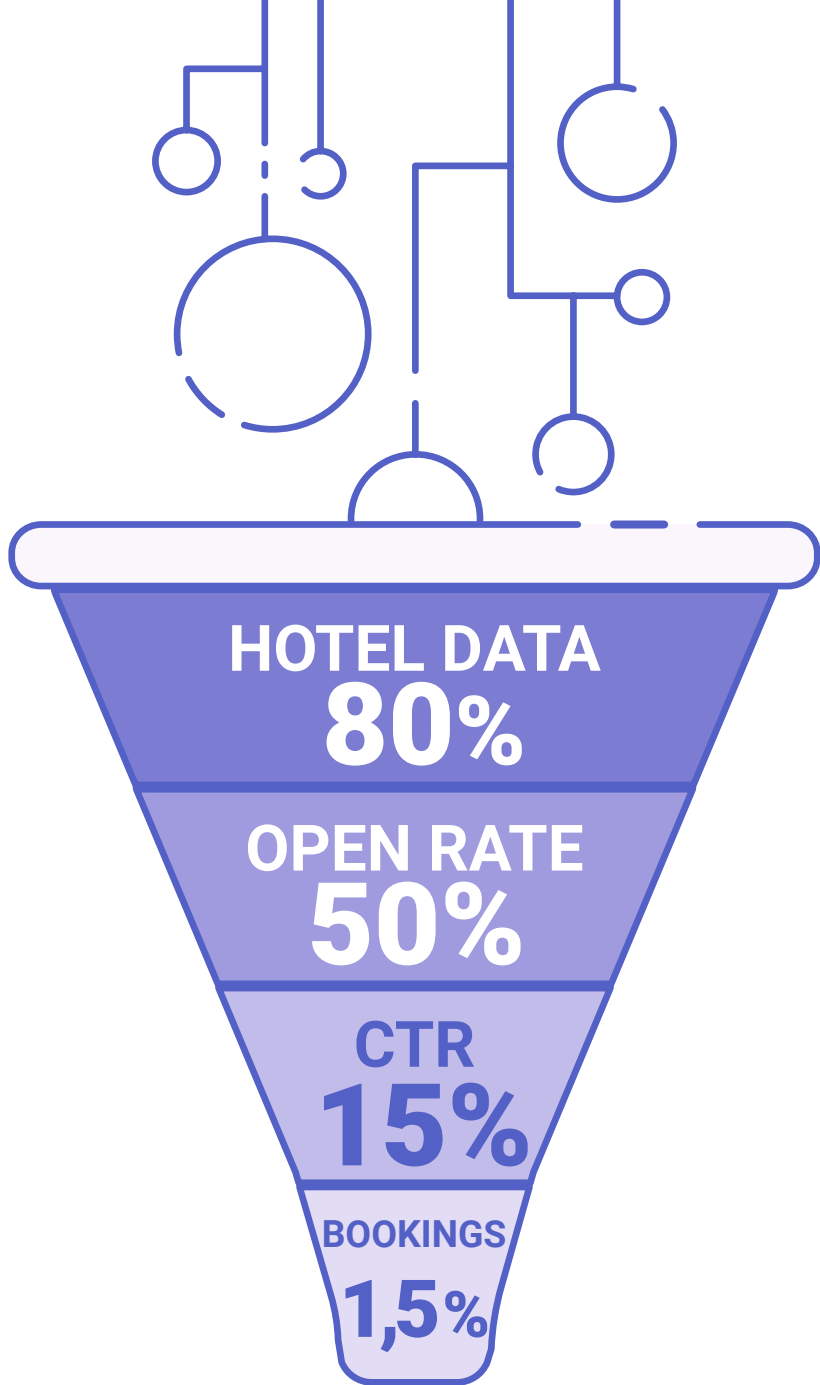
1. **Add context:** The idea is to help the recipient jog their memory by referencing an action or previous event that triggered the sending of the follow-up email.
2. **Explain why they are receiving the email:** Clearly and concisely explain what the follow-up email aims to achieve. For example, if the recipient has not booked using an active promotion, remind them that it's a great time to book and that the email is to ensure they don't miss the opportunity.
3. **Include a call to action:** Make it easy for the recipient to respond to the follow-up email's request through a clearly visible link or button.
4. **Close the email:** Add a closing phrase that feels natural and aligns with the relationship that has already been established with the recipient up to that point.

Main Automated Email Sequences in the Hotel Industry:

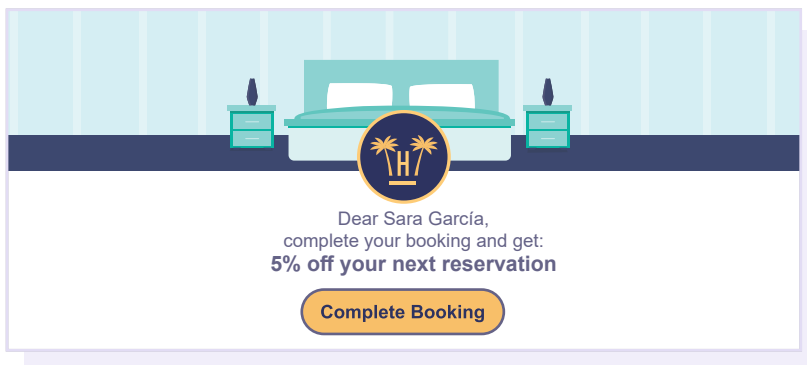
- **Follow-up email to recipients who haven't opened the campaign:** This is the most basic but effective follow-up email. As long as a professional Hotel Data generation tool is used, ensuring optimal quality, the average open rate should reach between 20% and 60% after the first send (depending on other factors such as the subject line, brand recognition, and the time/day of the send, among others).

Often, recipients fail to view the email in their inbox for multiple reasons. On average, a personal inbox receives 30 emails a day. It's common for the campaign email to go unnoticed by the recipient. Therefore, scheduling follow-up emails for those who haven't opened the email is extremely effective and can increase the open rate by more than 25%. Any moderately advanced email marketing or CRM tool offers the option to generate a segment of recipients who haven't opened a specific campaign.

The key is to visualize the conversion funnel to realize that the opening of the email is the most important part.



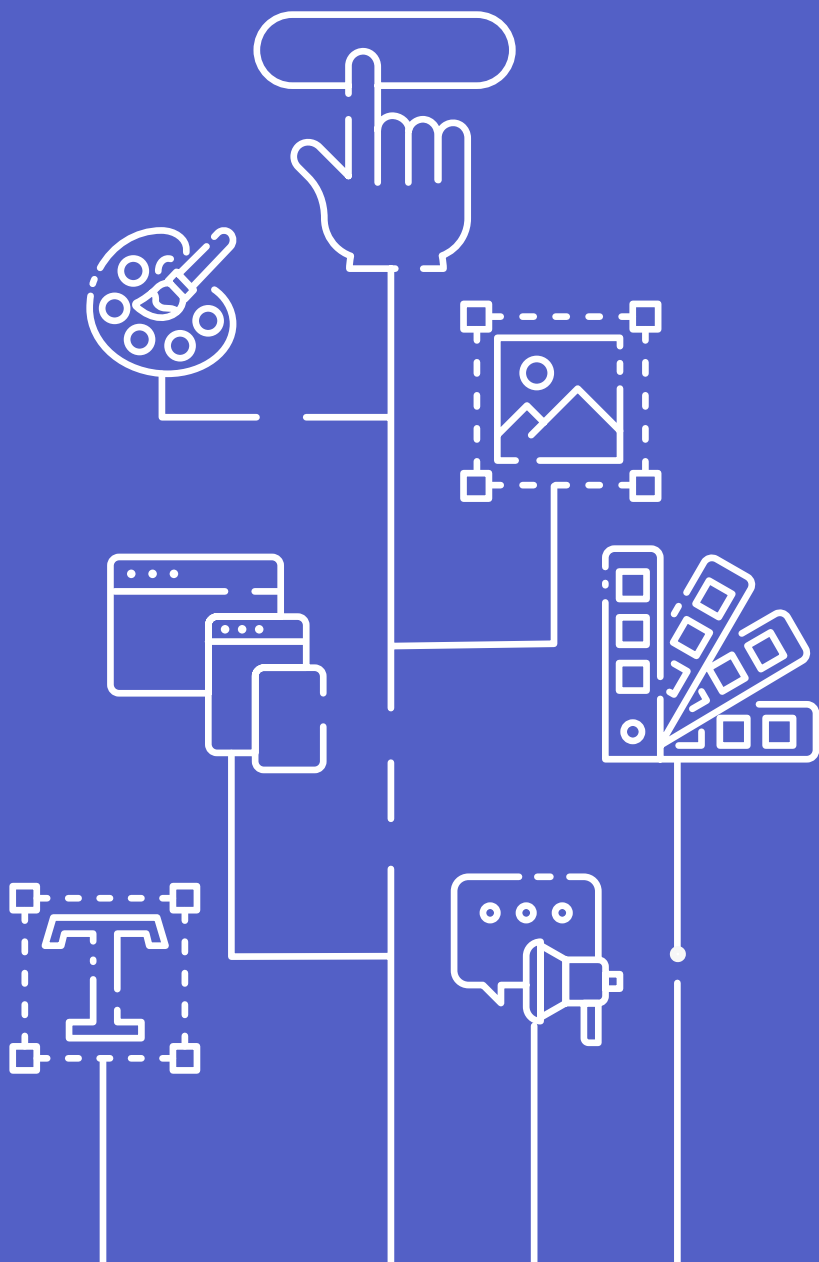
- **Follow-up Email to Recipients Who Haven't Clicked the Main Link in the Campaign:** All recipients of a campaign who open the email are just one step away from the more advanced part of the funnel. The reasons they don't click the link or button to be redirected to the corporate website could be related to the link or button being poorly visible, the promotion not aligning with the recipient's travel plans, or simply because they viewed the email on a mobile device and preferred to check it out later at home. In any case, scheduling follow-up emails for those who opened the email but didn't click will significantly help increase the number of clicks, allowing more recipients to move toward the final stage of the conversion funnel, thus increasing the opportunities for new potential bookings.
- **Follow-up Email to Recipients Who Haven't Booked:** this is applicable to any hotel email marketing campaign aimed at generating bookings on the corporate website. Integration with the booking engine will be essential to track the booking status of each recipient. To design this simple yet effective automated sequence, a segment should be created that isolates recipients who clicked on the campaign but haven't booked. This specific segment will serve as the condition. The only thing left to choose will be the email template and the delay or time before the follow-up campaign is triggered. The time can be, for example, 180 minutes, so if a recipient clicked the campaign and was redirected to the corporate website, but hasn't booked after 180 minutes, the automated follow-up email will be triggered.



Note:

It is possible to create automated sequences for more specific behaviors, but this requires advanced integrations with the booking engine. Instead of only knowing whether the recipient has booked or not, more personalized intermediate states can be obtained, such as whether they have requested availability. If so, details such as the dates, hotels, destinations, room types, and number of adults selected can be captured. It could even be determined if the system returned that there was no availability for the recipient's selected options. The level of personalization is very high, and significant effectiveness in recovering bookings can be achieved with advanced and specific automations.

**PROFESSIONAL EMAIL MARKETING TOOLS
INCORPORATE ADVANCED SEGMENTATION BASED
ON BEHAVIOR AND ALLOW THE CREATION OF
DECISION TREES TO DESIGN AS MANY EMAIL
SEQUENCES AS NEEDED**



Designing Hotel Email Marketing Campaigns That Convert



Xisco Lladó
CTO Hotelinking

2020 was the year of personalization and dynamism in email marketing. Users tolerate less than ever receiving emails in their inbox that are generic, static, and do not offer personalized content.

With the rise of artificial intelligence, machine learning, and data mining, marketing departments and agencies now have tools that make this channel much more effective, allowing them to extract behavioral predictions and adjust the impact of their campaigns to the user's actions and intentions.

However, it's not just necessary to send effective and well-organized campaigns in terms of content. The user experience through the design and usability of the email is also crucial to achieving the desired goals.

Design with the Objective in Mind

An email, like any other design, has a goal. Whether it's offering a product, driving a visit to a blog post, or simply informing customers about a change in schedule, the objective should dictate the design of the email, not the other way around. In general, a design is well-executed when it achieves the intended goal, regardless of its artistic style. In this sense, a design should not be confused with a work of art. Just because a design is considered artistic doesn't guarantee the achievement of the set objectives.

Still, it's obvious that beauty sells. A good design generally will have a higher conversion rate than one that doesn't follow reasonable guidelines for composition, color, and style.

In this chapter, we won't talk about objectives. We'll focus exclusively on design, composition, color, and guidelines to consider when designing our marketing campaigns.

Design for Multiple Devices

The world where we only checked emails in the office or at home is no longer a reality. We live in an increasingly dynamic and mobile world, so we must design our campaigns with this in mind. But we're not just talking about mobile phones and tablets. Nowadays, we can ask Alexa or Google Home to read incoming emails while we cook, listen to them while exercising from a watch, or watch them in 4K on a smart TV. Therefore, it's essential to deliver our message through all available channels and devices, by all means at our disposal... and increasingly, engaging more senses. If we outsource this task to external professionals, we must insist on this point.

When talking specifically about displaying our emails on mobile devices or larger screens, we should consider that our designs must adapt to the device size in use, meaning the content should flow and adjust across different screen sizes.

Design to Reinforce the Brand

When we send an email campaign, we're opening the door to our brand. We can't afford to give a bad impression or a poor experience to those who will see and interact with our emails. The proper use of fonts, logos, images, colors, designs, and tone must be determined by common rules that reinforce brand recognition across other channels and benefit from those for better conversion.

Generally, an email that supports and benefits from a brand strategy tends to convert 27% more than one that doesn't. That's a number attractive enough to seriously consider the correct use of branding in our emails.

Use of Templates

It's highly recommended to have templates designed for campaigns. A template can be used multiple times, improving the cognitive learning of our clients and optimizing design times.

When a client receives emails with similar layouts, they already know where to find the relevant information, improving their user experience, which leads to more conversions.

