





















# First-party Data Generation and Activation for hotels through a Wi-Fi Captive Portal

We connect to the leading PMS systems on the market to enrich the capacity of data segmentation and integrate with key partners of First-party data activation

hotelinking



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# What actually is First-party Data?



- **First-party Data** is defined as some of the information that a hotel obtains directly from its guests through its own resources (Wi-Fi, bookings engine, surveys, etc.).
- There is no better data than the **high-quality information** a hotel collects about its own guests
- It ensures **strict compliance with the European General Data Protection Regulation (GDPR)**, since users now need to give their intentional consent.
- There is **more capacity for personalisation and segmentation**. The more segmentation, the higher the conversion rate, and we eliminate the middleman in bookings.
- It offers **better results** than data compiled by third parties.





## Why do hotels need a system like Hotelinking to compile data that comes from their own guests?


- Bookings that come from TTOOs and OTAs only share transactional data, and marketing data from guests is blocked most of the time.
- The data collected from direct bookings only includes the main guest on the booking, but not his or her companions.
- Data collection from reception staff is a manual and non-digitalised process. It is not efficient or automated and does not have the capacity to verify the data in real time, leading to capture rates that are much lower than expected.



## Convert your hotel's Wi-Fi into a machine that generates data from your guests.

- On average, more than **75% of your guests** access the free Wi-Fi of your hotel.
- The configuration of a professional tool like Hotelinking will convert all Wi-Fi users into **first-party, high-quality, and processable data**.
- Eliminate manual tasks carried out by reception staff and ensure the implementation of a **totally digitalised process**. More secure and sustainable.
- Experience a **minimum increase of 275%\*** in the capture rate of first-party guest data from the first day of using Hotelinking.

Taking into account that on average Hotelinking compiles data from more than 75% of guests that visit the hotel during the year, and considering that a hotel without a tool to generate first-party data like Hotelinking does not generally exceed a 20% capture rate (direct channels + manual captures at reception), the increase is based on  $(75\% - 20\%) / (20\%) = 275\%$



**Your privacy is important to us**

Please enter the following information:

I am a hotel guest

I have a code

Enter your name:

Iván


Enter your first last name:

Hidalgo

Enter your room number:

207

CONFIRM




**Your privacy is important to us**

During the Wi-Fi connection process, Hotelinking S.L. is responsible for compiling and handling your personal data as established in our [Privacy Policy](#).

I AGREE. NEXT

Go back





**Register to access Wi-Fi**

Email \* (required)

i.hidalgo@gmail.com

Access Wi-Fi



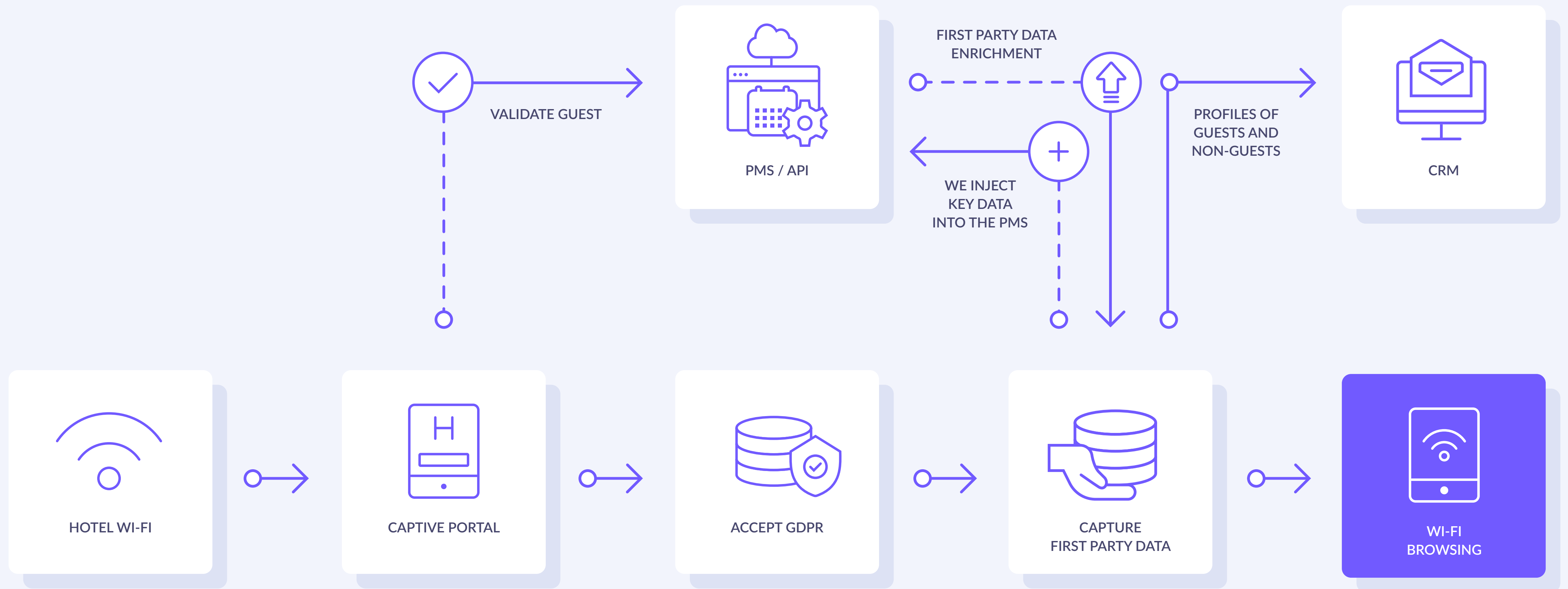


**Welcome back, Mr. Hidalgo to Hotel Paraíso**

You are now online.

