



# TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

## Media Contacts

Caitlin Kasunich / Christina Panta  
KCSA Strategic Communications  
212.896.1241 / 212.896.1208  
[ckasunich@kcsa.com](mailto:ckasunich@kcsa.com) / [cpanta@kcsa.com](mailto:cpanta@kcsa.com)

## TravelClick's New Digital Media Campaign Portal Provides Real Time, On-Demand Insights

*Unique Portal Allows Hoteliers to Access Key Metrics and Assess Performance at Any Moment*

NEW YORK – May 22, 2017 – To offer deep insight into a hotel's digital media campaign performance, TravelClick, a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the launch of the Company's new Digital Media Campaign Portal, giving TravelClick digital media customers on-demand access to key campaign performance metrics like bookings, revenue and conversion rates for the first time ever.

Typically, hoteliers do not know how their digital media campaigns have performed often until weeks after the end of a month. With this powerful new tool, TravelClick customers can now log into the Portal at their convenience to see real-time metrics on all campaigns. Specifically, hoteliers can:

- View revenue, clicks and bookings on demand
- Identify performance trends through easy-to-read graphics and charts
- Download data for in-depth analysis
- Review performance reports from the past 24 months



"The TravelClick / iHotelier product's technology advancements are groundbreaking, and this real-time Portal is just another example of an excellent, must-have analytics and reporting system that all hoteliers need to stay one step ahead of the competition," said Daly Mariatte, General Manager, Ladera Resort. "All in all, the Portal makes the tasks of managing a hotel easier and more intuitive."

"The best thing about the Portal is that it is very easy to navigate, with access to valuable data that you can export," added Luda Chervona, General Manager, Chicago's Essex Inn. "Plus, the overall look and feel of the page is very modern, with useful graphs that display our trends. It is also extremely beneficial to see the monthly amount spent and net revenue 12 months out."

“TravelClick’s new Digital Media Campaign Portal resolves a key customer pain point through providing on-demand access to campaign metrics so that customers can understand their campaigns’ performance whenever and wherever they want it,” concluded Scott Falconer, Executive Vice President / General Manager, Media, TravelClick. “Customers will continue to receive monthly reports with additional detail, and media campaign managers will continue to hold calls with clients to discuss effective future campaign strategies. The Portal adds another layer of service for our customers and allows for greater collaboration.”

###

### **About TravelClick**

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 38,000 hoteliers to drive better business decisions and know, acquire, convert and retain guests. The Company’s interconnected suite of solutions includes Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management. As a trusted hotel partner with more than 30 years of industry experience, TravelClick operates in 176 countries, with local experts in 39 countries and 14 offices in New York, Atlanta, Bucharest, Chicago, Barcelona, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. Additionally, the Company fosters more than 600 travel-focused partnerships for hotels to leverage. Follow TravelClick on Facebook, Twitter and LinkedIn.