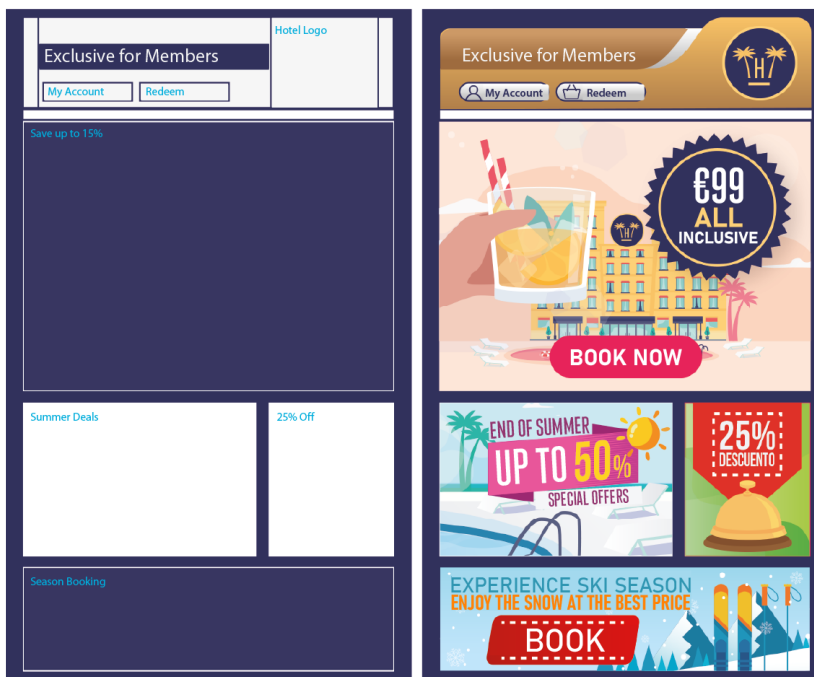
For example, we could have a template for our weekly offer and another for our monthly newsletter. Just by seeing the layout, the client would already know which email they are reviewing, whether it's of interest to them, and if it is, where the Call to Action (CTA) that will lead them to their destination and convert them!

Important Elements in Emails

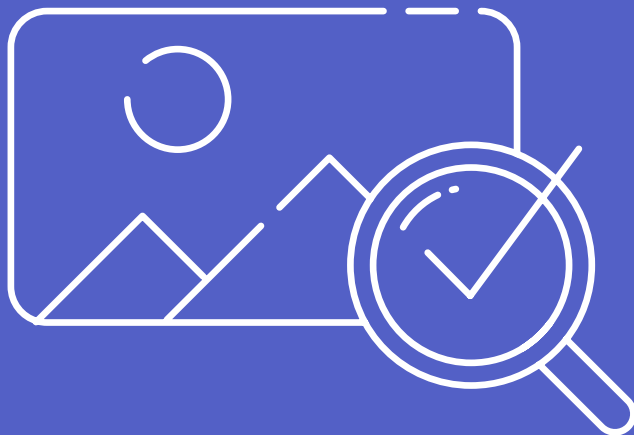
Images

All marketing departments and designers love images. They are much better for brand recognition than text, users are more likely to click on images, and they reinforce the message. However, using too many images in emails can be counterproductive. Here are some of the most important reasons to be cautious when using images in email designs.

Generally, a recommended ratio in email design is 70% text and 30% images. This ratio should be considered when designing effective and multi-platform emails.



When email clients block images, the email looks like this.



1. An email with too high an image-to-text ratio may be flagged as spam, as it's a common tactic used by malicious emails to hide fraudulent links behind images.
2. Email clients typically block emails where the content is solely images as a prevention against spam, or they may send these emails directly to the spam folder.
3. Email clients often block images and ask users for confirmation before displaying them as a security measure, meaning users could open the email and find a blank screen.
4. Screen readers are unable to read text rendered within an image.
5. Emerging technologies such as Alexa, Google Home, Cortana, and Siri cannot read a message contained in an image.
6. On mobile devices or those with poor connectivity, images will cause the email to load more slowly, reducing conversion rates.

Recommended Image Formats.

With so many options available, it's normal for an inexperienced designer to be tempted to use inappropriate formats for email use. In general, the goal is to strike a good balance between image quality and compression so that an attractive message can be created without the user consuming much of their bandwidth downloading megabytes of images.

Of all the possible formats, four are the most commonly used:

JPEG	
PROS	<ul style="list-style-type: none">■ High compression capability, resulting in smaller image size.■ Very high color depth (16.8 million colors).
CONS	<ul style="list-style-type: none">■ Compression can lead to loss of image quality.■ Cannot be animated.
Recommended for: photographs, images with many colors	
PNG	
PROS	<ul style="list-style-type: none">■ High compression capacity without quality loss.■ Supports transparency (Alpha channel).
CONS	<ul style="list-style-type: none">■ Larger image size.■ Cannot be animated.■ Not compatible with all browsers.
Recommended for: text, logos, images with transparency	
GIF	
PROS	<ul style="list-style-type: none">■ Good for logos and text.■ Supports animations.■ High compression capacity without quality loss.
CONS	<ul style="list-style-type: none">■ Low color count (256).■ Larger image size.■ Not suitable for photos.
Recommended for: images with limited colors, text, logos	
SVG	
PROS	<ul style="list-style-type: none">■ Vector format, allowing for maximum scalability and versatility.■ Very small image size.■ Can be animated.
CONS	<ul style="list-style-type: none">■ Not compatible with all browsers.
Recommended for: scalable images, images with limited colors	

DPI (Dots per Inch)

With the proliferation of high pixel density screens (Retina, AMOLED, Super AMOLED...), special attention must be paid to image quality when working on emails—especially those viewed on mobile devices. There are many coding techniques that can be used to display the correct image depending on the screen type, device, or size.

Considerations when working with high DPI screens

When a user with a Retina screen opens an email designed for a standard pixel density screen, it's very likely that most images will appear blurry or low-quality. This creates a poor user experience and can harm the brand image by conveying carelessness.

Many designs include images at twice the normal size to mitigate this, then scale them down to its original dimensions—doubling the number of pixels and preventing blurriness. However, it's important to remember that users will download these images using their own data plans, so image weight should be handled carefully by choosing the most appropriate format and compressing them as much as possible.

You should also consider a fallback image for users with standard-density screens. In such cases, the high-resolution version isn't necessary, and using a smaller version reduces the email's overall weight. Today, CSS techniques and attributes can be used to load the most appropriate image based on the circumstances.

Remember to:

- Use the alt attribute for images to help users understand the content if the image can't be displayed.
- Avoid stock images whenever possible, as they can reduce message credibility or even cause copyright issues.
- Keep the total size of images in the email under control—a good budget is between 100 and 150 KB total.

Typography

You only have a few seconds to capture the user's attention and convey your message. If the composition isn't easy to read and understand, you won't create the necessary engagement to meet your campaign goals.

The fonts used in emails, together with images and color, form the cornerstone of good design. Not only do they support brand recognition, but a well-chosen font also improves message comprehension and enhances the user experience.

It's important to choose a typeface that suits the objective and the audience. Depending on this, the user's ability to focus and scan the text may vary.

Web Fonts

Platforms like **Google Fonts** allow designers to download or link to hundreds of typefaces for web use. There are, of course, many other sites where fonts can be purchased and downloaded. This opens up a world of creative possibilities, offering a wide range of fonts to bring email designs to life. Additionally, if the selected web font isn't supported by the email client, a fallback to a web-safe font can always be specified.

Web-safe Fonts

Unfortunately, the advances seen in web font support in modern browsers haven't fully carried over to many email clients. This means you may run into issues where your chosen font isn't supported, and you'll need to rely on so-called web-safe fonts, which include:

Arial
Comic Sans MS
Courier New

Georgia
Lucida Sans Unicode
Tahoma

Times New Roman
Trebuchet MS
Verdana

When the user's email client is unable to render the selected web font, it will use a fallback font instead. Fortunately, we can specify which fallback font we want the email client to use—always bearing in mind that the font must be available on the system. In any case, as a last resort, we can instruct the email client to use a serif or sans-serif font from its system font library.

```
font-family: "Times New Roman", Times, serif;
```

For example, in this case, we ask the browser to use "Times New Roman." If it's not available, we request "Times" as a fallback, and if that's also unavailable, the system's default serif font.

Text usage

It's important that the message isn't too long, or we risk losing the user's interest. A message should be quickly scannable by the user's eye, giving them a general idea of what it's about.


To facilitate scanning, we must establish visual guidelines—a hierarchy and structure within the message:


- Start with the most important text you want the user to read first.
- Use font sizes and white space to emphasize or de-emphasize elements.
- In general, it's advisable to move from larger to smaller font sizes.

We need to be clear and concise, transparent about the objective so the user doesn't misunderstand the message. Additionally, it's best to avoid delivering more than one message per email. Always rely on visual hierarchy to help users understand the primary message and distinguish it from secondary content.

Non-essential elements that might dilute the message should be avoided—clarity is key. Any additional component that distracts the user from the email’s objective can reduce the conversion rate.


Don’t give the user too many options, or they may hesitate. The cognitive load required to make a decision can lower the email’s effectiveness. If you want to sell a product via email, don’t showcase the entire catalog. Instead, focus on creating an email that sparks interest in the best-selling product or one likely to appeal to the recipient, and then gradually introduce the rest of the offerings.





**Hotel Paradise**
For: Sara Garcia
Take a break, spa getaway


OFFERS YOU CAN'T MISS


Enjoy our Hotel *** + Spa**
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**Hotel Paradise**
For: Sara Garcia
Take a break, spa getaway

OFFERS YOU CAN'T MISS

Escape this long weekend at the best price!
Enjoy our Hotel ***** & Spa
BOOK NOW

Discover the best destinations
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Save up to 50% this vacation
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SEE MORE**BOOK NOW**

We have hotels in the best destinations, find yours.

The message must be easy to scan.

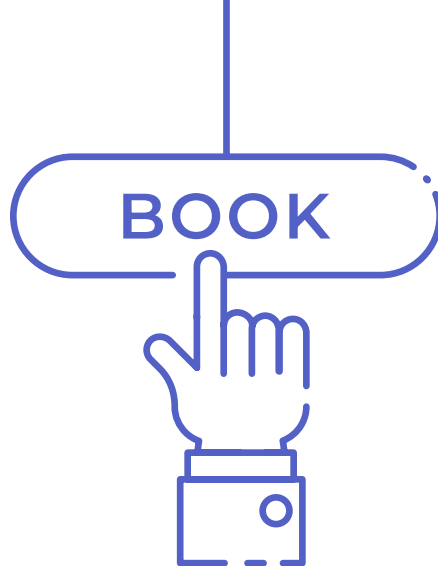
101

Text usage and spam

Many ISPs not only scan image elements to determine whether an email is spam, but they also inspect the text. That's why it's important to follow certain guidelines when writing the copy for your messages:

1. Avoid writing in all caps.
2. Avoid using too many exclamation marks—stick to one.
3. Avoid using exaggerated words or headlines that could trigger spam filters.

Examples: "ad"; "amazing"; "bargain"; "beneficial offer"; "cheap"; "clearance"; "congratulations"; "dear"; "direct marketing"; "don't delete"; "email marketing"; "fantastic"; "free"; "free trial"; "giftcertificate"; "increasesales"; "increase traffic"; "internet marketing"; "junk"; "marketing"; "marketing solution"; "member"; "message from"; "month trial offer"; "off everything"; "offer"; "offerexpires"; "offer extended"; "online marketing"; "opportunity"; "opt in"; "performance"; "promise you"; "sale"; "search engine optimisation"; "spam"; "special promotion"; "stop further distribution"; "subscribe"; "super promo"; "the following form"; "this isn't junk"; "this isn't spam"; "top urgent"; "unbeatable offer"; "unsubscribe"; "urgent"; "urgentresponse"; "visit our website"; "web traffic"; "win"; "winner"



The CTA (Call to Action)

If we think about all the emails we receive daily, many of them clearly feature an element—usually a button or an eye-catching image with text like “Buy your tickets now!”

This type of element is what we call a Call to Action (CTA).

Creating a strong CTA in your emails is one of the best ways to boost conversions. It gives the user a clear message about what you’re offering or what they’ll gain by taking the action you suggest.

A good Call to Action typically shares these characteristics:

- Clearly and attractively represents an action.
- Is easily recognizable within the email design.
- Is concise but engaging in its message.
- Creates urgency or a sense of need in the user (be careful not to trigger spam filters).

It’s essential to consider message hierarchy when placing the CTA, ensuring it’s always visible when the email is opened—meaning “above the fold.”

Likewise, the white space around the CTA matters, as it should not be hidden among other elements. The user should clearly understand what action we want them to take.

Use of Color

There's a wealth of literature on the use of color in design—such as which colors to use to emphasize certain messages, or which color combinations are most effective for different layouts.

Smart use of color is key to highlighting messages or elements within an email. Naturally, a brand may have specific color usage guidelines that must be respected in all communications, since color is a vital part of brand identity and one of the most easily recognizable elements in a design.

It's essential to choose colors that best support the message you want to communicate. There are many studies and articles on color psychology that are well worth exploring.

Complementary colors are essential. There are well-established rules about color usage (such as color theory principles) that can make your emails more effective.

In Conclusion

Using email as a communication channel is a powerful tool to reach both potential and existing customers. When we send an email to someone, we're not just delivering a message about the product we want to sell or the offer we want to promote—we're also conveying a message about the brand or product image itself.

That's why it's essential to treat these communications with the utmost care.

***By respecting these basic design principles,
emails will undoubtedly improve significantly,
and so will the company's objectives.***



Persuasion strategies that increase conversion.



Jesús Ramón
Managing Director en ADGTravel

Let's imagine for a second the inside of our brain. When we read, see, hear, touch, or even smell something, our brain generates 1,000 trillion connections. Yes, just 1,000 trillion. We process an immense amount of information. Right now, if we look around, 100 million neurons in the retina process every corner of our surroundings. All of this in high resolution and several times per second.

It seems paradoxical, but of all this data we analyze in a split second, we are only consciously aware of 40% of it. This leads us to the next question: are we able to control our own decisions? The answer lies in emotions. **Nearly 95% of purchasing decisions are made by our emotional subconscious.**

Emotion controls us because, of all the stimuli and signals we receive every day, only those that carry emotional weight are stored in our memory, directly influencing our behavior and decisions. And here another concept comes into play: reason. It's no secret that humans are irrational and visual. According to neuroscientist **Antonio Damasio**, "We process images without the need to use the visual cortex. That's why we prefer images over words and experiences over explanations."