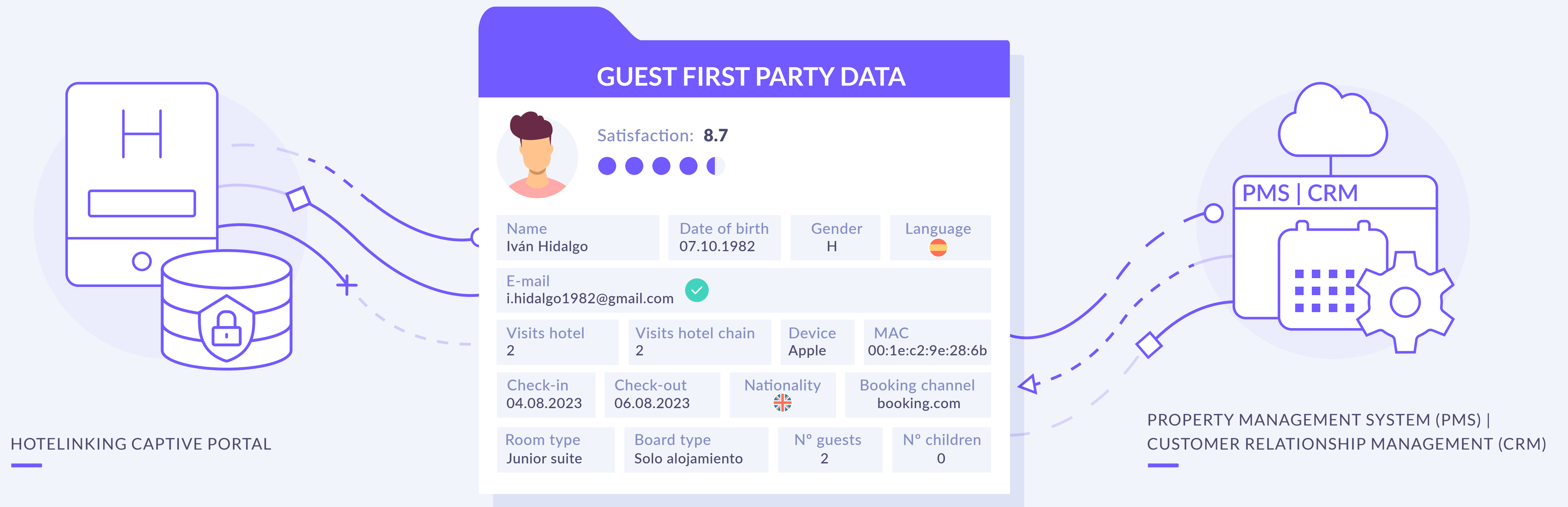
Access Wi-Fi now

# First-party Data Capture



# Captive Portal Workflow

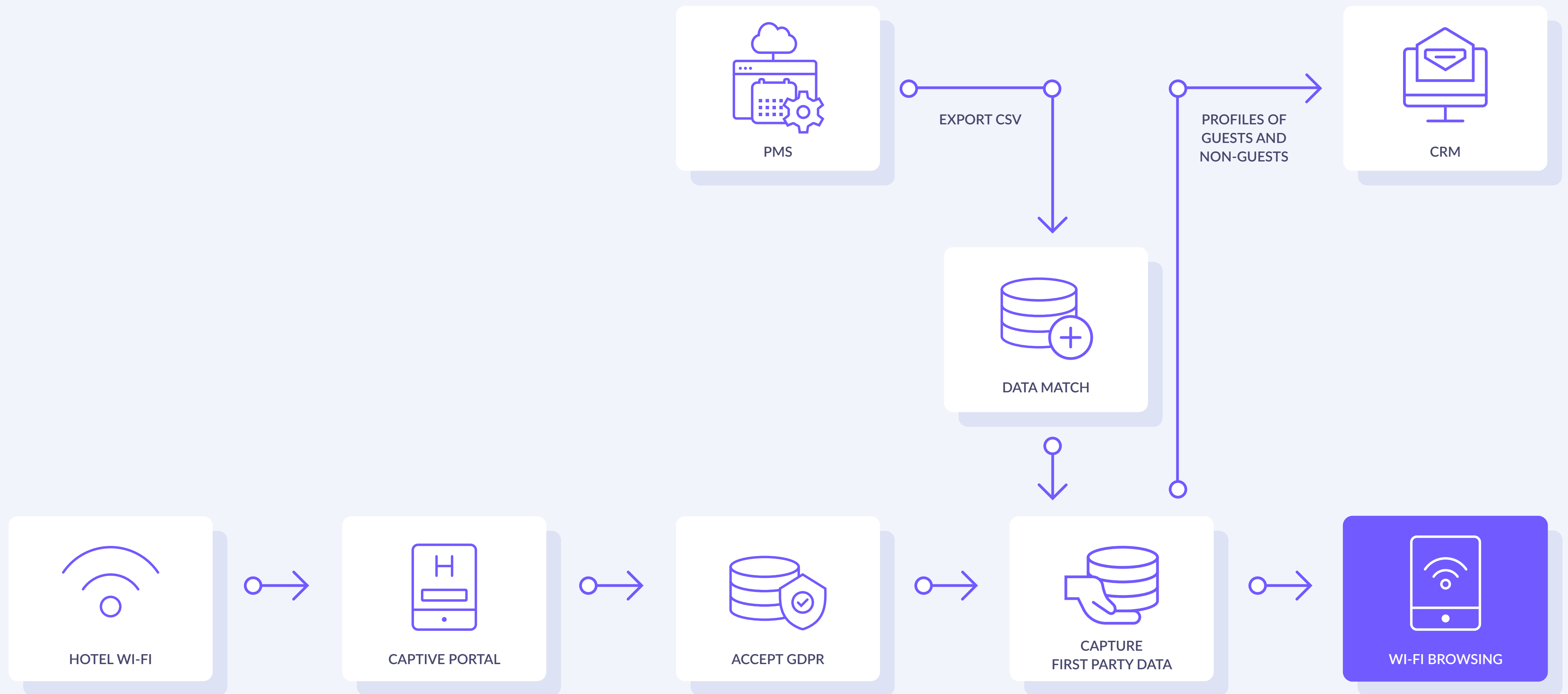




SOME OF OUR INTEGRATIONS WITH PMS

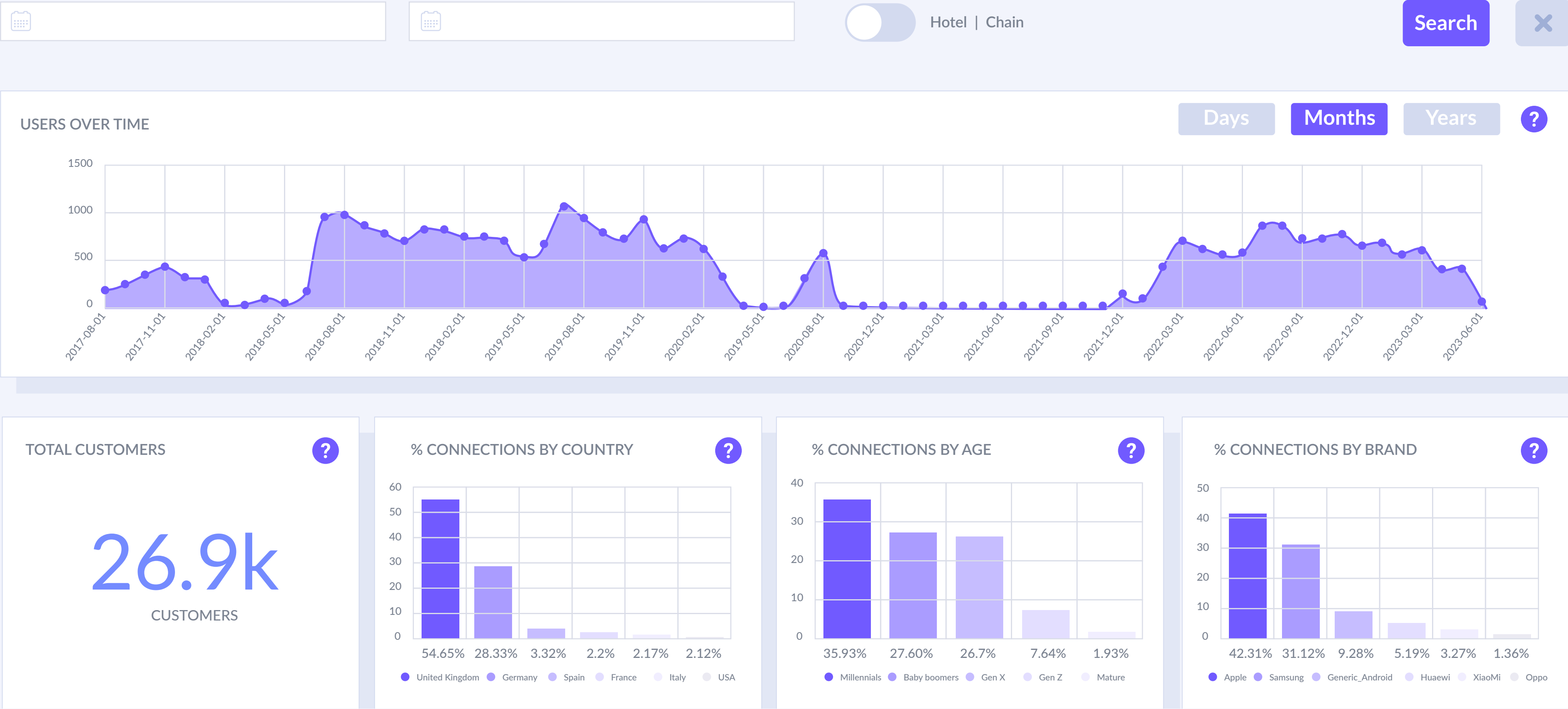
# How do we generate enriched data?





# Captive Portal Workflow with Data Match

- Statistics
- Customers
- Clicks and impressions
- Reputation
- Customer interaction
- Employee interaction
- Hotel comparison
- Loyalty statistics
- Leave





