



# The nSight Hotel Suite of Predictive Marketing Tools

Rate Shopping + Demand Forecasting + Marketing Recommendations

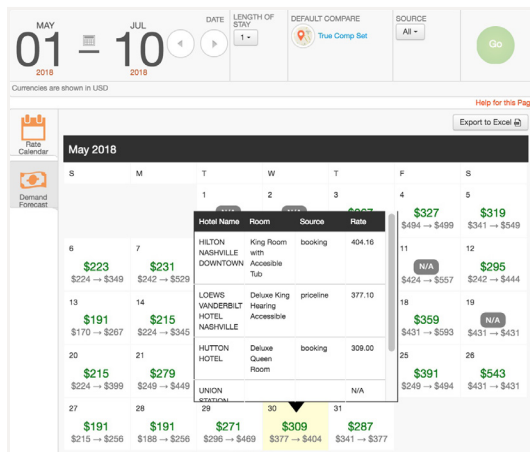
## WHY nSIGHT?

Using OTA search and booking as its data source, the nSight product suite helps your hotel improve transient segment conversion and make smarter pricing decisions. This helps you track competition share, allowing better revenue strategies, improving your profitability.

## DON'T OVERPAY FOR RATE SHOPPING

Starting at less than \$100/mo, the nSight suite gives you:

- Up to 5 competitors and 180 days of rates shopped daily
- Unlimited access for team members, from the GM and revenue managers to the front desk



## GET YOUR FAIR SHARE OF THE MARKET

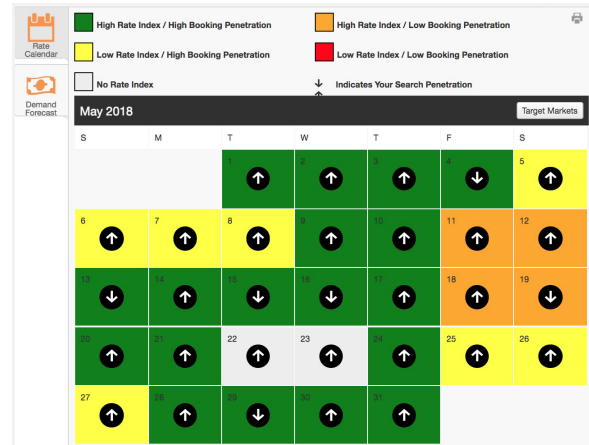
nSight uses OTA search and booking data to help you know the days you are getting more or less than your fair share of looks and books compared to the competition. Using nSight's demand forecast feature, you can:

- Enhance profitability
- Gain share
- Grow your rate
- Consolidate business

## MAKE BETTER PRICING DECISIONS

To make your best pricing decisions, you need to ask the right questions:

1. What are the rates our property is listing?
2. What are the rates our competitors are listing?
3. How does our rate strategy compare to the demand in the market?



nSight helps you get the answers you need by allowing you to:

- Track multiple lengths of stay
- Monitor different inventory types
- Shop rates from multiple OTAs
- Rate shop from your brand.com
- Conduct market and competitor demand forecasting
- Create custom date ranges



## nSIGHT SUBSCRIPTION LEVELS

	SILVER \$99/mo	GOLD \$149/mo	PLATINUM \$249/mo
Basic Rate Shopping	✓	✓	✓
Rate Parity Reporting		✓	✓
Rate “Fencing” Reporting			✓
Rate “Fencing” Alerts			✓
Text and Email Alerts	✓	✓	✓
OTA Transient Fair Share Benchmarking	✓	✓	✓
Share of Search Alerts		✓	✓
OTA Transient Persona & Source Market Benchmarking	✓	✓	✓
Top Source Market Alerts		✓	✓
Improve Marketing Performance in Many Channels	✓	✓	✓
<b>Add-Ons:</b>			
Custom Date Ranges	✓	✓	✓
GoogleAnalytics Connection for Enhanced Brand.com Reporting	✓	✓	✓
Additional Comp Sets	✓	✓	✓

### SPECIAL PRICING AVAILABLE

- Connects Revenue Management and Marketing Teams
- Easy “Go Live”
- Unlimited Users
- Multi-Property Pricing Available on Request

Ready to learn how nSight predictive marketing tools can help you grow your global business?

Contact us at 713-453-4354.

### Privacy and Legal Overview:

nSight takes your privacy seriously. Any data collected is used in order to provide better service for our users. nSight will not use or disclose any data that identifies the customer, or any personally identifiable information. Upon written request, nSight will cease collection of customer’s aggregated data. The full terms of the nSight data agreement are available upon request.