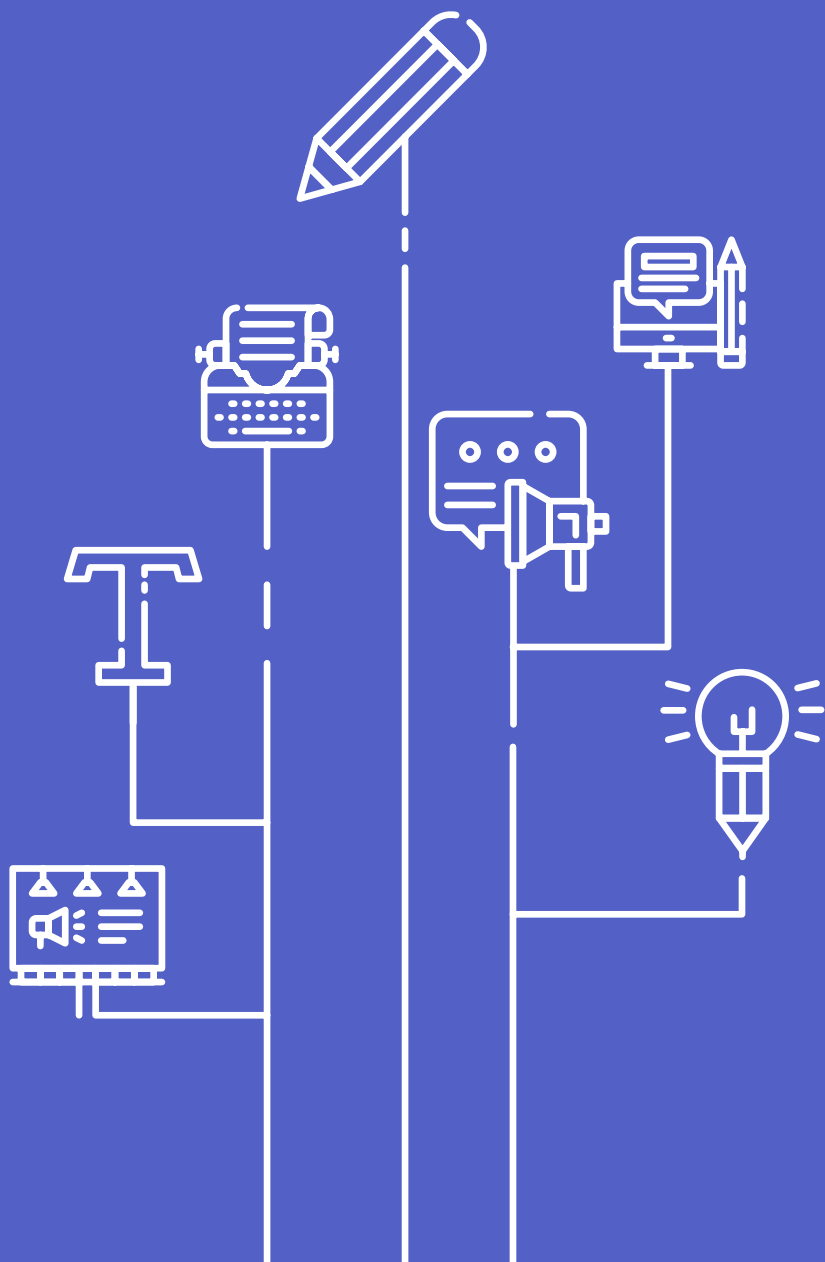
Thus, we come to the conclusion that words are important, but they are not everything. And when we talk about genetics, we must refer to the differences between men and women. Women have a mix of X chromosomes, inherited from both their biological father and mother. In men, the X chromosome comes only from the mother.

Is the X chromosome that important? Yes, because it is responsible for 1,500 genes. This is a significant number of genes when compared to the 100 found in the Y chromosome, as noted by molecular biologist **John Medina**. Because of this, we can say that women are much better at controlling emotional details, while men focus more on the essence of things. At this point, the following question might arise: why are we talking about biology when we want to sell something? The answer is simple. **If we understand the human mind and how people think, we can develop better persuasion campaigns and segmentation strategies.** And if we apply copywriting and usability techniques to our campaigns, they will become more effective, better reach the end user, and, therefore, increase sales.

But what are these techniques? How are they applied in hotels? How do they help improve our work? The answer to all these questions can be found in the analysis we did of 40 newsletter examples applying three different techniques: persuasion techniques, copywriting techniques, and usability techniques.

We have considered the work “Digital Psychology” by Daniel Stefanovic as a perfect summary of many studies and theories conducted so far on persuasive psychology. Stefanovic, in addition to relying on the principles and influence techniques of great thinkers like Robert B. Cialdini, expands the spectrum and establishes 9 persuasion techniques. These are the ones we based our study on, and they can be defined as follows:

- **ANCHOR:** It's the hook of our message, the one that makes people remember what we offer.
- **NEED TO COMPLETE:** We should stimulate the need for people to complete processes, such as when making a purchase.
- **SCARCITY:** People get alert when something is running out. We must draw attention to this.
- **COMMITMENT AND CONSISTENCY:** We need to give good reasons for people to commit to us.
- **RECIPROCITY:** “Today for you, tomorrow for me.” If the customer feels you're doing them a favor, they'll return the favor without hesitation.
- **SOCIAL PROOF:** If many people buy something, it must be good. We make decisions based on the people who buy it, which explains the success of reviews on platforms like Tripadvisor.
- **LOSS AVERSION:** People are afraid of losing something. If we make them feel they might lose something, they will lean toward us.
- **REWARD:** If we reward and appreciate the user, they will feel connected to us.
- **CTA - CALL TO ACTION:** Attention calls to get the customer to do what we want. Example: “Book Now.”



Hotel Email Marketing Campaign Copy That Converts



Jesús Ramón
Managing Director en ADGTravel

The world of copywriting is increasingly aware of how important it is to persuade and evoke emotions, even though our main goal is sales. Therefore, we have established writing criteria, which we believe are crucial for creating a good newsletter. These are:

Be brief, conversational, and engaging

A study conducted in 2016 by the Gmail app Boomerang concluded that the optimal length for effective emails should be between 50 and 150 words. Thus, short emails are easier and faster to read and should consist of 2 or 3 paragraphs, each 3 or 4 lines long. Our goal is for the message to be understood by everyone. The Boomerang study showed that texts written at a basic level (like high school) had a higher response rate (36%). Using everyday expressions or sayings helps the recipient understand what we want to convey and, furthermore, feel identified with what they read.

On the other hand, the subject line of the email is the first thing the recipient sees from us, so it needs to be engaging. According to a study, Christa Sutherland from the email marketing provider MailerMailer says, “messages with average subject lines yield the highest open rates.”

Subject lines should not exceed 40 characters and must be direct and related to the content of the email. MarketingSherpa stated that, through a study, they observed a 541% increase in open rates by prioritizing clarity over creativity in subject lines.

Conveying and involving the customer

We aim for the recipient to generate some kind of feeling through our message: to evoke emotions, create need, urgency... Whatever our goal is, our message must communicate. It shouldn't be flat, it must have soul. We say this because, according to the Boomerang study, neutral messages don't perform well: “Response rates for positive emails with a slightly warm tone were about 15% higher than neutral emails.” Still, we shouldn't overdo the positivity. According to a study, personalized emails generate 18 times more revenue than generic ones. We must be personal with the customer, thank them, and ask them things to make them feel welcomed and important. It has been proven that emails that ask 1 or 3 questions have a 50% higher chance of being replied to than those that don't.

Call to action

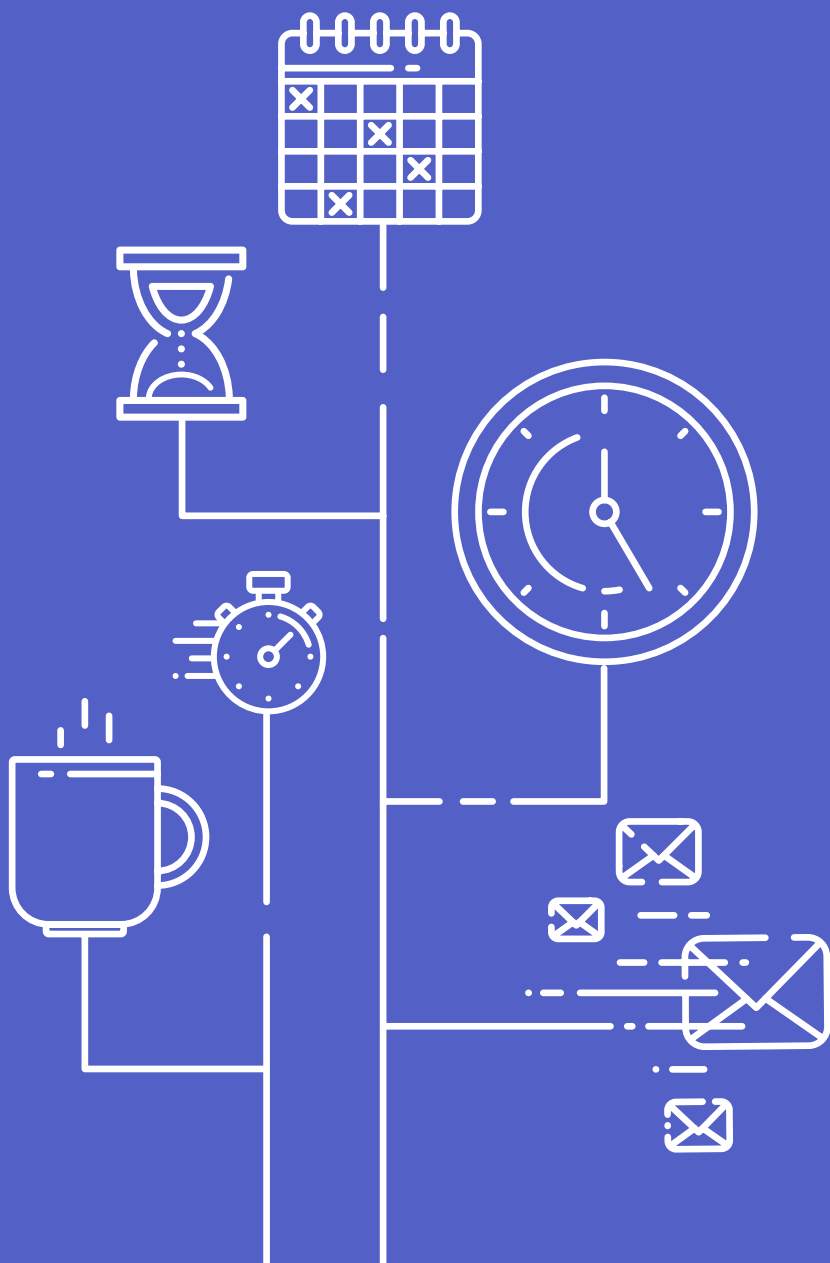
Just as we want the reader to feel important, we must prompt them to take action. The goal is to sell. According to copywriter Rosa Morel, action verbs (e.g., search, achieve, get...) “stir the reader and bring them closer to the sale” and “are part of the power words, strong words we use in communication to impact the reader or listener.” And when it comes to calling to action, CTAs (Call to Action) are essential. There are many types of CTAs, but the most effective ones are button formats. According to Campaign Monitor, they discovered that a CTA in button format increased click-through rates by 28% compared to a link. We must create attractive, original buttons that engage the customer. We like to avoid clichés and seek more attractive formulas.

Visually Captivating

Being attractive is essential since we have little time for users to absorb our message. The email marketing provider Litmus discovered that the average time spent reading an email is approximately 11 seconds. Hence, the need to grab attention, be concise and brief, and have good layout. To achieve this, it's very useful to make lists of information, include inspiring images, or structure the newsletter.

Offering Quality Content

To sell something, we must surround it with an aura of quality. We should associate services and content of high quality. Offering content such as articles, interviews, reports, or additional information about our destinations will generate interest from the reader. They will feel they are learning and, therefore, what's being offered is valuable. According to a DMA study, the lack of content in emails is the fourth biggest issue for marketing professionals today.



Ideal Email Sending Frequency to Maximize Sales, Without Sacrificing Unsubscribe Rates

Whenever we think about email marketing strategies, one concern immediately arises: we don't want to send too many campaigns so our customers don't think we're being too pushy. It's completely normal to have this concern, but what's important is knowing exactly what is too frequent and what is not. When we want to avoid being too pushy, it's because we're concerned that our customers will unsubscribe from our email campaigns and, in addition, we'll leave a bad impression as a hotel brand.

In this article, we aim to dispel misconceptions based on ignorance and lack of prior experience in this field applied to the hospitality industry, through real data analysis. No one wants to experiment with their own brand, and that's completely understandable. Therefore, at **Hotelink-ing**, we provide real data from hotel chains that have been working with us for years, utilizing our technology, human team, and experience to implement successful email marketing strategies. In hotel email marketing, the most valuable metric of all is the sale or booking tracked after sending a campaign. By analyzing the last 6,000 reservations generated after sending hundreds of campaigns across multiple hotel chains, we've been able to group a set of very interesting conclusions:

Each guest has different booking habits, whether it's due to their vacation cycles, being a last-minute traveler, or planning their getaways well in advance. They react positively to the best offers, or simply a combination of all these factors. Therefore, it is recommended to send a campaign at least once a month and a maximum of seven times, to align the email marketing campaign with each guest's booking cycle. It would not be a smart strategy to concentrate 8-10 campaigns between October and January, for example, as we would be disregarding all those potential repeat customers whose booking habits do not fall within that specific time frame.

Based on the criterion of sending at least 12 campaigns a year, but no more than 84, it doesn't mean that the same recipient would receive all of them. In reality, the recommended limit per user is to be impacted a maximum of 12-20 times throughout the year, as long as they haven't booked. Users who have booked should not be impacted again in the same year (except for repeat domestic customers of urban hotels, with booking habits of more than 3-4 per year).

It would be logical to think that most bookings would concentrate in specific months of the year, but not in email marketing. When the strategy is correct, and between 12 and 36 campaigns (per language) are sent throughout the year, the reservations generated are spread out completely and not concentrated as one might expect initially. Email marketing is an extraordinary tool to be relevant at the most suitable time for each guest and can motivate new bookings that otherwise wouldn't have occurred.