THE CAPTIVE PORTAL  
DOESN'T DISPLAY  
AUTOMATICALLY



THEIR EMAILS ARE NOT  
VALIDATED AND MIGHT  
BE FAKE



IPHONE USERS  
CAN'T ACCESS IT



IT DOESN'T INTEGRATE  
OR ENRICH THE DATA  
WITH THE PMS



THEY HAVE TO GO  
THROUGH THE PORTAL  
MORE THAN ONCE



THE FORM DOESN'T COMPLY  
WITH THE GDPR



COMPLICATED AND  
UNINTUITIVE PROCESS  
THAT DETERS THEM



IT DOESN'T AUTOMATICALLY  
INTEGRATE THE DATA WITH  
THE CRM



THEY RECEIVE SECURITY  
NOTIFICATIONS WHEN THEY  
CONNECT, LEADING  
TO ABANDONMENT

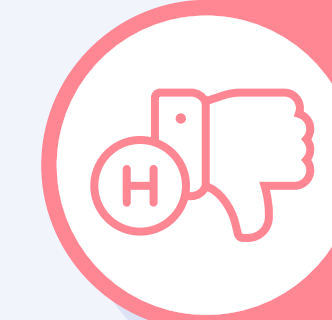


THE CAPTIVE PORTAL  
REQUIRES THEM TO VERIFY  
IN TWO OR MORE STEPS

**This results in:**



**GUEST DISSATISFACTION**



**BAD IMAGE FOR THE HOTEL**

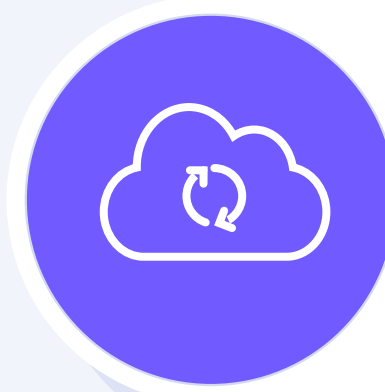


**LOSS OF VALUABLE  
INFORMATION FOR  
THE LOYALTY CAMPAIGN**

# Avoid Weak Captive Portal systems



**COMPLIES WITH GDPR**  
EXPLICIT CONSENT TO RECEIVE OFFERS



**INSTANT AND AUTOMATED  
INTEGRATION WITH PMS**  
YOU WILL IMPROVE SEGMENTATION  
OF YOUR DATABASE AND INCREASE  
REPEAT GUEST RATE



**COMPATIBLE WITH ALL ROUTER  
MANUFACTURERS**  
WE MAKE SURE THE CAPTIVE PORTAL  
IS WORKING CORRECTLY TO AVOID  
UNNECESSARY COMPLAINTS



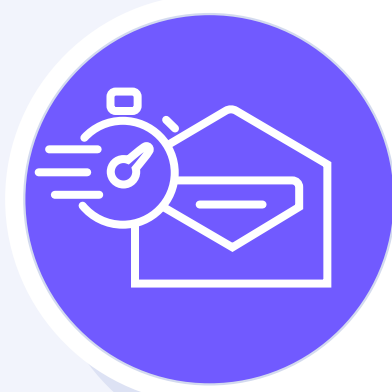
**100% COMPATIBLE  
WITH iOS AND ANDROID**  
INCREASES GUEST DATA CAPTURE RATE BY  
NOT GENERATING ERRORS FOR iOS DEVICES



**ENRICHED DATABASE WITH PMS**  
YOU WILL GET DEEP INSIGHT INTO  
THE GUEST PROFILE OF YOUR HOTEL



**IT ADAPTS TO THE HOTEL'S  
CURRENT WI-FI NETWORK**  
EASY INSTALLATION AND IMPLEMENTATION  
WITHOUT NEEDING NEW INFRASTRUCTURE



**99.9% VERIFIED EMAILS IN REAL TIME**  
IT WILL EXPAND YOUR DATABASE  
AND OPPORTUNITY  
TO DISINTERMEDIATE BOOKINGS



**AUTOMATIC DETECTION OF LANGUAGE  
FROM THE DEVICE BROWSER**  
GUARANTEES GUEST'S LANGUAGE  
OF PREFERENCE TO OPTIMISE  
MARKETING CAMPAIGNS



**PERSONALISATION OF CAPTIVE PORTAL**  
STRENGTHEN YOUR HOTEL'S BRAND IMAGE



Learn more about how a good captive portal resolves common Wi-Fi connection errors.

# Key factors to consider when choosing a Captive Portal

- **Prevent unfair comments** on online reputation channels.
- Receive **internal feedback** and react in a timely manner.
- **Set alarms** to notify when rating drops below a certain score or rating.
- **Promote good comments** on preferred online reputation channels.
- **Shape and improve personal opinions** after the stay.

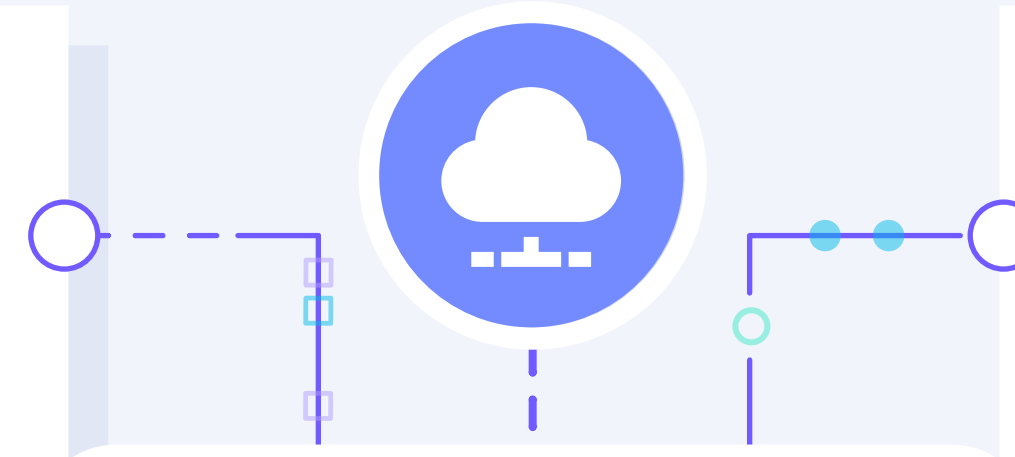
#### ACTIVATION OF ONLINE REPUTATION AND SURVEYS

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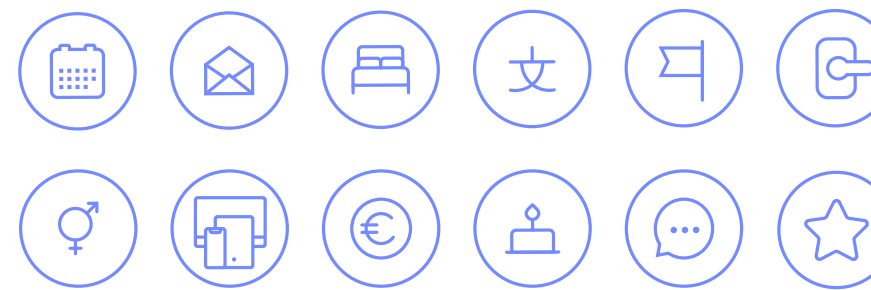
- **Reach more registered guests** and offer them additional and complementary sales to increase revenue during their stay.
- **Connect with your guests during their stay** by email, offering them products and services in line with their interests.
- **Automate a sales machine** that will free up the valuable time of your reception staff.

