



Create innovative guest experiences while also saving precious working time



Provide guests with information digitally, flexibly, and cost-effectively



Take advantage of cross-selling opportunities during the on-stay phase and boost revenues

A digital marvel for innovative hoteliers



The Carlito app is a **platform that covers all your hotel needs** with a focus on the on-stay phase. Guests find all relevant information in the app and can also communicate in the chat, book additional services, and more. What that means for you: You can **reduce your employees' workload**, enabling you to use resources more efficiently. At the same time, you improve your service thanks to autonomous guest communication and boost guest satisfaction. Win-win. The app's integration into the **Brandnamic Hotel Apps** enables full compatibility with external interfaces and between the apps themselves.

These and many other hotels are already using Carlito with great success:



“Thanks to Carlito, our guests can now place their orders directly from the sunbathing lawn by the lake and browse through all our tips.”

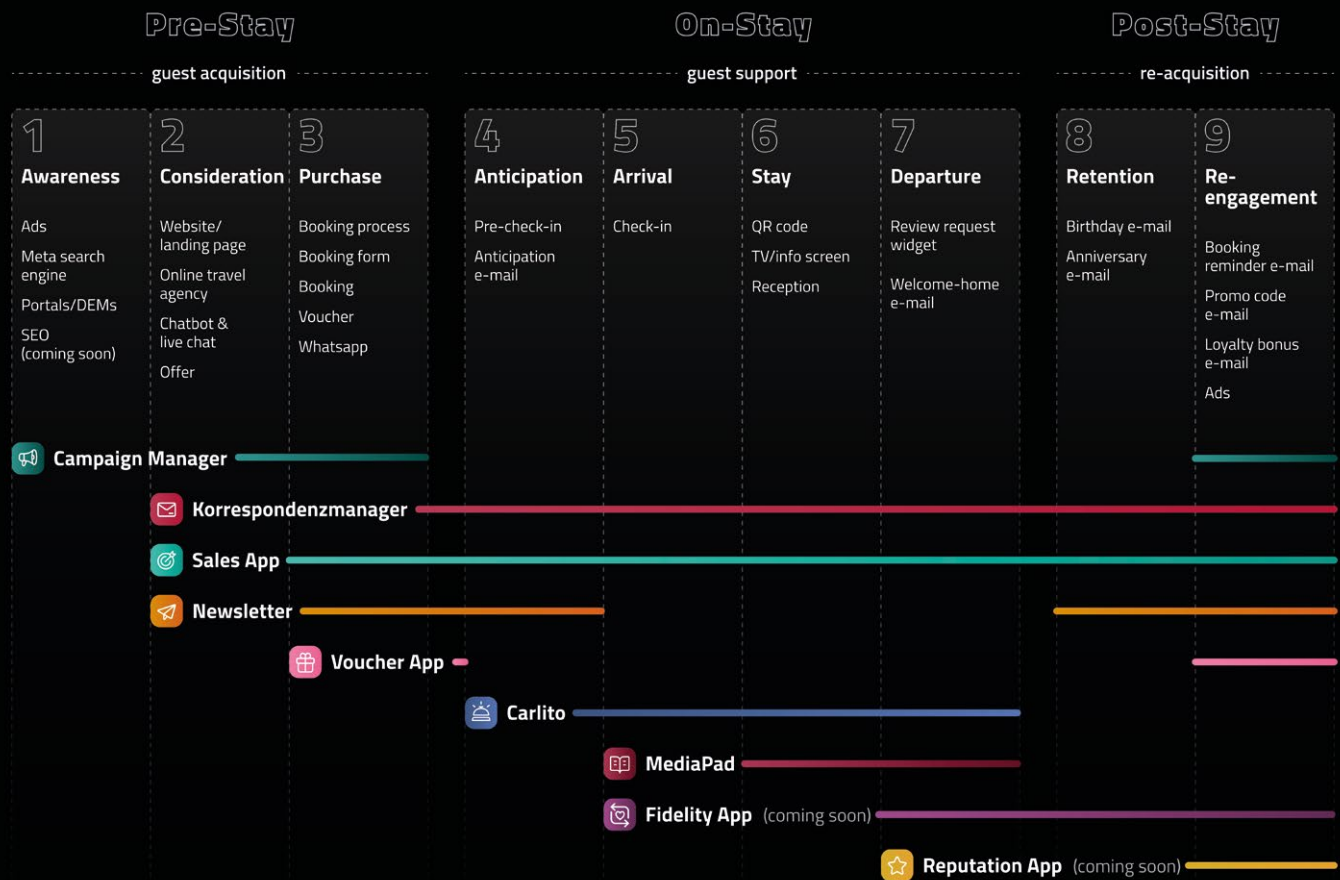
Marcus Decarli

Hotel Manager at Parc Hotel am See

The top 7 advantages:

- + **Digital guest folder:** Inspiration and offers for your guests in real time! The personal, paperless, digital guest folder is simple to compile via drag and drop.
- + **Dailybird:** The morning post informs your guests about the news and recommendations of the day, in printed or digital form and with a stylish design.
- + **Bookito:** The web-based cross-selling platform offers an overview of all additional services, simplifies the booking process, and enhances the guest experience.