TIP: It is vital to have a hotel CRM that easily allows excluding from future email marketing campaigns those customers who have already booked in the last 3, 6, 9, or 12 months (depending on whether they are urban hotels, vacation resorts, or remote destinations). A user who has recently booked, and is not expected to book again based on the type of hotel or destination, must not be included in any scheduled campaign in the upcoming months, as this could lead to an unsubscribe. Often, these exclusions are not made because the technology simply doesn't allow it. In cases where the CRM is not integrated with the booking engine, it will be difficult to track the sale against each recipient of the campaign, preventing any future exclusions due to a lack of information in the CRM.

It is completely normal to receive unsubscribes from email marketing campaigns. It is not something negative, and it should not always be attributed to an excessive frequency of emails. In fact, the majority of users who unsubscribe do so after receiving the first communication. The reason for such a prompt cancellation can vary, but it generally boils down to a low level of satisfaction after their stay or simply not planning to visit the destination again in the near future. As a reference, hotel groups that decided to send fewer than five campaigns in 12 months experienced cancellation rates very similar to those who sent more than 20 campaigns. An entirely acceptable and normal cancellation rate from the total database in the CRM is around 5%.

Therefore, if the following best practices are followed, there is no need to fall into the temptation of sending the fewest possible campaigns to avoid “being annoying” as a hotel brand:

- **Send a minimum of one campaign per month and a maximum of eight.** For example, if the plan is to send the Black Friday campaign in four languages in November, it counts as one campaign, not four. That is, a Spanish recipient would only receive one campaign, not four.
- **A user should receive at least one campaign per month, with a total of 12 per year, and no more than 20.** While as a marketing strategy, we might send up to 84 campaigns in a single year, not all of them should be sent to all users. Hyper-segmentation is key, as is the data we have on each user. The scarcity and quality of data will hinder or even make it impossible to hyper-segment the data. Promotional campaigns (Black Friday, Valentine’s Day, Easter) should be combined with hyper-segmented campaigns (national holidays both in the destination and origin, special campaigns from the hotel brand itself, last-minute offers...).
- **All recipients who have booked thanks to a campaign** should, from the hotel CRM, easily have a feature to automatically exclude them from future campaigns.
- **Each campaign sent must be relevant and valuable.** If the recipient perceives that we are not sending campaigns with relevant content, we risk unsubscribes. All campaigns related to private sales, with of-

fers and discounts that cannot be found on OTAs or other commission-based channels, are campaigns with relevant content.

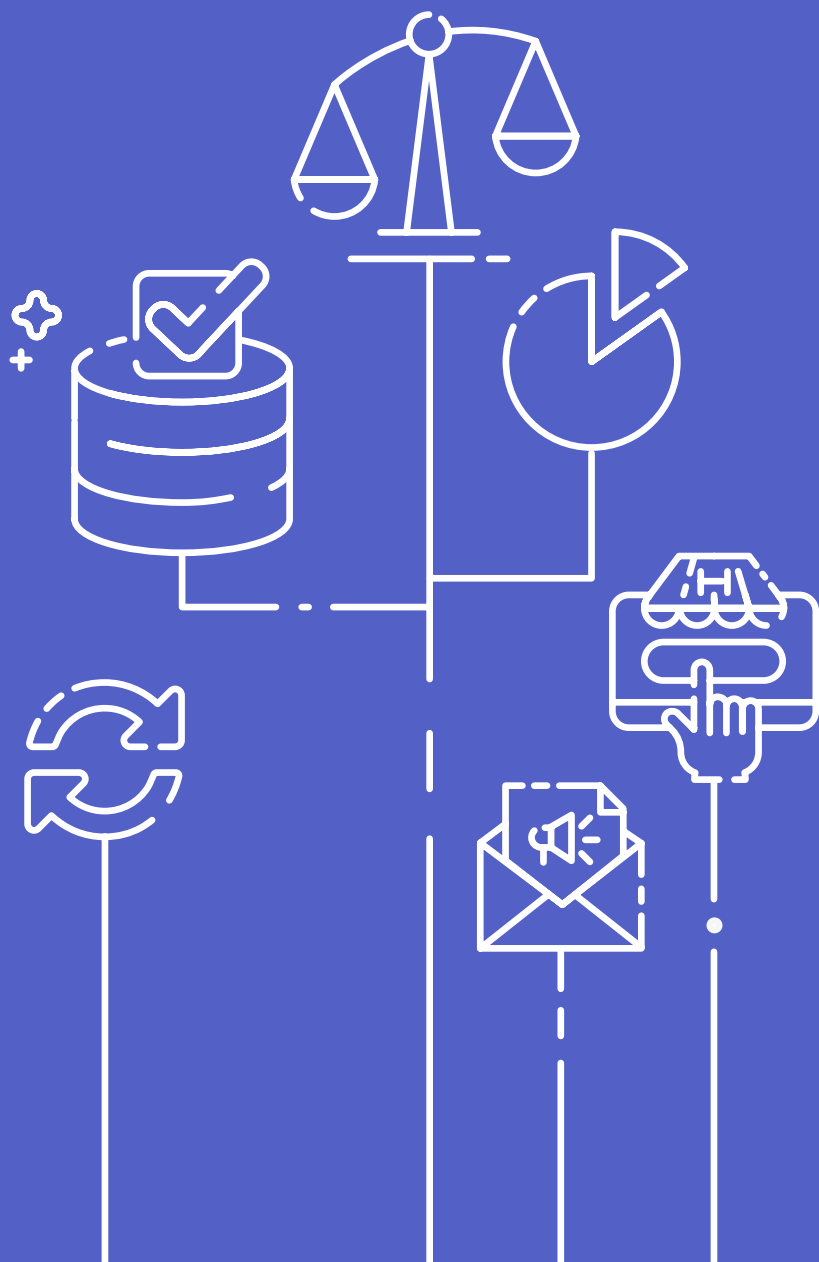
- **Personalization both in the interaction and in the content.** The more general the campaigns are, the less relevant the recipient will perceive them to be. Often, due to a lack of manpower and resources, it is decided to send 5-10 general campaigns throughout the year. Personalization and hyper-segmentation require dedication and focus, but the benefits are numerous, including: an active database with a low unsubscribe rate, and a high sales conversion rate. A campaign exclusively sent to Swedish users, offering a private sale for a weekend getaway at the end of June for the “Midsommar” holiday, is a great example.

One of the truly striking findings from the analysis concerns the number of campaigns that each recipient receives on average before responding positively with a reservation:

- 60% of the recipients who booked after receiving a campaign had previously received an average of five campaigns.
- 30% of the recipients who booked after receiving a campaign had previously received an average of eight campaigns.
- Only 5% of the recipients booked after receiving the first campaign, with no prior impact.

Sending only 4-5 campaigns per year is extremely negative for the interests of any hotel group. There is no apparent reason to be overly cautious about the number of emails sent, contrary to widespread beliefs in the sector. Users who book through email marketing impacts generally do so after receiving multiple campaigns. One explanation for this behavior is the increasing trust that the user gains with the hotel brand after each impact, and the other is the perfect timing of the campaign aligned with the guest's booking cycle.

**IN HOTEL EMAIL MARKETING, THE MOST
VALUABLE METRIC OF ALL IS THE SALE OR
RESERVATION TRACKED AFTER SENDING A
CAMPAIGN**



The 80-20 Pareto Rule Applied to Email Marketing



Carlos Moncho
CEO de PUSHTech.com

The **Pareto Principle**, also known as the **80/20 rule**, is a theory that states that 80% of the consequences of a situation or system are determined by 20% of the causes.

Thanks to **Hotel Data** and the technological tools specifically developed to address the challenges of the hotel industry, **we have demonstrated that this principle holds true in generating direct sales through the email marketing channel.**

With 20% of the effort, 80% of the return from the database can be achieved in the first 12 or 24 months. Once this result is achieved, the potential of the remaining 20% is calculated, including the human and financial costs required to accomplish it. The final 20% requires more complex functionalities to implement and manage. We recommend focusing on the 80% in the first 12 to 24 months, and once this goal is reached, move forward to capture the remaining 20%.

We will achieve 80% of the results with 20% of the effort as long as the following conditions are met:

1. Having a clean or “normalized” and real-time verified database.
2. Having an up-to-date database.
3. Taking action to keep the database “warm”.
4. Pre-generating brand recognition.
5. Having the ability to segment dynamically and advanced.

1. Having a clean or “normalized” and real-time verified database.

For a database to be considered clean or normalized, it must meet the necessary parameters, with properly structured data and adhere to international coding standards for dates, country prefixes, and other relevant data. Additionally, the data must be consistent in type for each parameter. For example: numeric, alphanumeric, boolean, characters, and unicode characters.

To be considered verified or validated, the database must have undergone an automated process of querying mail servers (Gmail, Hotmail, Outlook, etc.) within the last 3 to 6 months to avoid incorrect, outdated, or obsolete emails, and to prevent spam traps.

Real-time email verification and validation is a feature rarely used but should be applied to all data capture sources (WiFi, newsletters, website, forms, PMS, etc.).

2. Having an up-to-date database.

To have an up-to-date database, the data from various sources such as the booking engine, website, PMS, WiFi system, newsletters, and others, must be available, updated, and automatically unified into the CRM or email marketing tool. If this process is manual and not automated, the level of effort and operational inefficiencies make it impossible to maintain the Pareto Principle.

3. Activate or keep the database “warm.”

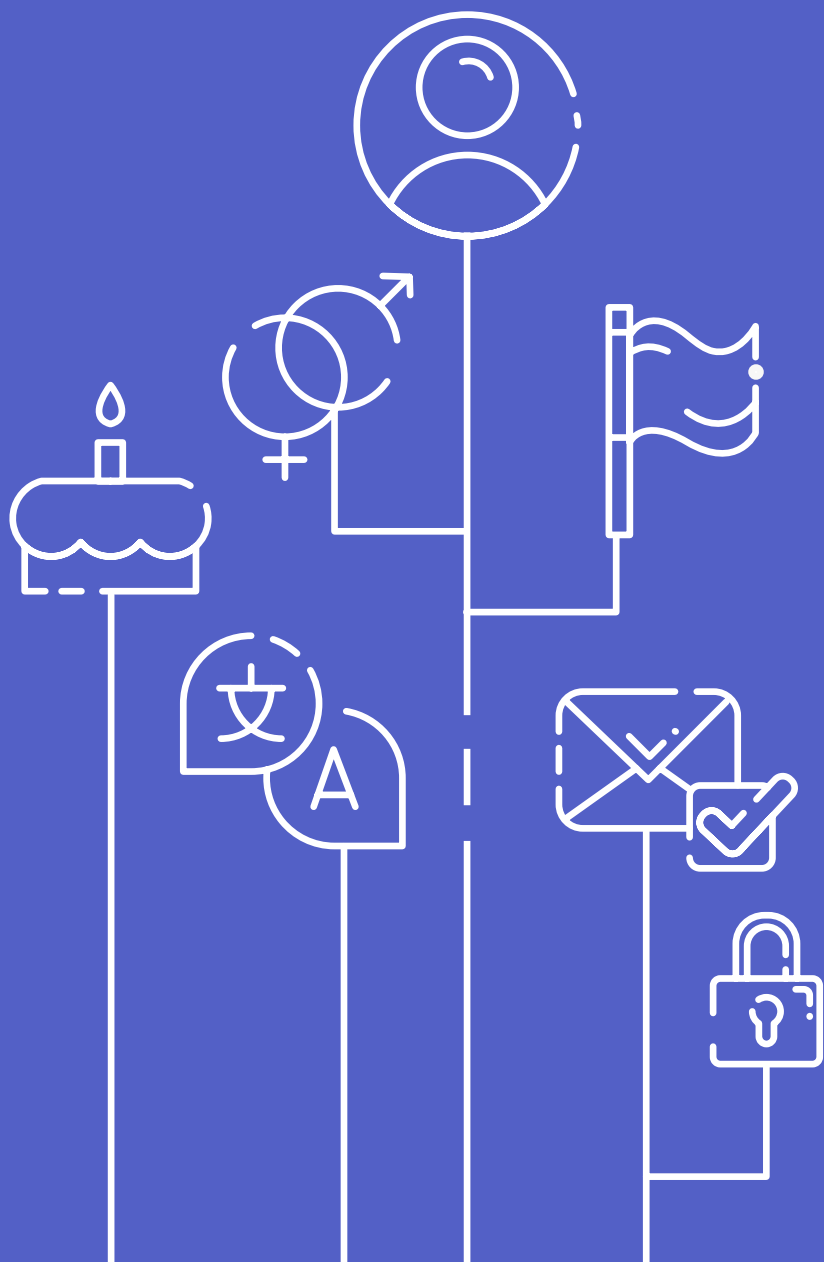
“Activated” refers to generating an immediate interaction with the customer from the moment their data is captured. To achieve this, it is necessary to use automations and personalize communication as much as possible. It’s very important to add each newly captured contact into an automated guest journey and to initiate the guest journey automation for each captured contact automatically and immediately.

4. Prior brand recognition generation.

“Digital brand recognition” is a very relevant point. By familiarizing the guest with the brand, it will be recognizable in commercial communications, and the open and click-through rates will be much higher.

5. Advanced and dynamic segmentation capability.

Tools with the capability to segment the database based on both the available data and the customer’s interaction with campaigns and automations is key to increasing return and reducing operational effort.



Basic Hotel Data Segmentation That Drives High Levels of Direct Bookings

There are different blocks of information within a hotel that are useful for maximizing the value of **Hotel Data**. In our advanced course on **Hotel Data**, we divide them into two categories: the basic block and the transactional block.

The basic block consists of the following information:

- Verified email address
- Nationality
- Age
- Language (LANG)
- Gender
- GDPR status

In previous chapters, a wide variety of campaigns to design and plan throughout the year have been presented. Over 80% of these campaigns can be sent using only the data found in the basic block. To achieve desired email marketing KPIs—such as an open rate above 30% or high levels of personalization—one of the most important factors is the level of personalization perceived by the recipient of the email campaign.

Besides using the recipient's name in both the subject line and greeting within the email body, the most critical element is language. For all campaigns planned around holidays or long weekends specific to different nationalities, it will be enough to apply the nationality segment. However, it's important to note that multiple languages may be spoken within a single nationality.