#### UPSELLING ACTIVATION DURING STAY

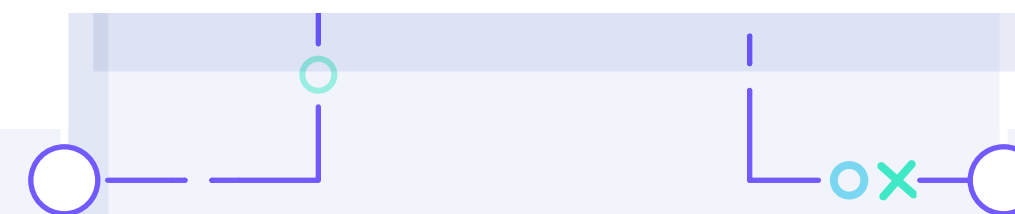
stay Hoteligy



Iván Hidalgo



#### ACTIONABLE FIRST-PARTY GUEST DATA



- **Significant reduction of bounce rate**, mainly due to the high quality of emails and very high level of deliverability >99%
- **Large increase in conversion rate** of campaigns/confirmed bookings.
- **Capacity for improved and advanced segmentation** to increase the personalisation level of each campaign.
- **Significant increase in repeat guest rate.**
- **Increase in capacity for booking disintermediation** towards direct channels.

#### ACTIVATION OF CRM, EMAIL MARKETING, LOYALTY AND DISINTERMEDIATION OF BOOKINGS


HubSpot Cendyn mailchimp salesforce

- Create highly personalised **digital marketing campaigns**.
- **Increase conversion rates** of your digital campaigns thanks to ultra-personalisation .
- **Reach a much broader audience** and, as a result, increase your direct bookings and revenue.  
Omnichannel digital marketing campaigns will **increase your probability of capturing direct bookings.**

#### ACTIVATION OF DIGITAL MARKETING AND AUDIENCES

SOJERN

# How does the activation of first-party data work?




**HELP US TO IMPROVE  
YOUR STAY AT OUR HOTEL**

Dear Iván,

Your opinion is very important to us and helps us understand how we can improve your stay.

**Rate your satisfaction**

EMAIL  
DURING THEIR STAY




**Hotel Paraíso**


Dear Iván,


**What do you think of our hotel so far?**

SLIDE THE CURSOR FROM LEFT TO RIGHT

**9**















 Write a comment (optional)

SURVEY  
DURING STAY

**GUEST RATING AND COMMENT**

**6**

**GUEST INFORMATION**

|   |   |
|---|---|
|  1ST WI-FI CONNECTION TIME |  NAME          |
|  LAST CONNECTION TIME      |  DATE OF BIRTH |
|  SURVEY RECEIVED           |  LANGUAGE      |
|  SURVEY COMPLETED          |  EMAIL         |
|  ROOM NO.                  |  NATIONALITY   |

