PlayMaker™

Personalize the Booking Path and Increase Conversion

Offer consumers exactly what they're looking for with PlayMaker, the industry's first solution for enabling true personalization. With comprehensive data on known and unknown customers, make instant and intuitive decisions in the booking path to serve up individualized rates and the most relevant room types and package offers. Test those customized plays to increase conversion, build loyalty and drive more revenue.
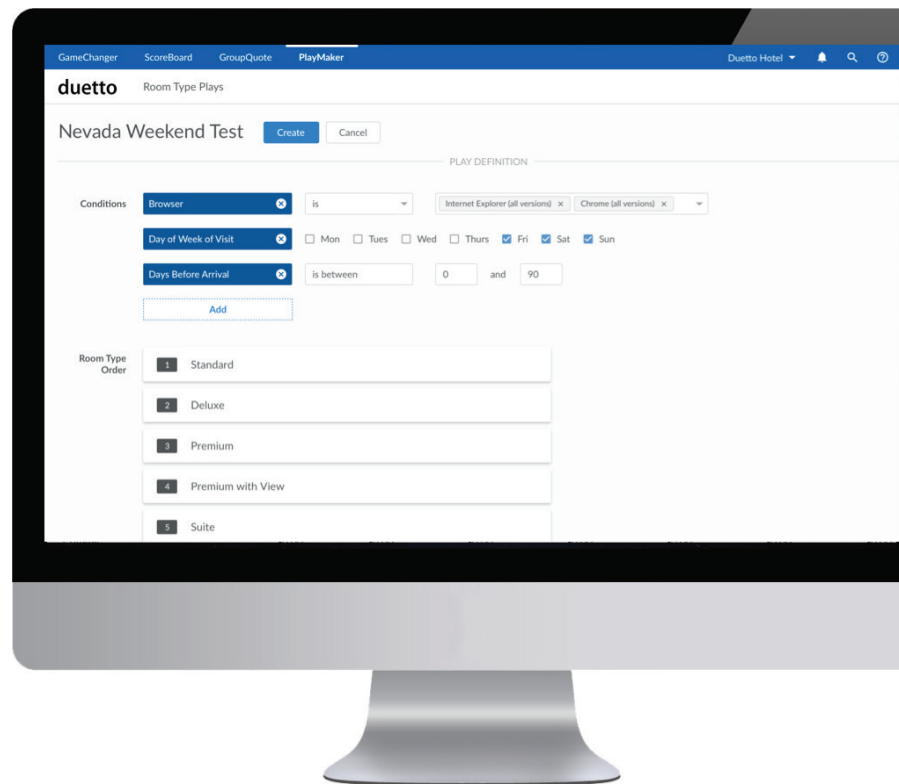
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Call the Right Plays, Convert More Bookings

All visitors to your direct-booking channels reveal information about themselves and their preferences, and they expect this data and their past spending behaviors to shape their next shopping experience. With PlayMaker, you can build customized "plays" for both known and unknown guests to individualize their booking in the runtime path as they are searching for their next accommodation.

Run your play, analyze experiments to test your assumptions, and refine and deploy the strategies that engage consumers and drive optimal revenue.

Draw Up Any Play, Including:

Personalized Loyalty Pricing

Differentiate your loyalty program by combining PlayMaker's analytics with GameChanger, Duetto's Open Pricing application. Set room rates dynamically for each loyalty member, based on that person's total on-property spend or whatever consumer behaviors matter most to you. Track guests' room and ancillary revenue, and make that data actionable.

Packages

Deliver the right packages at the right prices, based on guest preferences, to maximize incremental revenue. Test which amenities drive greater conversion.

Room Type Sort Order

PlayMaker allows you to customize the room type sort order so options are most relevant to each consumer. For instance, known guests who regularly book suites will see that option first. If new customers fit a business traveler profile — booking days before arrival, for one night midweek — they could be served a king room or executive upgrades.

Promotional Offers

Tailor promotional offers based on guests' potential value and spending, using CRM data and information incorporated from third-party analytics platforms.

Offer Exactly **What Your Guests Want**

The truly modern e-commerce experience from hospitality's premiere personalization app and the only Revenue Strategy Platform in the cloud gives your guests the best reason to book direct. Meet consumers' evolving needs with advanced PlayMaker features, including:
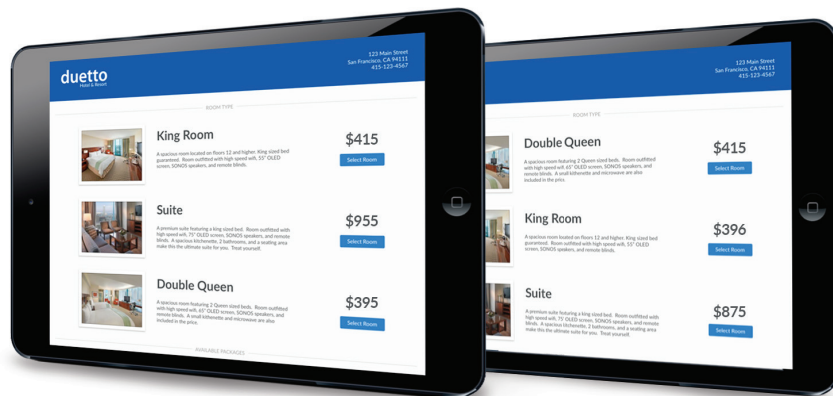
PersonalShopper