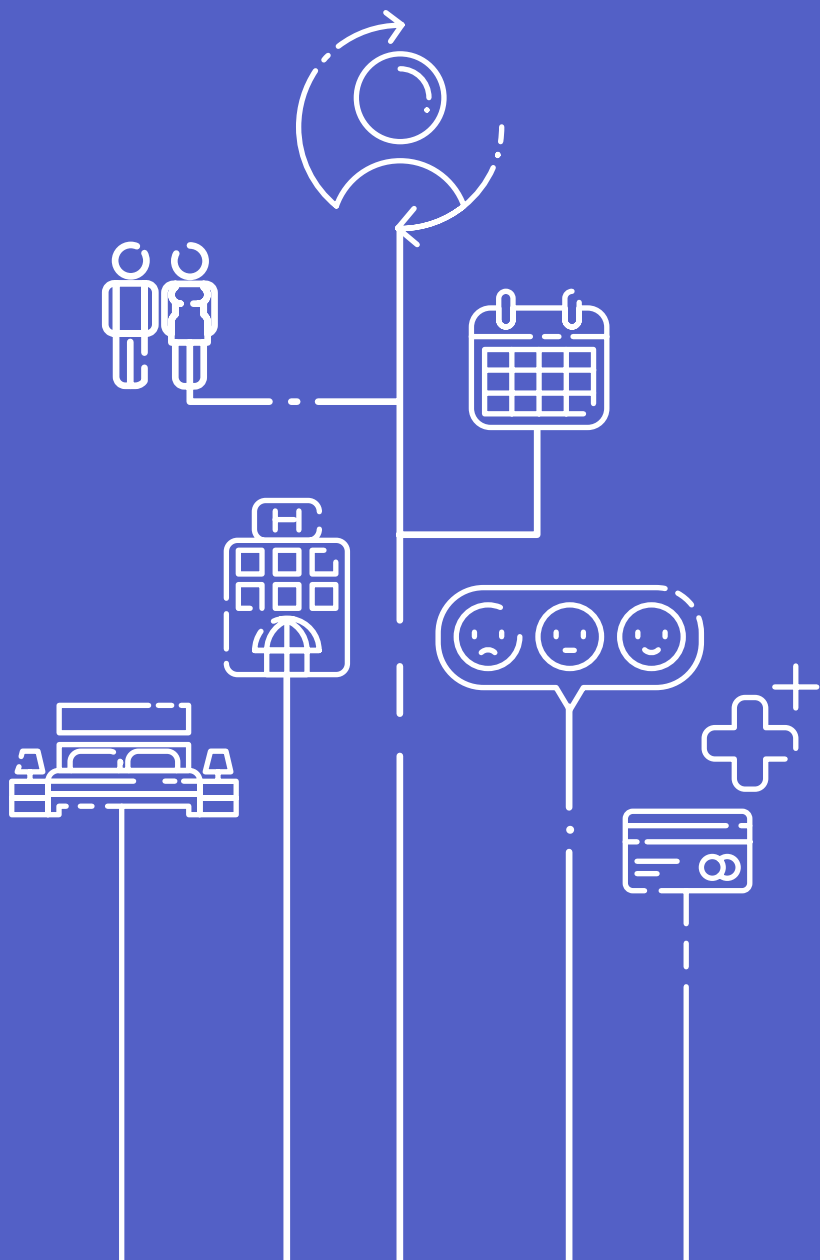
But how can we obtain accurate nationality and language data for each guest?

With a professional hotel data generation tool, it's possible to automatically capture both the **guest's nationality** and what is known as the LANG code. For example, a guest with Spanish nationality whose primary language is Catalan would be represented by the **LANG** code **ca-ES**, or a Swiss-German guest would be represented as **de-CH**.

The LANG code enables highly specific segmentation, allowing for a much greater level of personalization in communications.



**ASIDE FROM USING THE RECIPIENT'S NAME—BOTH
IN THE SUBJECT LINE AND IN THE GREETING
AND BODY OF THE EMAIL—THE MOST IMPORTANT
ELEMENT IS THE LANGUAGE**



Advanced Segmentation to Generate Additional or “Long Tail” Direct Bookings

This type of segmentation involves a complex data block within **Hotel Data**, also known as the transactional data block. It is typically extracted from the PMS and integrated with a professional **Hotel Data** generation tool. The availability and structure of this data can vary greatly depending on several factors:

- The PMS implemented.
- How the PMS has been configured.
- Whether data is stored in a structured and standardized format.

Examples of data that may be included in the transactional block (this may vary significantly depending on the data source):

- Booking channel (e.g., Booking.com, Expedia, Direct Website Channel).
- Whether the guest travels alone or with companions.
- Guest satisfaction score.
- Number of previous stays at the hotel or hotel group.
- Bookings with children.

- Bookings with infants.
- Number of days between booking and check-in (booking lead time).
- In-stay spending on extras or ancillary services.

The data that makes up the transactional block, combined with the basic block, opens up new possibilities for planning long tail campaigns. These allow the person in charge of the email marketing strategy to generate additional direct bookings by creating highly personalized and specific segments.

The opportunities to create new hyper-personalized campaigns are truly limitless. Here are some inspirational examples:

- **Campaigns based on booking lead time (days between booking and check-in):** the idea is to create a template alongside an automation within the hotel CRM. This automation would trigger a campaign with a specific offer around the same day and month when the guest made a previous reservation. This approach is particularly effective because it directly targets each guest's personal booking habits and cycles.
- **Campaigns targeting segments with historical bookings that include children or babies:** by isolating recipients who typically travel with family, you can tailor messaging to highlight hotels in the group that are particularly suited to families. It's key to showcase properties specifically designed for guests planning vacations with children.
- **Campaigns based on guest satisfaction scores:** this is a great opportunity to segment guests who rated their past stays very highly. Essentially, you're concentrating your most loyal and satisfied customers in a single campaign. Why not reward them with an exclusive discount? It's essential to treat highly satisfied guests with special attention—they're the most likely to return and book again after having such a positive experience.

THE POSSIBILITIES
FOR CREATING NEW
HYPER-PERSONALIZED CAMPAIGNS
ARE TRULY LIMITLESS



Translation Strategies for Multi-Language Campaigns



Tomeu Fiol
CMO Holtelinking

Throughout this book, we have dissected what the ideal email marketing campaign should be, which depends on many factors: from the correct capture of **Hotel Data**, the proper segmentation of recipients, to providing the email with the right content and custom design to increase its conversion rate.

However, we must not forget, especially in the hotel sector, that **our audience is diverse and comes from many countries**. Therefore, when carrying out our segmentation, we must also consider: their origin, the language they speak, and the idiosyncrasies of their country of origin.

All of this is aimed at achieving maximum attention from the user, who will feel more comfortable reading content in their own language and more attracted to it if it is tailored to their geographic context.

How to approach email marketing for other nationalities?

Number of languages.

The first thing we need to decide is **how many languages we want the campaign to be in**. To do this, we must first find out which languages or which audience is the most predominant at the establishment to target the most relevant segments. If we only have 1% Polish guests, it doesn't make sense to invest efforts in translating and/or personalizing campaigns, as the potential benefit might be lower than the cost of implementation.

To know which language is the most common, we could use Google Analytics to see which target audience visits the website. This would give us an approximate idea of which languages we should focus on for email marketing campaigns. However, this is not a 100% reliable data source for our goal. If we have the right tools at our hotel and have obtained good **Hotel Data**, we can easily segment by language, as this data can be found in the basic block.

By using segments to target specific subscribers, we can send campaigns translated into the languages we deem relevant and achieve better results by making the content more tailored to the language of our audience.

Who is responsible for translating the texts?

This is often the most problematic aspect. Once we know which languages we want our communications to be in, the next step is to determine who will handle the translations. At **Hotelinking**, we have extensive experience in this area, as we are capable of sending automated emails in 7 languages: Spanish, English, German, French, Italian, Catalan, and Chinese.

What's clear is that a poor translation will reflect very poorly on the establishment and could even harm us. Certain audiences are more sensitive than others when it comes to poorly translated content, which could even result in the loss of a potential customer.

In the first instance, we will discard **online translators** such as the well-known Google Translate. Despite the rapid advances in technology, it is still not capable of handling translations considering context; these translation systems perform their translations literally. They can be useful for resolving doubts or for very short content or isolated words, but under no circumstances is it advisable to rely entirely on these systems for a full translation.

A common issue we often encounter in hotels is that there may be **native staff who speak the language** that is most relevant to us. To some extent, it is understandable to trust our translations to them, but we must keep in mind that this can often be counterproductive. What **we are looking for is a professional translation**, which in many cases may even require technical terms that the staff may not be familiar with. Another problem could be, for example, if our staff speaks American English but our target audience speaks British English, which could substantially change the way the content is translated.

Furthermore, if we reflect on our own language, we will realize that many times, in order to create content in Spanish, we turn to marketing experts who help us fine-tune the language to be more effective. Finally, we all have our own speaking habits, and sometimes these can be reflected when translating any text.

For all these reasons, **we always recommend turning to professionals or specialized agencies for text translations**. All their translators should be certified, and they should provide us with the highest guarantees. Typically, the price may vary depending on the language we want to translate. For instance, Chinese is more expensive than English. It's important to compare and search for companies that best meet our needs.

To conclude this point, a common issue we might face when consulting professionals is not having properly explained the context. It's crucial to provide the translator with the right context so they can find the most accurate translation, as in certain languages, we might make mistakes that could prevent the correct understanding of the content we want to convey.

It is common to receive complaints from some clients indicating that a particular text was not translated in the most appropriate way. Our advice is always to state that the translation was done by a professional company and

to consult with them. They will usually provide a justified response for the use of that translation, which we can then send to our client or simply confirm the possible error and correct it for future submissions.

What language to use.

This can vary depending on the type of establishment and the profile of the clients we have. We will need to decide whether to use a more colloquial or more formal tone and whether we want to use the informal “you” (tú) or the formal “you” (usted). The important thing in this case is to define the strategy from the start and follow it strictly in future communications to maintain consistency and brand image. This way, we need to define the “master tone” that our messages should have for each language.

Regarding translations, we must keep in mind that there are languages like German, which do not make distinctions in terms of formality, so it will be important to adapt the language to that context. The translation company will help us refine the texts for each language.

Content.

Usually, when we think of content and want to send it translated, we tend to think of a literal translation. However, this is incorrect. **The text must be adapted to the idiomatic customs**, expressions, and clichés of consumers in each country. The translation company will help us adapt to each country, and if necessary, even modify the content.

A good option might be to conceptualize a global idea or core message of what we want to convey and then adapt the content for each country targeted in the campaign. One thing is the message we want to convey, and another is how we must convey it to achieve the best performance in each country.

***We must adapt our campaigns to ensure
they work in different countries.***

Although it may seem obvious to mention, we should not only translate the body of the message but also, and very importantly, the subject line, the possible header, the email signature, the footer with the various legal notices, and even the images or buttons when they contain any text.

Finally, regarding design and any potential text adjustments we may need to make, it's important to explain that the length of a translated text from Spanish to another language can vary substantially and, therefore, affect the design. We will need to run tests to ensure everything is correct for each language we use.

Planning.

When working for different geographic areas, we must consider the time zone and the appropriate time for each email send based on the country, as we risk losing effectiveness.

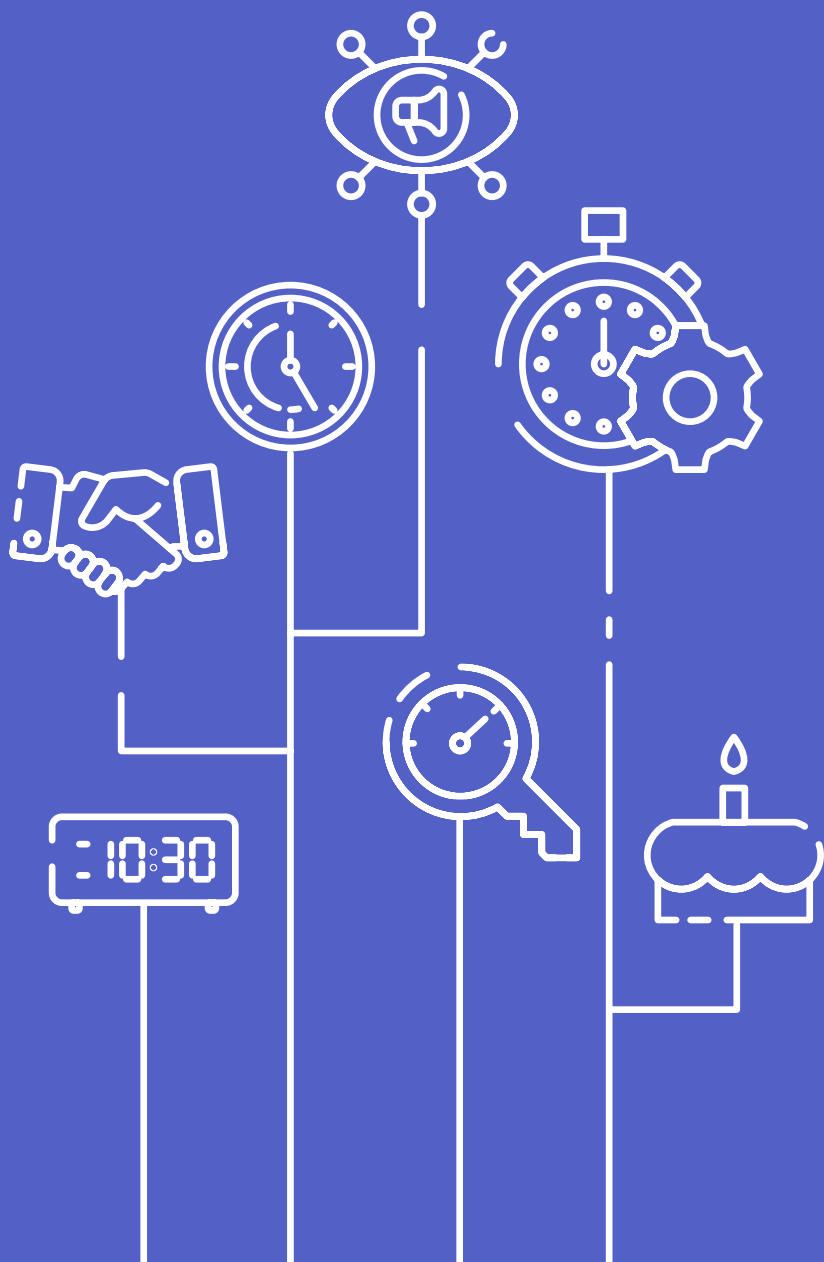
On the other hand, if we have done proper segmentation, it will be logical to create country-specific campaigns, adapting to their calendar. As we've seen in some examples in previous chapters, each geographical area has its own holidays and special dates.