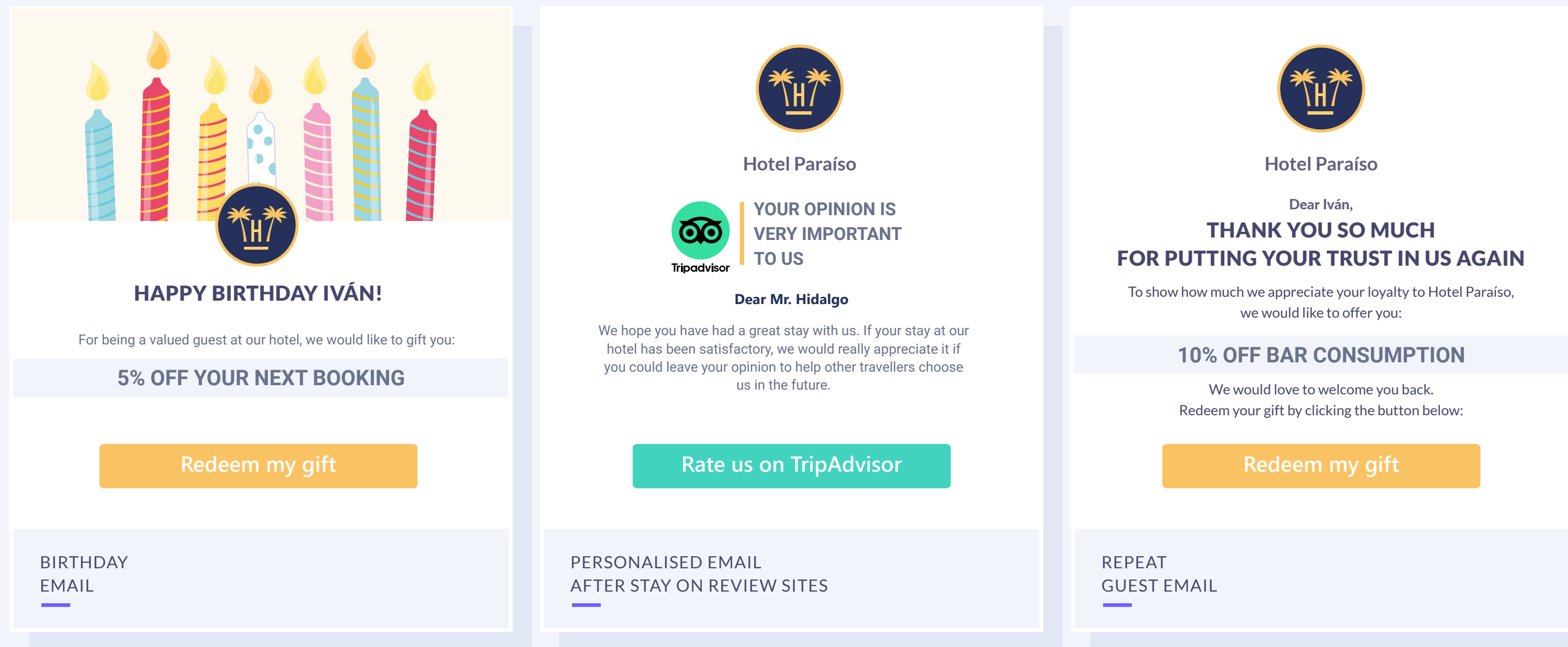
ALERT  
DURING STAY

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## Satisfaction surveys during the stay

The guest receives an **email to rate their satisfaction during their stay** and can also add a comment to express any issue. If the score is lower than that established as a minimum score, an alert email will be automatically sent to the hotel with all the guest information, together with the comment and score.






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## Automated communications

During and after their stay, the guest receives a series of automated emails that may be **a congratulatory message with a discount for their birthday**, **an email so that they can rate their stay on one of the main review sites** depending on where they are from (TripAdvisor, Google Review, Holidaycheck, Yelp, Tophotel or Zoover), or **in the case of repeat guests, they will receive a discount or special gift**.









Hotel Paraíso

Dear Iván,


**What do you value most about our hotel's housekeeping service?**

☐ Daily replacement of towels.  
☐ Daily replacement of bathroom amenities.  
☒ Other.



Next 


PERSONALISED SURVEY AFTER THE STAY:  
CHECKLIST AND COMMENT





Hotel Paraíso


Dear Iván,

**What do you think we could do to improve the guest experience at our hotel?**



Skip question  Next 

PERSONALISED SURVEY AFTER THE STAY:  
QUESTION AND COMMENT






Hotel Paraíso


Dear Iván,


**How satisfied were you with the hotel restaurant?**

SLIDE THE CURSOR FROM LEFT TO RIGHT

8.5



Next 

PERSONALISED SURVEY AFTER THE STAY:  
SLIDER AND COMMENT

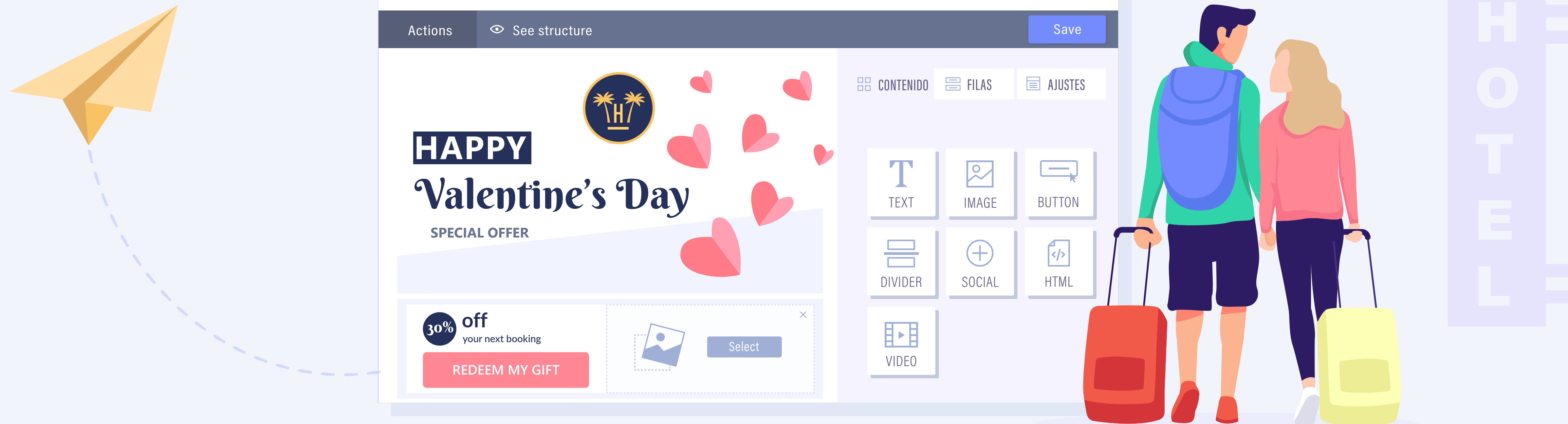
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## Personalised satisfaction surveys

These types of surveys are designed for hotels to achieve their full potential. They can be **personalised** for hotels regardless of whether they belong to a chain. They can be **configured in up to 7 languages**, allow different **question categories**, as well as different formats like multiple-choice answers. All the information can be consulted via a control panel and **global information for chains can be obtained**.



Further information about our personalised surveys.