- + **Seamless integration:** Carlito is compatible with all commonly used PMS software and POS systems.
- + **F&B module:** The F&B module enables live ordering, pre-orders for breakfast and dinner, and 24/7 sales at the honesty bar. For efficient service and increased revenues.
- + **Virtual reception:** Running the hotel is made easier than ever! The efficient chat creates personalised guest experiences. Anytime, anywhere.
- + **Carlito AI:** Text-generating artificial intelligence supports your hotel team in content creation. Texts are also automatically translated if required.

The right Brandnamic Hotel App for each touchpoint along the guest journey





voucher app



Seize opportunities and generate invaluable immediate revenues – 24/7 and with no additional work



Create voucher templates intuitively and time-effectively



Integrate vouchers and promo codes across all touchpoints in your marketing mix

Immediate revenues with vouchers and boosted bookings with promo codes



The Voucher App is part of the Brandnamic Hotel Apps and your **must-have tool for vouchers and promo codes**. The user-friendly app lets you create booking incentives for new and existing guests in the blink of an eye throughout the entire guest journey and integrate them into all touchpoints of your marketing mix. The highlight: The “promo code” feature lets you set effective booking triggers via the Sales App, for instance to reactivate guests or make the low season more successful.

These and many other hotels are already using the Voucher App with great success:



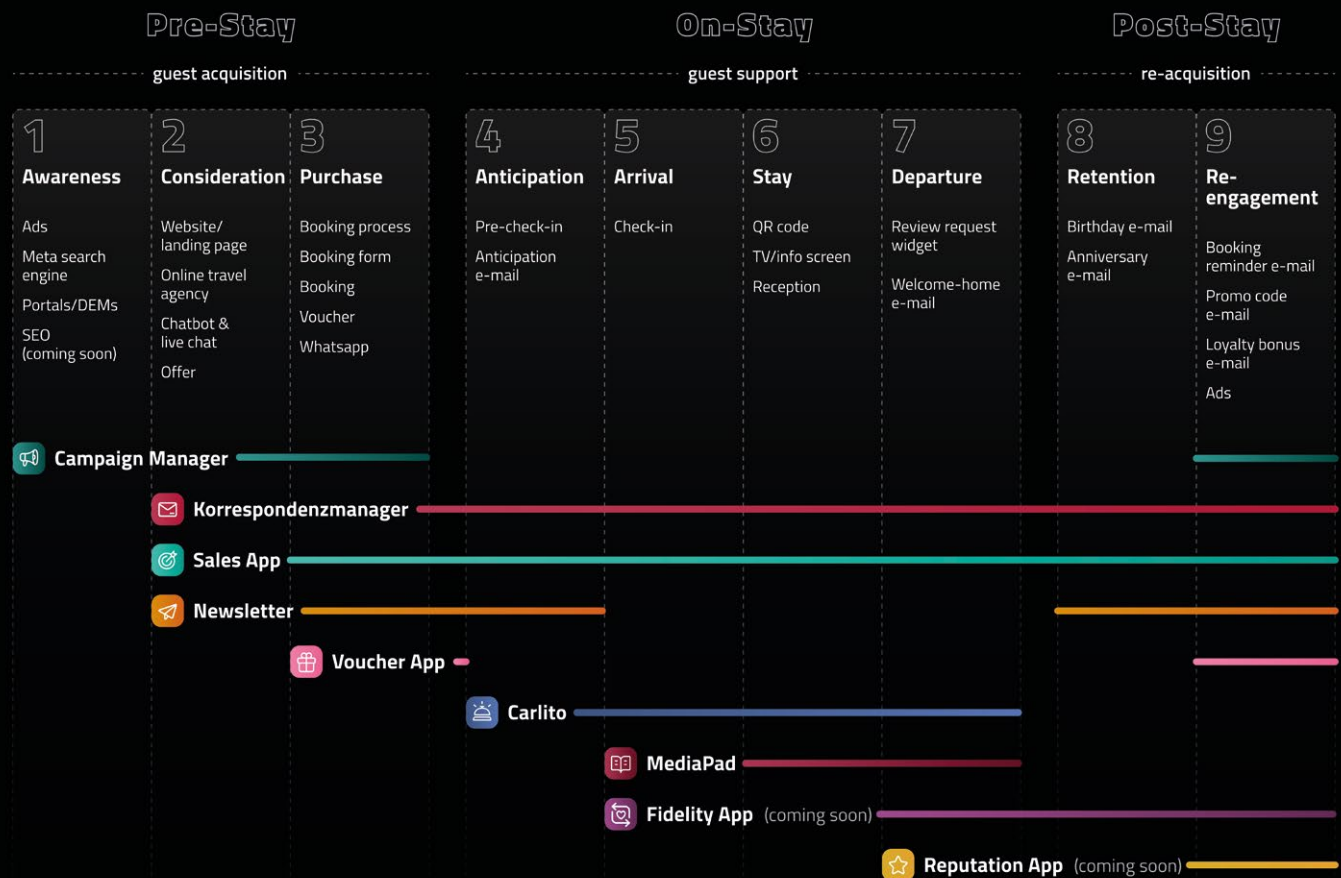
“The Voucher App makes it significantly easier for us to manage our vouchers.”

Markus Promberger
Managing Director of AMA Stay

The top 6 advantages:

- + **Seamless integration** of the sales interface into your website as a widget: optimised for desktop and mobile devices and with a responsive design
- + **Layout** tailored to your corporate design, with numerous templates and individual designs, image database, the option to upload photos and videos, and freely editable **messages**
- + **Payment via online system** (e.g. Paypal, Google Pay, Apple Pay, hobex, Wordline; can be extended upon request) as well as the option to add vouchers to **Apple and Google Wallet**
- + Automatic **voucher management and redemption** with detailed statistics dashboard
- + **Redemption possible via the interfaces** with PMS software and POS systems
- + **Digital voucher**, presented on a special landing page with practical interfaces and **upselling** options

The right Brandnamic Hotel App for each touchpoint along the guest journey





korrespondenzmanager



Send professional correspondence in the hotel's corporate design and generate bookings with interactive offer websites



No time lost: Automatically respond to enquiries and follow up with undecided guests



Impress, sell, and retain – and make profit at each stage of the guest journey

Attractive guest correspondence that promotes bookings. Quick, simple, efficient.



A **professional, customised, sales-promoting image** in guest communication at each stage of the guest journey boosts your bookings, shows your dedication to excellent service, and is an important factor in retaining guests. That's why the Korrespondenzmanager is the top choice for modern businesses in the hospitality industry. The Cluster App of the **Brandnamic Hotel Apps** lets you use dynamic content to target communications to individual guest profiles. What's more, the integration into the product portfolio opens up numerous other functions.