If we aim to capture our clients' attention and secure direct bookings, the highlighted dates are unique business opportunities.

Conclusion.

It's important to measure. We must know which campaigns had the best open rates and which language performed best.

Learning to manage an international email marketing strategy will guarantee better results in both increased bookings and brand image.



What is the best time to send your email marketing campaigns?



Carlos Moncho
CEO of PUSHTech.com

Many times we've tried to answer this question simply, such as: "Mondays and Tuesdays at 11:00 AM for news updates and at 4:00 PM for generating sales." Although many of the opens on a Tuesday at 4:00 PM will convert into sales over the weekend.

The reality is that the answer varies depending on the region, industry, type of customer, and the content being sent.

So, the most appropriate answer would be: **it depends.**

In both the hospitality industry and others, relevance is the winner.

In any sector, and especially in the hospitality industry, the communications with the highest conversion rates are those of **welcome** (to the hotel, to a loyalty club, to newsletter registration), **congratulations** (birthdays, gifts, prizes), and **actions that add value to the customer** (satisfaction surveys, event information during the stay), and are relevant at that moment, regardless of the day or time.

Strategy outweighs timing.

It is true that the time and day can significantly affect an individual communication, depending on the audience type and regions being impacted. For example, northern European countries show a significant drop in opens after 6:00 PM, while in southern European countries, this decline can be observed one to three hours later.

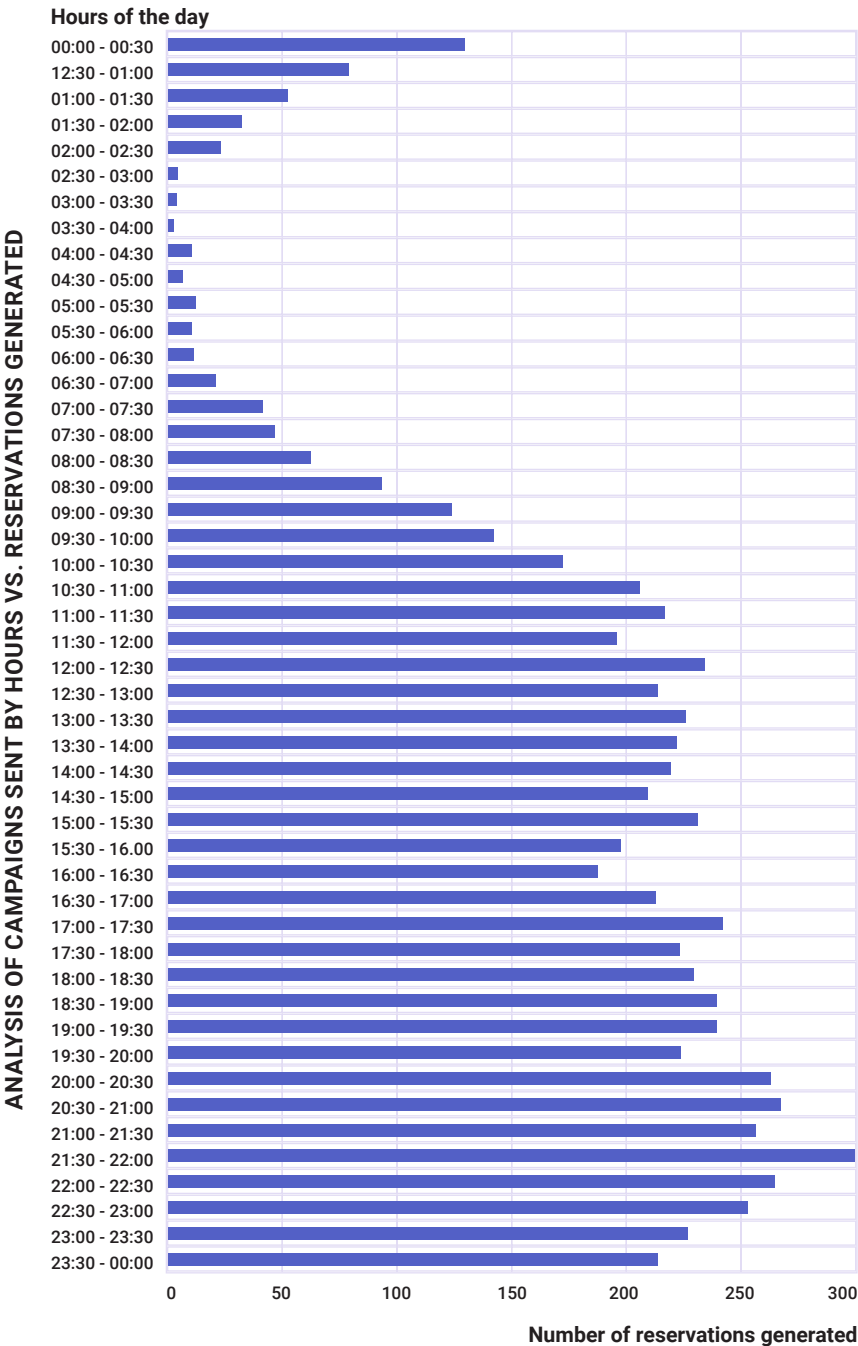
However, a well-crafted communication strategy, where the same company always sends its communications at the same time or on the same day of the week, will maintain higher open rates regardless of the exact time of sending.

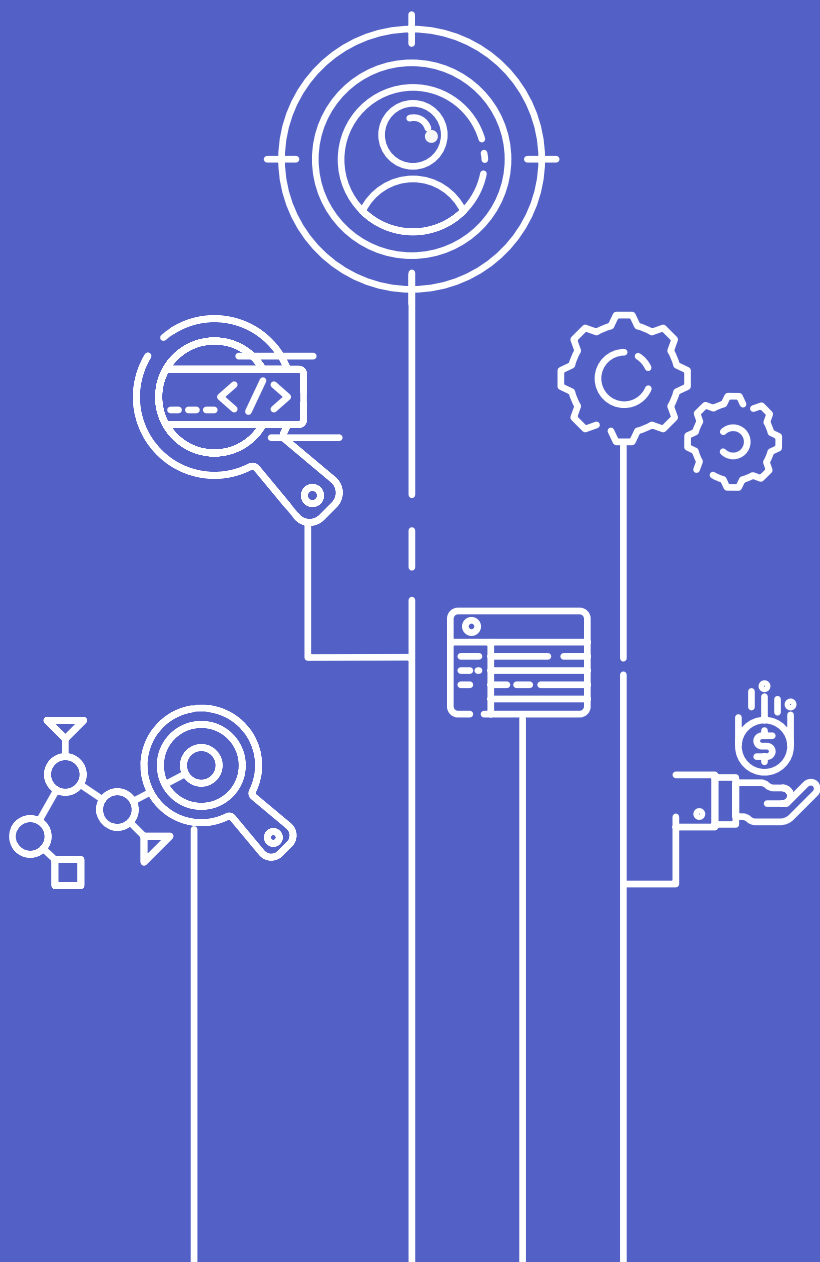
Real data from bookings vs. campaigns.

Based on our experience with automated email marketing tools, we can obtain interesting data on when a user makes a reservation after receiving one or more campaigns.

From more than 3,000 campaigns sent and analyzed over a 15-month period, around 6,300 bookings were made. As seen in the following graph, the preferred time for completing these bookings is between 9:30 PM and 10:00 PM.

It's logical to think that sending campaigns within this time frame will provide a higher open rate and a greater return (ROI). Other times, on the other hand, would not be advisable, such as sending them early in the morning. The later in the day, the higher the success rate we can achieve when making our sends.





Advanced tracking of bookings per guest

General email marketing tools and CRM platforms allow you to add a UTM code easily to each link, which enables Google Analytics to analyze the results of each campaign individually. However, specifically in the hotel industry, there are certain needs that a UTM code cannot meet. A UTM code can provide the total number of new bookings generated by a campaign and its total value, but it cannot break down exactly which recipient made the booking—it's an aggregated value.

The drawback of not being able to segment the recipients who have booked within the chosen email marketing tool is that they cannot be excluded from future campaigns. Therefore, a recipient who booked through a "Black Friday" campaign should not receive subsequent campaigns for at least the next three or ten months, depending on the type of hotel. In vacation hotels, guests usually make an annual booking, although it's not uncommon for them to book more than once. In contrast, in urban hotels, a single guest might generate ten bookings in a single year.

Therefore, **the exclusion time for future campaigns will be adjusted according to the type of hotel, destination, and frequency of repeat guests.** If it's not possible to apply a segment to exclude recipients who have already made a booking, there's a risk of generating significant friction with high-value recipients, leading to the opposite effect of what is desired: the voluntary cancellation of receiving future campaigns. This can be devastating for a brand as losing loyal customers, who were previously diverted from commission-based channels to direct web channels, is not just a loss of valuable customers but also a direct and negative impact on the brand's reputation.

The solution is to use **vertical CRMs** (*specifically designed for the hotel industry) that understand this issue. General tools like Mailchimp, MDirector, Sharpsprings, Salesforce, or Hubspot, for example, cannot easily meet the needs of each sector in such detail. Furthermore, these tools integrate with general e-commerce solutions like Shopify or Magento but have not and will not integrate with each booking engine to make such functionality available. This is a crucial feature for the hotel industry that cannot be overlooked; otherwise, when using a general tool, it must be accepted that the most valuable contacts will quickly stop being valuable.

One of the most important **KPIs** (Key Performance Indicators) when evaluating the **ROI** (Return on Investment) of hotel email marketing is the amount of bookings diverted from commission-based channels to the direct web sales channel. The total number of bookings will also have a total value, and by applying the average commission percentage paid, the total commission savings can be calculated.

The channel through which each guest made their initial booking is a key piece of information. Without this data, it will be very difficult to accurately calculate which bookings were actually diverted from a commission-based channel to the direct web channel. This data needs to be available alongside each contact. The way to obtain it is by adding transactional information from the PMS. To add this information to each contact's profile, advanced integration features offered by professional **Hotel Data** tools are necessary.

(*) Hotelinking includes all the specific features that meet the needs of hotel email marketing, such as, of course, the exclusion of contacts who have recently made a reservation.

Without being able to trace each new booking diverted to the direct channel against each contact, and also trace through which commission-based channel the booking was made when the guest first stayed, it would be impossible to accurately calculate the final value of commission savings.

If technical limitations prevent obtaining exact traceability, a 60% ratio can be applied to the total number of bookings obtained through email marketing campaigns. This data is derived from analyzing commission savings results from multiple hotel brands. Thus, if 1,000 new bookings are generated through email marketing actions, applying the ratio, 600 bookings would potentially correspond to those diverted from commission-based channels to the direct web channel.



How to know if good results in bookings are being achieved or not: benchmarking

According to Sarah Peterson from App Sumo, email marketing is the channel with the highest ROI of all available channels for a marketing professional. Sarah states that email marketing is 40 times more effective than social media marketing, for example.

The main objective of email marketing campaigns in the hotel industry is to disintermediate the maximum number of bookings from repeat guests.

Therefore, the final analysis should provide the total number of bookings that have been diverted to the direct channel from guests who, in previous stays, made bookings through commission-based channels. The resulting number of disintermediated bookings should also be accompanied by the total revenue generated. To calculate the total savings from disintermediation, a percentage equivalent to the average commission paid should be applied. This percentage will vary depending on whether the hotel or chain is urban or vacation-based.

Generally, in urban hotels, the percentage to apply will be similar to the one used by OTAs, while in vacation hotels, the percentage will need to be weighted according to the influence of tour operators (TT00) and OTAs.

As a reference, for urban hotels, the percentage can be set at 18%, while for vacation hotels with a strong component of TTOOs, it can be set at 30%. If the professional responsible for the commercial, marketing, revenue, or e-commerce area is unable to obtain the final figure for savings from disintermediation, they will have difficulty demonstrating the success of the email marketing strategy in the hotel industry.

If you don't have technology specifically designed for the hotel industry, it will be nearly impossible to obtain an analytics dashboard that accurately measures the total savings generated by disintermediation.

So, what set of technological tools are essential for the professional in charge of the reservation disintermediation strategy to effectively track key KPIs?

Integration with the booking engine

The main function lies in tracking bookings made by guests through the direct web channel, following the launch of email marketing campaigns targeting previous guests.

Whenever an email marketing campaign is sent from the CRM, it's possible to add a Google Analytics UTM to track the campaign's performance. While including a UTM (highly recommended) is useful, it's not enough to support the hotel professional. UTMs only reveal the total value of bookings and revenue generated by campaign — but they don't allow you to link each booking to individual guest profiles within the hotel CRM.