Cendyn<sup>∞</sup>



HubSpot



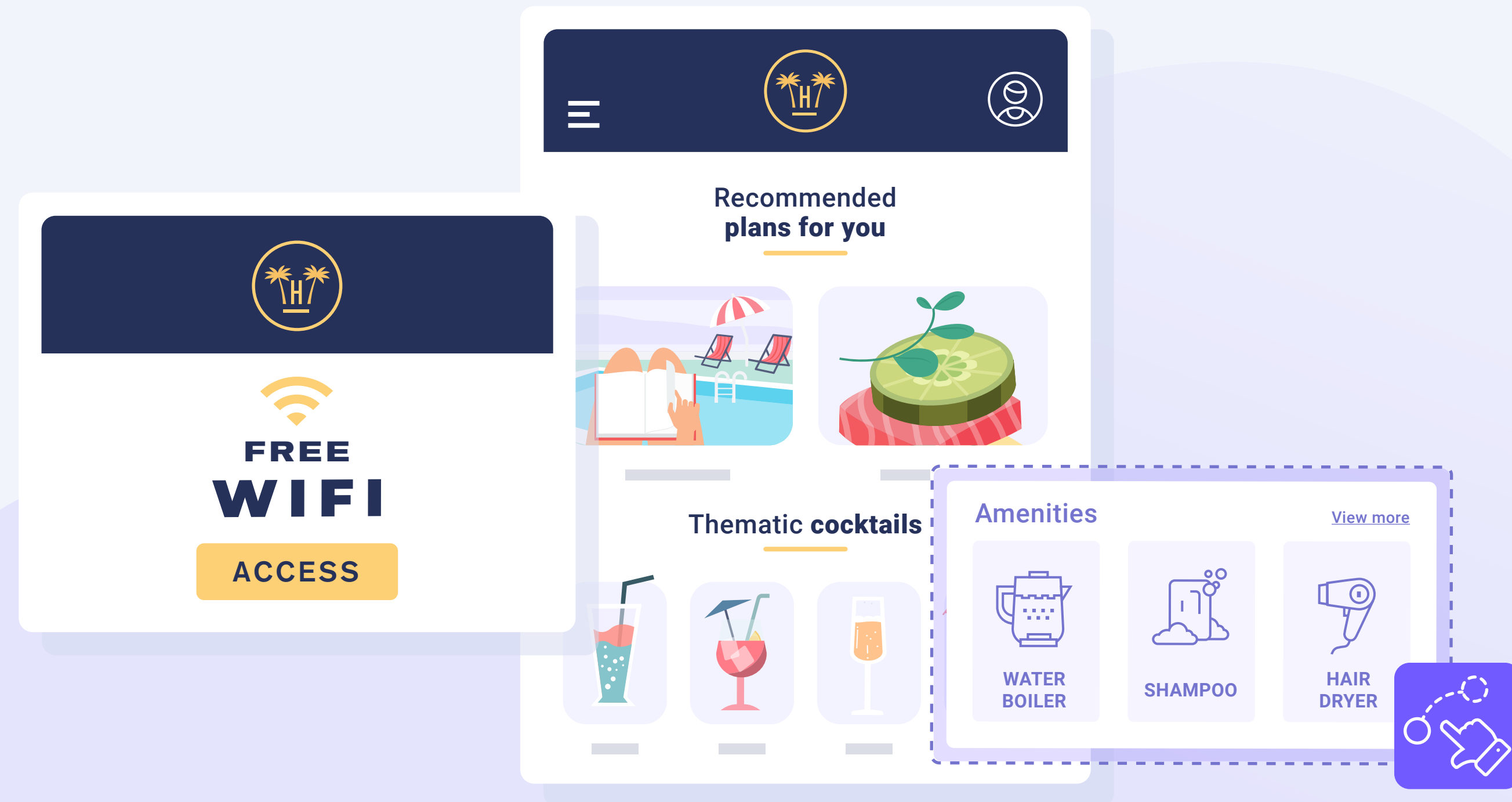
## EMC - Email Marketing Campaigns

The Hotelinking First-party Data generational tool, together with the power of a good hotel CRM, is the ideal combination to disintermediate bookings on a large scale.

There is enormous potential **for annual savings on commissions through non-direct channels**, thanks to the ability to send targeted campaigns to guests after their stay.