For properties not using their own custom booking engine, Duetto offers PersonalShopper, the most optimized booking experience designed around increasing conversion. The widget is natively integrated with PlayMaker via the Duetto Rate Engine API. Dynamically serve personalized plays to all guests without the hassle of third-party integrations. Simply embed PersonalShopper on your website, and get up and running with the most optimized booking experience in the hospitality industry today.

ADARA Integration

PlayMaker is integrated with ADARA, which provides additional insights into an unknown guest's purchasing behavior, based on billions of search and booking data points from the world's largest travel companies. Segment your audience based on consumers' propensity to spend, and serve a personalized booking experience accordingly.

Dynamic Rates for Facebook Ads

The rates Facebook users see today in hotel ads are static. When they click the ads to get redirected to a hotel's booking engine, the rate or availability they're served is different, and the bait-and-switch frustrates them enough to exit without booking. With the Revenue Strategy Platform, you can customize dynamic ads in Facebook that surface real-time rates targeted to the right audience, preventing the typical poor user experience. Even better, you can advertise a member-only price to drive sign-ups for your loyalty program.

Customer Data Service

The Customer Data Service API, powered by a native application built on the Force.com platform by Salesforce, gives your property the single, 360° view of each one of your loyal guests. It seamlessly integrates with your PMS to collate reservation and folio data for each guest, powering each personalized experience from PlayMaker. Understand how much value each guest truly brings to your business with Duetto's Guest Loyalty Score.™

Measure **Your Impact**
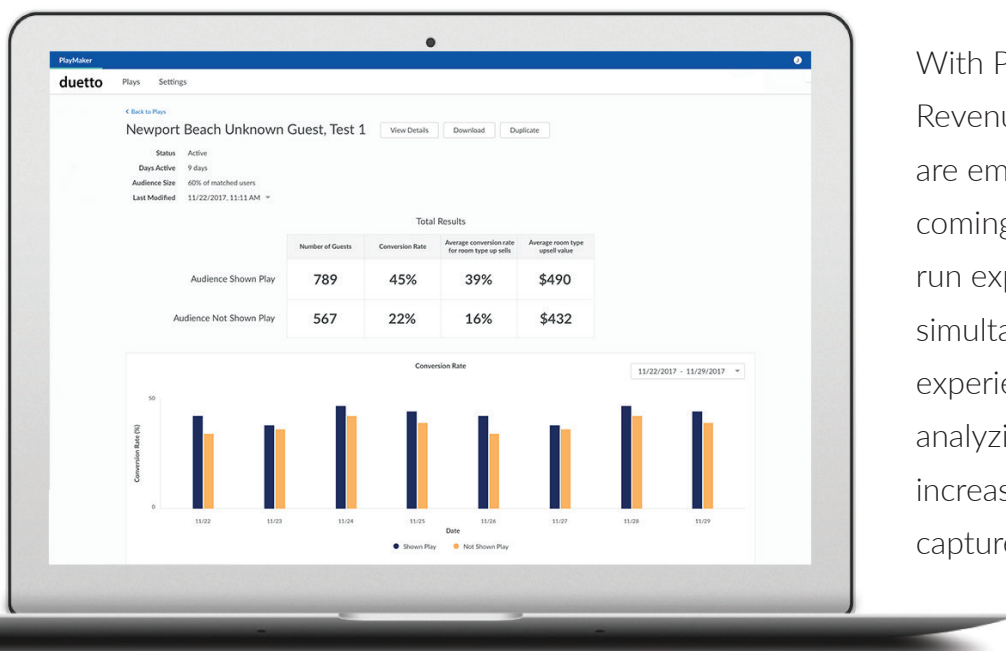
With PlayMaker and Duetto's Revenue Strategy Platform, hotels are empowered to split the traffic coming to the booking engine to run experiments of different plays, simultaneously delivering a tailored experience to each guest while analyzing which plays most effectively increase booking conversion and capture incremental revenue.

Powerful Insights:

▮ Immediately validate the impact of each play that you run across your audience segments, using Duetto's Play Performance Score™

▮ Real-time results show you the play conversion rate and incremental revenue captured from each play, visualized in charts and reports

▮ Learn which plays delight your loyal customers, and test which offers are most appealing to new consumers considering your hotel

Duetto Rate Engine delivers plays to your booking engine via an integration with the RESTful API, allowing your hotel to offer personalized, engaging experiences. With visibly faster response time, your guests will be able to book without frustration — ending their customer journey with a confirmed reservation with your property.

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