This is crucial for several reasons:

- **Disintermediation analysis:** In the hotel CRM, thanks to tracking integration with the booking engine, it becomes possible to view new bookings generated through email marketing campaigns and tie them to each specific guest. The main benefit of this functionality is the ability to identify which channel the guest had previously used to book. This way, it's easy to spot users who had formerly booked through commission-based channels. Proper integration with the hotel's or chain's PMS allows transactional fields (booking channel, room type, board type, etc.) to be automatically added to each guest's profile in the hotel CRM.

- **Exclude recently booked guests from upcoming email marketing campaigns:** without integration between the booking engine and the CRM, it's impossible to automatically track each new reservation made by a guest. It's crucial that this information is captured and consolidated within the hotel CRM, as it is the tool specifically designed to create advanced database segmentation.

An advanced **hotel CRM** includes specific functionality that allows you to exclude guests who have recently booked — or who fall within a customizable time window — from upcoming email marketing campaigns.

For example, if a “Black Friday” campaign has been sent and 200 guests make a new booking, it's not ideal for them to receive a “Cyber Monday” campaign shortly after, along with other planned campaigns in the following 2 or 3 months.

A **generic CRM** without integration with the booking engine lacks both the data and the capabilities needed to segment for such a specific — yet crucial — scenario. Failing to do so can result in loyal, direct-booking guests unsubscribing from future communications. Your database must be nurtured if you want guests to continue booking year after year.

Overexposing frequent bookers to constant offers and promotions often leads to undesired opt-outs from future communications.

Integration with the PMS

The PMS stores valuable transactional guest data that is key to executing an advanced email marketing strategy. The more relevant data you can gather from different information silos, the greater your segmentation power — and the higher the level of personalization you'll achieve in your campaigns and communications.

Without a doubt, the booking channel is the most valuable transactional data point when it comes to analyzing the effectiveness of your email marketing strategy and driving disintermediation among returning guests.

For professionals aiming for maximum accuracy in their analysis, integrating PMS data to enrich guest profiles is essential.

While booking engine integration connects direct web reservations to guest profiles in the CRM, PMS integration reveals exactly which of those bookings were successfully disintermediated.

Hotel CRM

If properly designed and tailored for the hospitality industry, a hotel CRM should provide, for each campaign sent, performance indicators not only for open rates, click-throughs, or bounces, but also for the total number of bookings generated — along with their total revenue value in the desired currency.

Generic or traditional CRMs are not specifically built to deliver ROI analysis for hoteliers, making it difficult to assess whether disintermediation efforts are actually generating profit.

Beyond campaign-level analysis, **a professional hotel CRM should also offer detailed booking insights at the guest level.** It's absolutely essential that each reservation generated through a disintermediation campaign is accurately linked to the corresponding guest. Without this level of tracking, it would be impossible to properly evaluate the actual savings achieved through disintermediation.

Audience Management

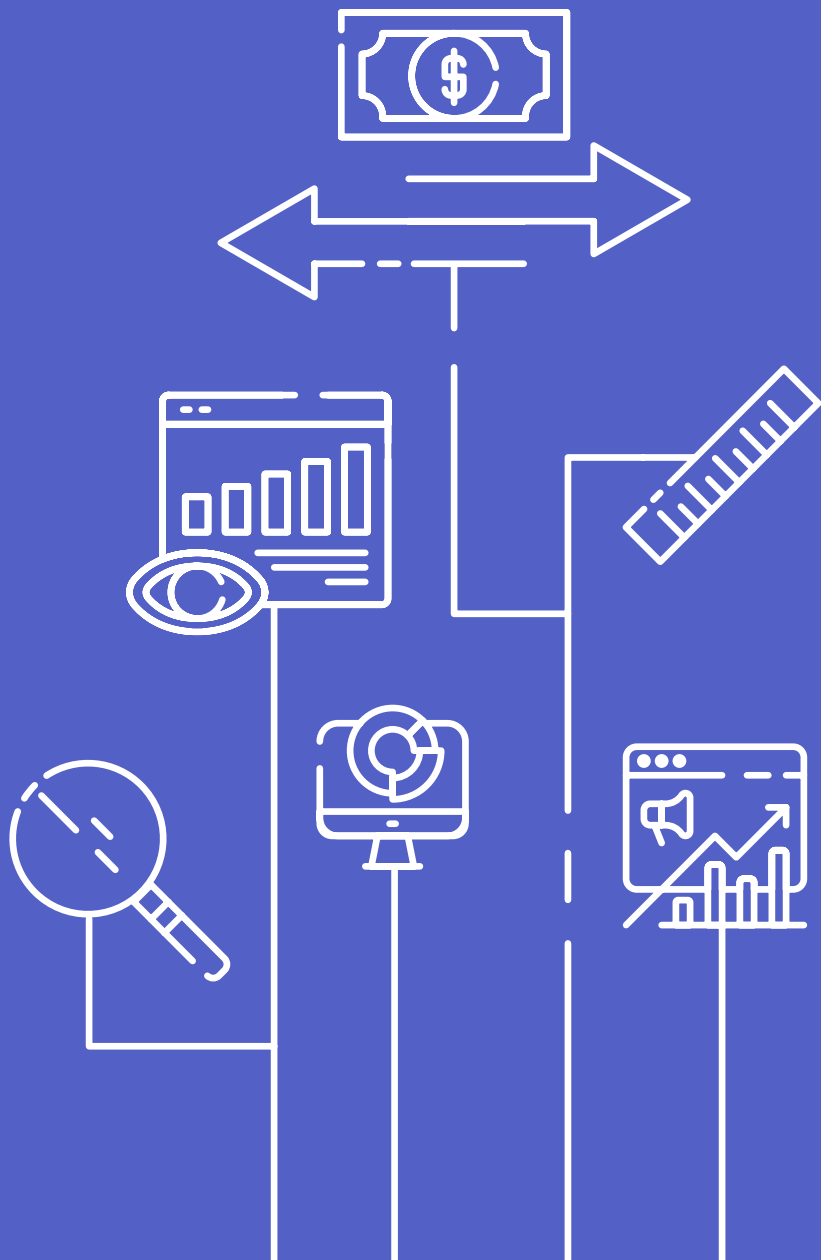
Import contacts

Audiencia total

Name	Last name	Code	Phone	Email	Last hotel visited	Channels
<input type="checkbox"/> Sara	García Sancho	Es	555 123 777	s.garcia@gmail.com	Paraíso	<div><div></div><div></div><div></div></div>
<input type="checkbox"/>						<div><div></div><div></div><div></div></div>
<input type="checkbox"/>						<div><div></div><div></div><div></div></div>
<input type="checkbox"/>						<div><div></div><div></div><div></div></div>

EMAIL MARKETING HAS THE HIGHEST ROI OF ALL CHANNELS AVAILABLE TO MARKETING PROFESSIONALS

Sarah Peterson
App Sumo



How to Measure Results to Calculate ROI



Vanessa Tejada

Responsable Marketing Online Paquete Vacacional ES
Logitravel Group

Google Analytics for Measuring Results

When we talk about Google Analytics, it's hard not to reference a phrase that has become a mantra in the world of web analytics: **"What isn't measured doesn't exist."**

Today, there are countless tools available to help analyze what's happening on a website or track the performance of marketing actions. But without a doubt, the go-to tool remains Google Analytics (GA).

The most essential and fundamental requirement for measuring the results of an email marketing campaign is implementing a UTM code or tracking parameter that distinguishes the specific action.

There's little value in sending a campaign to 10,000 emails if you can't later identify what happened with that mailing.

It's also worth noting that, among all marketing channels, email consistently delivers one of the highest conversion rates. When properly optimized, it can become the ideal strategy for achieving your goals.

Assuming the setup has been done correctly, let's look at the kind of data insights we can gather from Google Analytics after sending an email campaign.

To begin with, it's important to note that a single email campaign can generate a wide range of analytical insights — but here are the **key performance metrics to track**:

- **Number of emails sent:** total number of emails delivered.
- **Delivery success rate:** the percentage that successfully reached the inbox.
- **Bounce rate:** emails that couldn't be delivered for any reason.
- **Open rate:** of all emails sent, how many were opened.
- **Click-through rate (CTR):** of those opened, how many received clicks.
- **Conversion rate:** of those clicked, how many resulted in bookings or achieved a specific goal.

You can even track the user journey on your website from the moment they click through from the newsletter. This provides valuable insights into the relationship between content and landing page, and their overall relevance and appeal to potential customers.

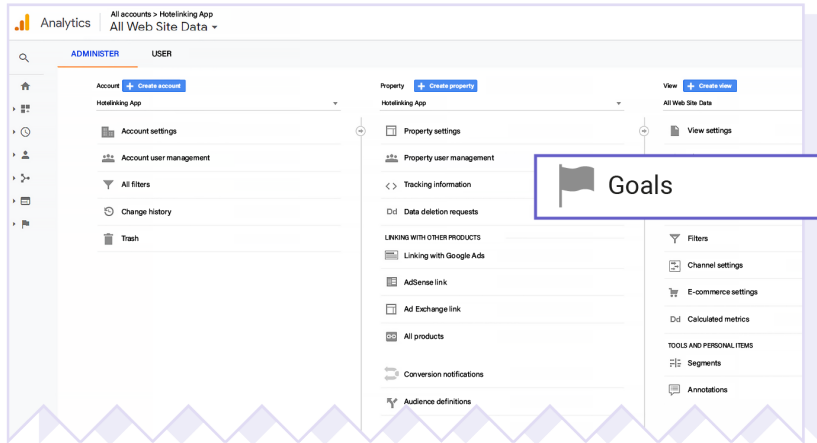
Goals

First and foremost, you need to define your goals in Google Analytics. Once these goals or events are set up, you'll be able to compare campaigns to see which one performed better and how many objectives were met per campaign. This offers valuable insights to improve future campaigns and optimize results.

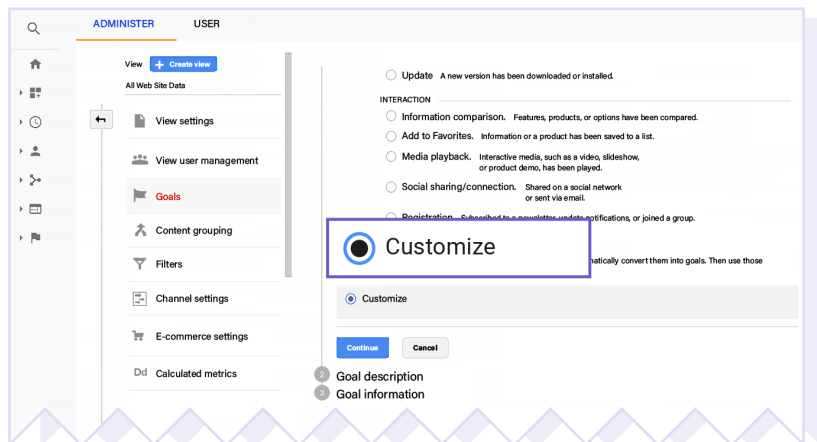
In this configuration, we will see that various types of goals can be set: revenue, acquisition, inquiry, and engagement. This will allow us to create not only revenue- and booking-related goals, but also lead genera-

tion goals, such as submitting a contact form, reaching a specific landing page, or spending a certain amount of time browsing the website.

To create goals or events, we go to the “Admin” section in Google Analytics and, in the third column, “View”, we’ll find the “Goals” option.

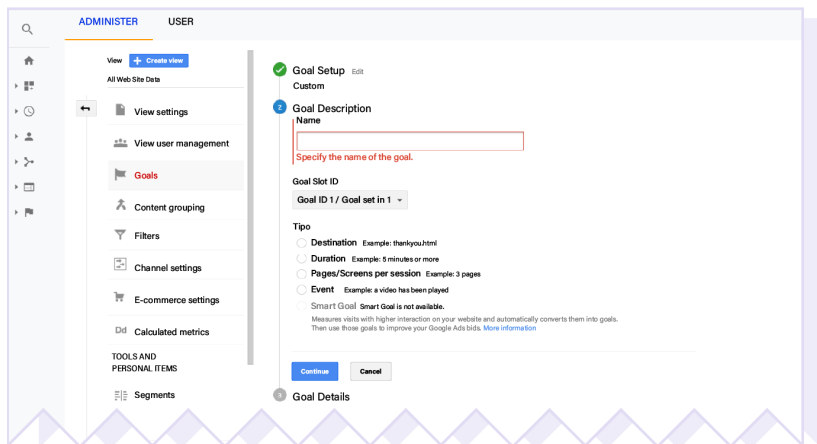


When accessing this section, the option to create a “New Goal” will appear, and we can choose either “Template” or “Custom”. We’ll use the latter.



To create a custom goal, it will ask us for a goal name, for example, “Newsletter Opening,” and we’ll select the “goal type.” There are four options: “Destination,” “Duration,” “Pages per session,” and “Event.”

- **Destination:** the landing page we’d like to track.
For example: “thankyou.html”
- **Duration:** if we’re interested in knowing whether the users stayed more than X amount of time on our website.
- **Pages per session:** if we want to know whether users viewed more than X pages per session.
- **Event:** if users perform a specific action we’re interested in (PDF download, video play, etc.).



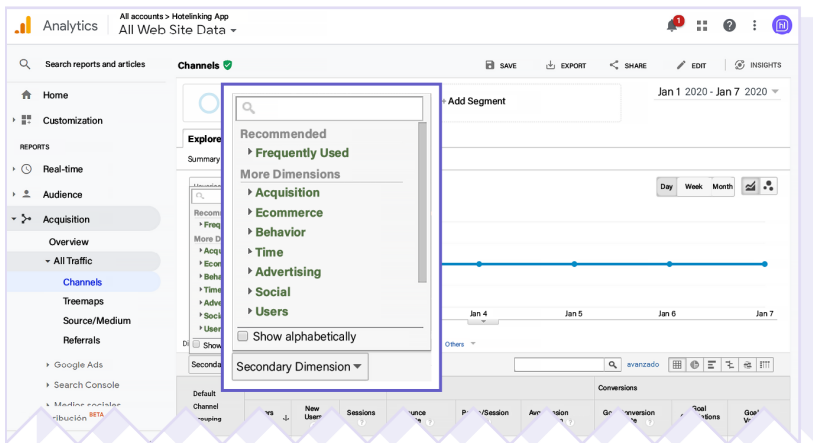
Select the option that best suits the measurement you want to track and validate it. With the configuration you’ve set up, you’ll be able to see if any events have been generated in the last seven days.