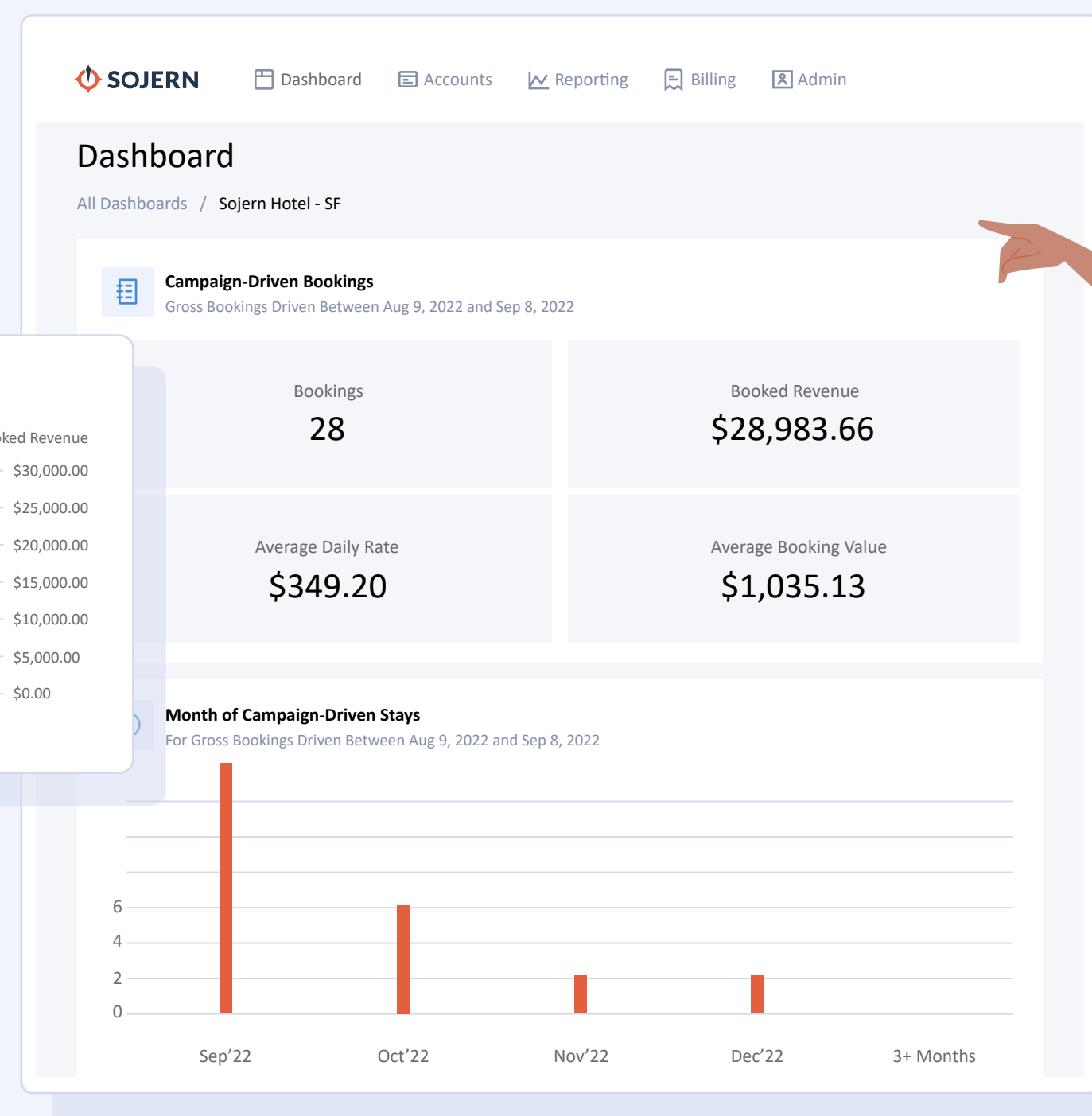
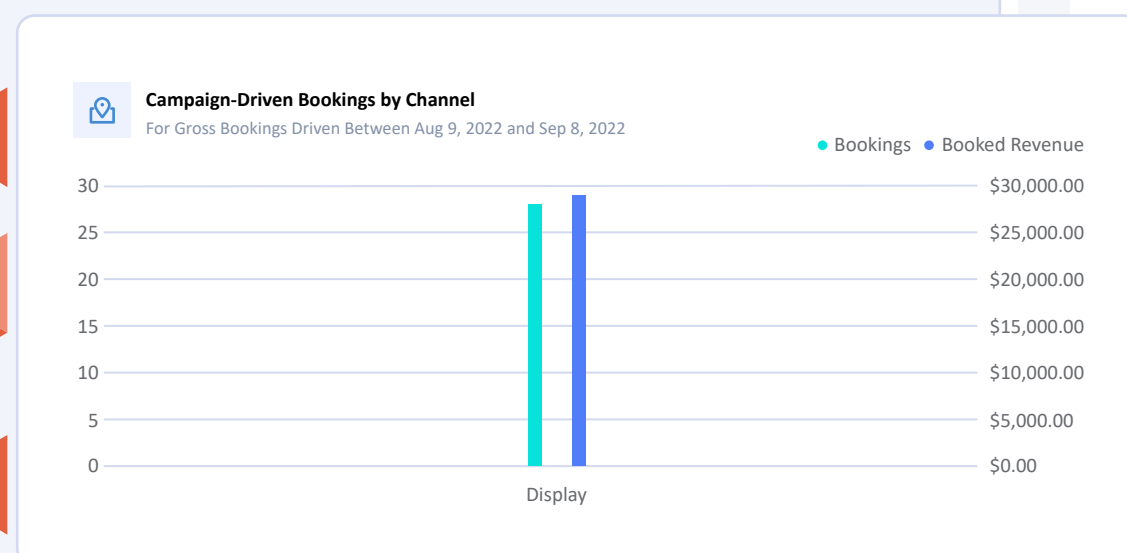
If you want to know all the secrets, [download our winning e-book here.](#)



# Exponentially increase the number of registered users to your APP / Web APP

Thanks to the union of Hotelinking and its first party data generation tool, with partners specialised in Apps for hotels, you will be able to provide your clients with immediate access to your tool and offer them all the services and information of the hotel.

By simplifying their access you communicate directly with your guests and you will be able to generate an increase in sales during their stay.



## Digital marketing and Audience

Thanks to the strategic agreement between Hotelink and Sojern, the hotel sector has a selection of specialist tools to maximise digital marketing strategies that are 100% focused on First-party Data.

Both companies have developed native integration that can directly export the First-party Data generated by Hotelink to the advanced audience technology systems of Sojern.



# Hotelinking Implementation

- We strongly recommend scheduling a **technical meeting** between our specialists and the IT department.
- We are a multi brand and **we adapt to almost any Wi-Fi infrastructure** and hardware configuration.
- In **99% of cases**, implementation can be completed **remotely and quickly**.
- We do a **test run** before launching it.
- If new integration with the Wi-Fi hardware or PMS is needed, **we will let you know in advance**.





## Some of our satisfied clients






Pioneers since 2016 in data generation and enrichment for hotels.  
We help you create your own guest database to carry out loyalty campaigns and disintermediate bookings.  
Experts in the hotel sector in the strategic digitalisation and automation of processes.

We help you create your own guest database to carry out loyalty campaigns and disintermediate bookings.

Experts in the hotel sector in the strategic digitalisation and automation of processes.



**More than 120 active integrations**  
with various **PMS, Booking Engine, and CRM systems**



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# Related content

Automated communications

Personalised satisfaction surveys

Hotel Data Advanced Course book

GDPR and Hotelinking

Product Tour

First-party data, the cornerstone of loyalty strategies for the hotel sector

Zafiro Hotels Case Study

# hotelinking

CONTACTLESS TECH TO CONNECT WITH YOUR GUESTS

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