These and many other hotels are already using the Korrespondenzmanager with great success:



REISCHLHOF
WELLNESS & NATURRESORT



ADLER
SPA RESORTS
& LODGES



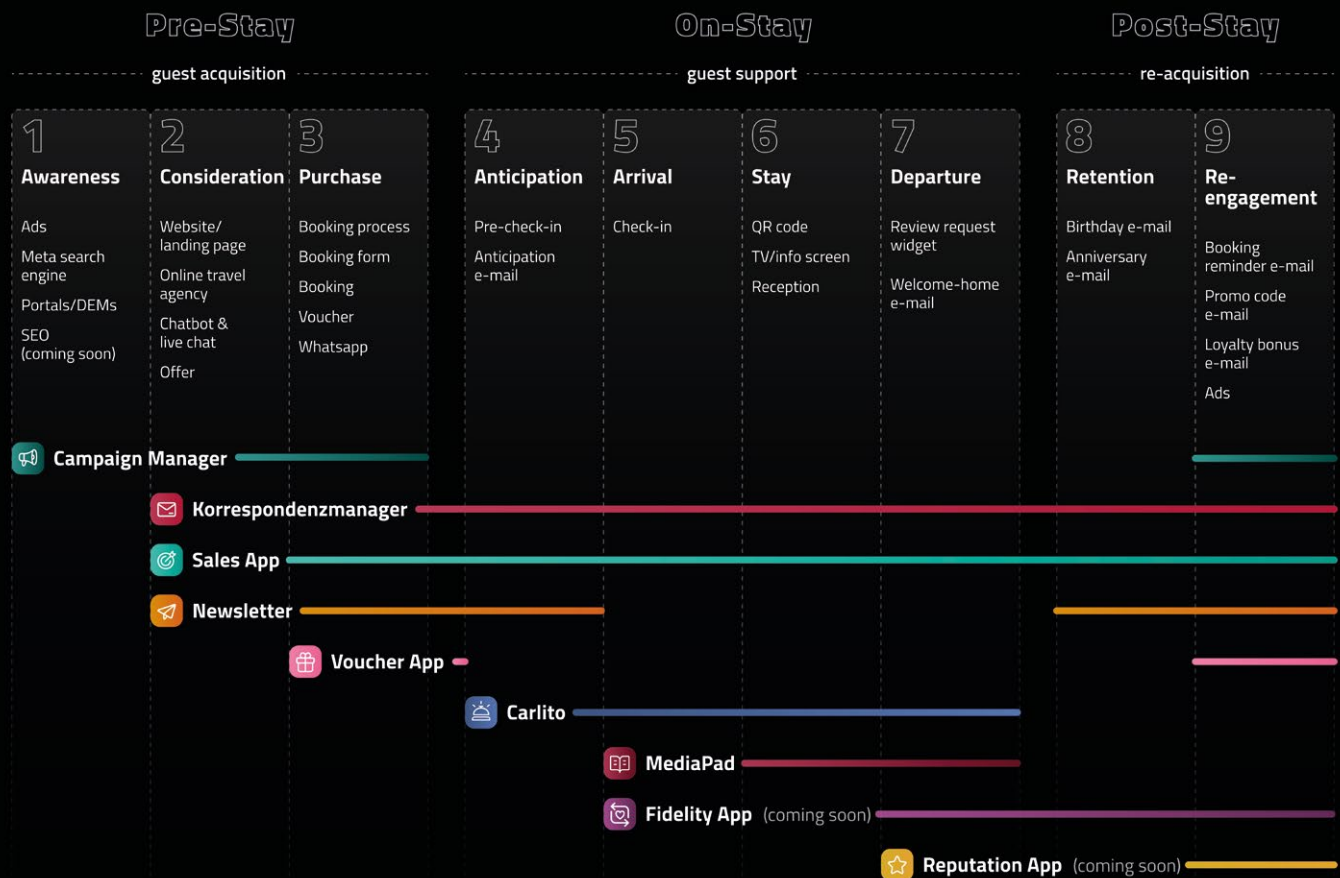
“The Korrespondenzmanager from Brandnamic has revolutionised our guest correspondence!”