To analyze the data, we can do so from different areas of Google Analytics.

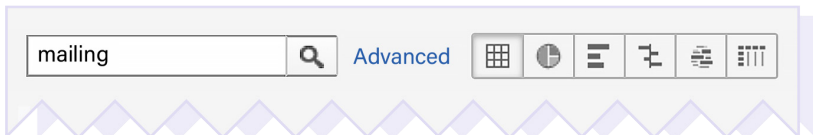
Let's explore the different sections and how to access them.

Acquisition.

Go to the left-hand menu and under "Acquisition", select "All Traffic/Channels". You'll see a lot of data in the columns, so you should filter by "Secondary Dimension: Campaign".



Even so, you'll still see a lot of data that in this case isn't relevant, as we want to focus on email marketing analysis. So, you should apply a filter and enter "mailing" to display only the email campaigns.



If you want to filter a specific campaign further, go to the “Advanced” filter and specify the campaign:

Enter part of the name you used when creating the campaign and apply the changes. This way, you’ll be able to view the data related to that specific campaign more easily and clearly in the columns.

In this tab, you can select which data for goals you want to display in the columns, as we had previously set up the goals of interest.

In the columns, you’ll see, in addition to the Source (“mailing”) and Campaign, the data divided into three sections: “Acquisition”, “Behavior”, and “Conversions”.

Acquisition:

1. **Users:** The users who have started at least one session on our site through the campaign, within the date range set in Google Analytics. Note that by default, GA will show the last seven days.
2. **New Users:** The number of new users during the specified period.
3. **Sessions:** The total number of sessions, during the specified period.

Behavior:

1. **Bounce Rate:** The percentage of sessions where users visited only one page without interacting.
2. **Pages/Session:** The average number of pages viewed per session. All pages viewed within a session are counted.
3. **Average Session Duration:** The average duration of a session.

Conversions:

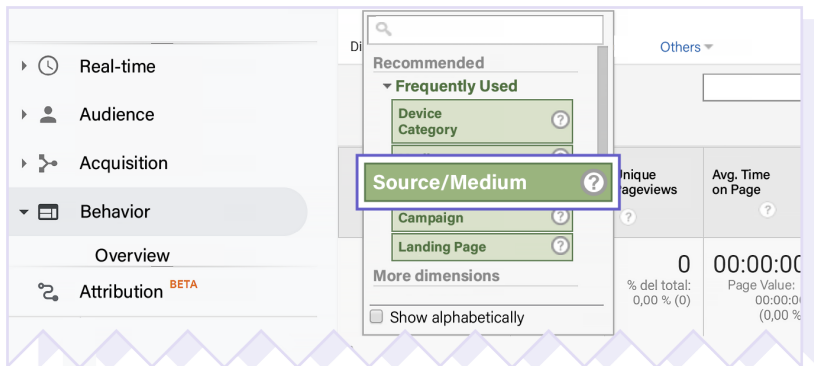
1. **Goal Conversion Rate:** The percentage of sessions that resulted in conversions.
2. **Transactions:** The total number of goals completed on the website.
3. **Revenue:** If you assigned a value to the goal, this will show the total revenue generated through the goal.

Behavior

Another interesting piece of data we can see is how the users who received our email campaign interacted on our website. To do this, we'll proceed as follows:

In the "Behavior" section, go to "Site Content" and within it, select "All Pages". You'll encounter the same situation as in the "Acquisition" section, where we'll need to filter the view to show only what we want to analyze.

In this case, use "Secondary Dimension": "Source/Medium".



In the "Advanced" filter, enter "Mailing" in "Source" to display only that information.

Here, we'll see other columns that will show us the following data:

1. **Number of Page Visits:** The total number of pages viewed. This also counts repeated visits to the same page.
2. **Number of Unique Page Views:** The total number of sessions during which a specific page was viewed at least once.
3. **Average Time on Page:** The average amount of time users have spent viewing a specific page or set of pages.
4. **Entrances:** The number of times users have accessed the website from a specific page or set of pages.

5. **Bounce Rate:** The percentage of sessions with only one page viewed where no interaction occurred.
6. **Exit Rate:** The percentage of exits from the website from a specific page or set of pages.
7. **Page Value:** The average value of the page or pages. (Revenue per conversion).

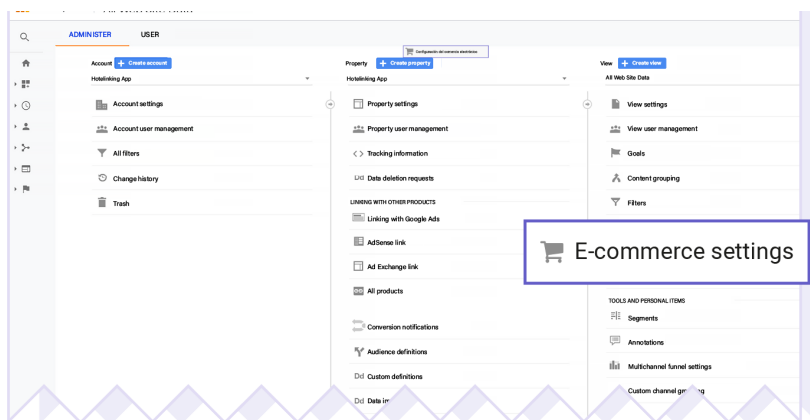
Advanced Analysis in Google Analytics

As we've seen, there are countless options, screens, graphs, and variations that would keep us glued to the screen for hours, and even then, there would still be more information to explore and analyze. But to avoid getting overwhelmed by so much data, let's focus on the most important and basic aspects of measuring an email marketing campaign.

While we've previously shown what to analyze in terms of "Acquisition" and "Behavior", let's now dive deeper into "Conversions".

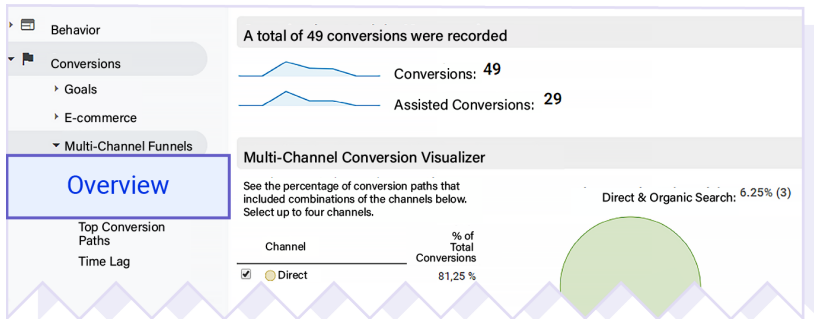
Conversions

First of all, it's essential to enable eCommerce tracking in Google Analytics. To do this, go to "Admin", then "View", and select "Ecommerce Settings". Turn it on, and you're good to go.



Once again, from the left-hand sidebar menu, go to “Conversions” and then access “Multi-Channel Funnels”, “Overview”. In this section, we’ll see the role of email in the conversion process, based on the goal we select.

Apart from being displayed as percentages, Google Analytics also provides a clear graphical representation of the influence of different channels in achieving the goal. You can select up to four channels.



If we go to the “Assisted Conversions” section (just below the previous option: “Overview”), we can view the breakdown of conversions for each channel, including the mailing channel. The columns provide the following information:

1. **Assisted Conversions:** The number of conversions for which this channel appeared in the conversion path but was not the last interaction that led to the conversion.
2. **Value of Assisted Conversions:** The value of the assisted conversions for this channel.
3. **Last Click or Direct Conversions:** The number of conversions where this channel was the last interaction before the conversion.
4. **Value of Last Click or Direct Conversions:** The value of the conversions where this channel was the last interaction before the conversion.
5. **Assisted and Last Click Conversions:** If the value is close to zero, it indicates that this channel mainly acted as the last interaction conversion. If it's close to one, it means the channel worked both as an assist and the last interaction conversion. The higher the value exceeds one, the more the channel acted as an assistance.

Google Analytics is a truly comprehensive tool, as it provides so much information and detail that it can be overwhelming. But that's also part of its charm. For those of us who live off data and measurement, we can never have enough metrics!

So, to help us navigate all this information in our day-to-day, we have a truly useful section: "Custom Alerts".

Custom Alerts

With these alerts, we can configure what interests us the most so that GA notifies us via email whenever the conditions we set are met: when bookings are made, when a specific goal is achieved, when bookings reach a certain amount, and much more! There are plenty of options available!

Let's see how to configure a custom alert:

To begin, we can access it either from the left sidebar menu under "Customization", then "Custom Alerts", or by going to "Admin", and in the third column under "View", click on "Custom Alerts". Once inside, click on "Manage Custom Alerts" and create a "New Alert".

The screenshot shows the Google Analytics Custom Alerts configuration page. On the left is a sidebar menu under the 'PERSONAL' header, containing 'Segments', 'Annotations', 'Multichannel funnel settings', 'Custom channel grouping', 'Custom alerts' (highlighted with a blue box and a speaker icon), 'Saved reports', and 'Share items'. The main content area is titled 'Alert name:' with an input field. Below this is 'Apply to: All Web Site Data y' with a dropdown for '0 other views'. The 'Period:' is set to 'Day'. There is a checkbox for 'Send me an email when this alert is triggered'. Under 'Alert conditions', 'This applies to' is set to 'All traffic'. 'Alert me when' is set to 'Sessions'. The 'Condition' is 'Es menor que' and the 'Value' is an empty input field. At the bottom are 'Save alert' and 'Cancel' buttons.

The setup is very simple. You specify the “Alert Name”, for example: “Newsletter Conversion”. Then, choose whether you want the alert to refer to data from a single day, a week, or a month. You’re given the option to add an email address so that it automatically notifies you when the conditions specified in the “Alert Conditions” are met.

In this example, we specify that an email should be sent when “Goal 4” (one of the goals set earlier under the “Goals” section) generates a value greater than zero for the “PROMOTIONSUMMER” campaign.

Alert Name: Newsletter Conversion

Apply to: All Web Site Data 0 other views

Period: Week Newsletter Conversion

☒ Send me an email when the alert is triggered. Also include 0 additional email addresses

Alert Conditions

This corresponds to

Alert me when	Condition	Value
Campaign	Exactly matches	PROMO-SUMMER
Sessions	Is less than	0

Goals

- Goal Conversion Rate
- Goal 1 (Goal 1 Conversion Rate)
- Goal 2 (Goal 2 Conversion Rate)
- Goal 3 (Goal 3 Conversion Rate)

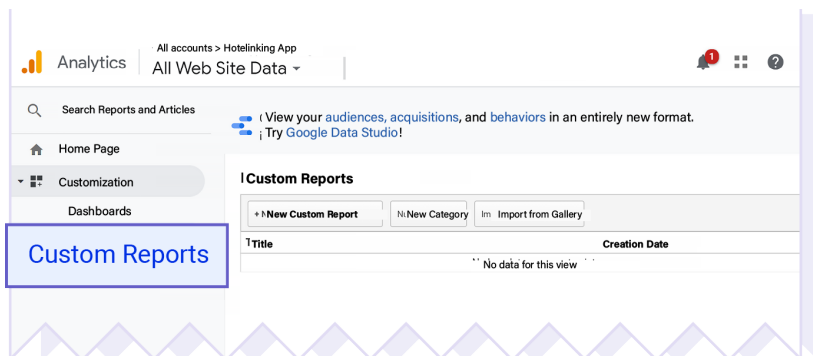
☐ Display as alphabetical list

The options for configuration are quite broad. It’s advisable to experiment with it and try various options based on each goal.

Custom Reports.

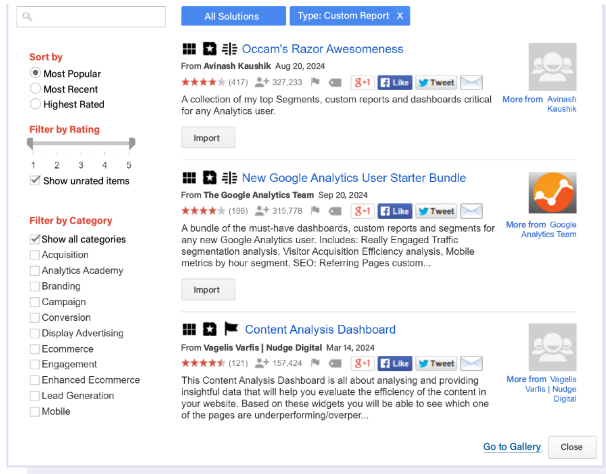
With custom reports, we can choose which dimensions (such as demographic information or device type) and metrics (such as bounce rate, unique sessions, or pages viewed) we want to analyze and have them in a view to facilitate the reading of data and information that interests us most.

To access the “Custom Reports” section, go to the left-hand menu and just below “Home,” you’ll find “Customization” (the same place where we accessed the “Custom Alerts” section earlier).



We will see that it will show us several options: “New custom report” (if we already had one created, it would appear below in a list) or we can also import a report from the gallery. This means that reports created by people all over the world, who consider them useful for others, are uploaded to this gallery, and anyone can download them.

When we wish to import a report, this screen will open for us:



We can see that we can search from different options to go directly to what interests us the most:

- Search by keyword – for example, “email.”
- We can sort the reports by popularity, date, or rating. (Hundreds of reports may appear in the results.)
- Filter by a rating from one to five.
- Filter by category.

Once the search is made, we can access the detailed information of each report through the report title (they are linked) or, if we see it has good reviews, import it directly. It's worth mentioning that if we see that, once imported, it's not exactly what we need, we can delete it without any issue.

That said, to learn more in detail about how these reports work and what combinations can be made in case we want to create our own customized reports, we can access the Google Help Center (*), where a wealth of documentation explains all of its functionalities to make the most of it.

With everything mentioned here, we should now be able to analyze and measure our email marketing campaigns in a quite interesting and detailed way. We'll be able to see what's working well and, if needed, gather improvement ideas to achieve more optimal results. One thing that Google Analytics does well is offering us data and more data, along with multiple ways to analyze each one of them.

LET'S NOT FORGET: WE MUST MEASURE,
MEASURE, AND MEASURE – BECAUSE
“WHAT IS NOT MEASURED, DOES NOT EXIST”

THE DIGITAL REVOLUTION YOUR HOTEL NEEDS



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