Christoph Schmuck
Naturhotel Forsthofgut

The top 6 advantages:

- + Numerous **customisable and expandable correspondence templates**, text modules, Whatsapp templates, and automatic follow-ups
- + **Chat, Selfmailer, and Autoresponder** that guarantee a high degree of automation and time-effective **handling of enquiries** as well as on- and post-stay communication
- + **Personalised, sales-oriented appearance** of the correspondence with dispatch via a certified server and an extremely high probability of delivery
- + **System geared towards your individual needs** with the freedom to edit content as well as numerous tools such as the waiting list, stay-related text output, automatic sending of birthday e-mails, pre-check-in, read status, early-bird and rapid-booking discount, online payment request for check-out before departure, and much more
- + **Sales Pilot** for an optimised, active sales process with conversion booster, upselling, and more
- + **Numerous interfaces** and tool integrations from partner companies make the Korrespondenzmanager an all-rounder at the reception and – thanks to the **statistics function** – a must-have for decision-makers

The right Brandnamic Hotel App for each touchpoint along the guest journey





Secure a high return on investment



Save yourself time and stress thanks to intuitive, simple use



Reach guests directly and personally thanks to cluster-based guest segmentation and more

Send newsletters that boost bookings and guest loyalty



With Brandnamic's newsletter system, your newsletters get **opened and read** – and create measurable success. **Both pre- and post-stay**, newsletters strengthen your relationship with your guests over the long term and animate them to book. With the **Brandnamic Hotel Apps**, you also benefit from easy-to-create clusters that let you address guests in a targeted manner that is data-privacy compliant. **Analysing** your newsletter campaigns in the Campaign Manager is simple and provides clear results.

These and many other hotels are already using Brandnamic's newsletter system with great success:



“Innovative, tailored solutions and top software – our many years of cooperation with Brandnamic is a decisive factor in our success.”

Klaus Kier

ADLER Spa Resorts & Lodges

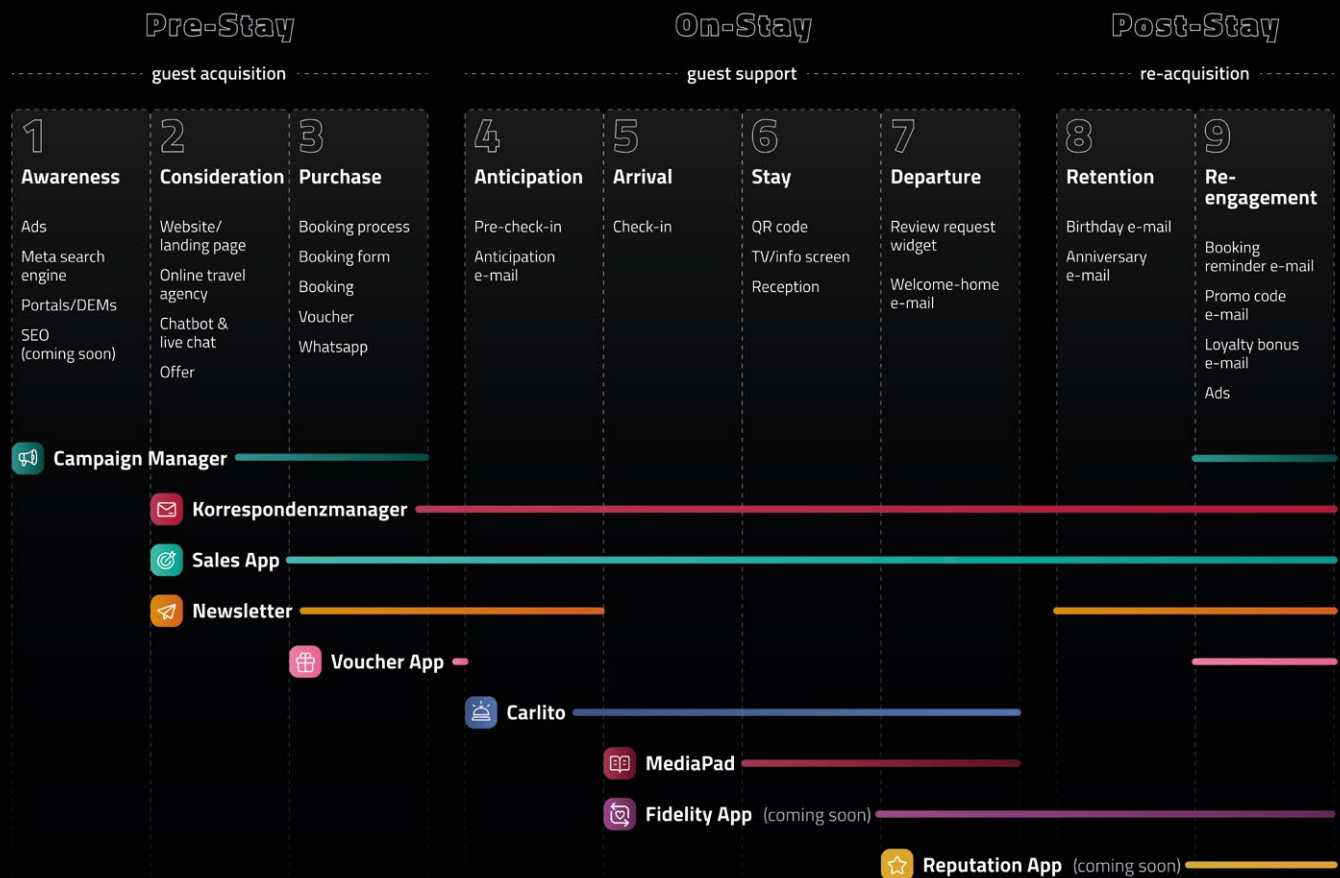
The top 3 advantages:

- + **Customisable templates in a responsive design**, tailored to your corporate design
- + The **newsletter pop-up** prompts your website visitors to sign up for the newsletter. The **sophisticated e-mail automation** immediately launches a welcome campaign.
- + **Professional support** for e-mail marketing campaigns from Brandnamic's experts, incl. training, personal coaching, and content tips



Newsletter marketing upgrade thanks to the connection with the Brandnamic Hotel Apps: automatic address import as well as reaction to bounces and blacklisting, simple management of privacy, and data-driven segmentation of recipient groups

The right Brandnamic Hotel App for each touchpoint along the guest journey



brandnamic

hotel apps



Access all relevant tools for data-driven marketing and sales in one system



Pool and use valuable guest data from various sources



Analyse campaign performance and utilise marketing budgets more efficiently

Targeted, data-driven marketing along the entire guest journey



It's indispensable for **comprehensive customer relationship management**: guest data. Managing this data presents a challenge for many hotels. Your solution: the Brandnamic Hotel Apps. They're the **central platform** for segmenting, managing, and analysing your guest data. This data allows you to develop **targeted, personalised marketing** at all stages of the guest journey that impresses your guests and boosts revenues.

These and many other hotels are already using the Brandnamic Hotel Apps with great success:

SENS
ORiA
DOLOMITES



AMONTI & LUNARIS

Stafler

SCHENNA
RESORT
QUELLE DES LICHTS

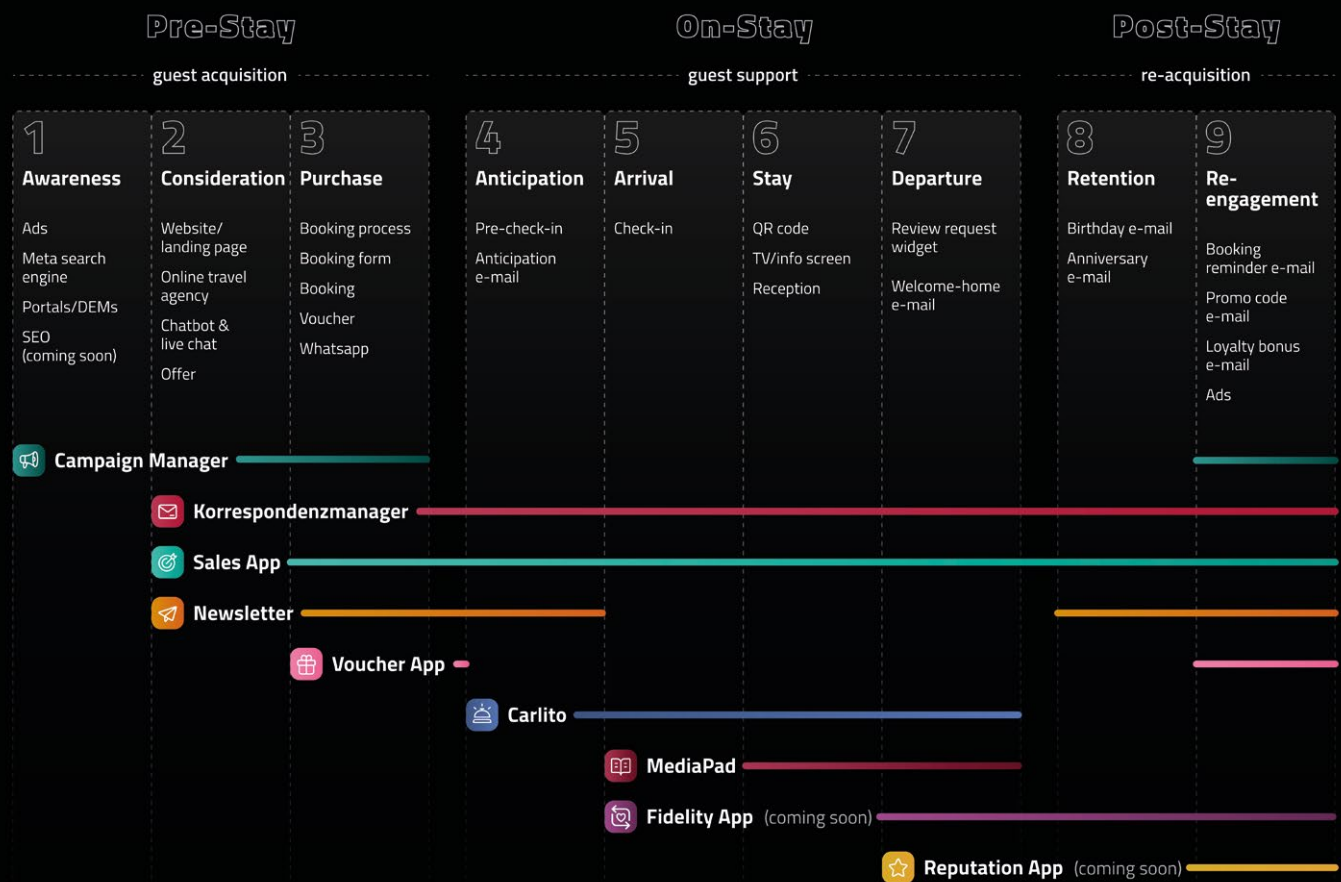
“Innovative, tailored solutions and top software – our many years of cooperation with Brandnamic is a decisive factor in our success.”

Klaus Kier
ADLER Spa Resorts & Lodges

The apps:

- + **DataHub App:** management of guest data and interfaces, data transfer between apps and external providers
- + **Cluster App:** creation of target-group segments using demographic and booking-relevant guest data for tailored advertising, newsletters, and offers
- + **Privacy App:** guaranteed compliance with the GDPR, obtainment of data-privacy consent
- + **Campaign Manager:** overview of all performance indicators, visualisation of KPIs, registration of offline conversions, evaluation of campaign performance in terms of revenues, ROAS, etc.
- + **Voucher App:** immediate revenues with vouchers and boosted bookings with promo codes
- + **Sales App:** automated, sales-oriented e-mail campaigns based on numerous scenarios and clusters as well as personalised promo codes
- + **Other Brandnamic tools** can be used independently or integrated into the Brandnamic Hotel Apps: Korrespondenzmanager, Carlito, Newsletter System

The right Brandnamic Hotel App for each touchpoint along the guest journey



NEW

 sales app

part of

b

hotel
apps



Take full advantage of
unused potential



Generate leads and
systematically transform
them into bookings



Boost direct bookings and
reduce dependence on OTAs

Targeted, automated campaigns for effective booking incentives



Part of the Brandnamic Hotel Apps, the Sales App lets you launch clever, **personalised campaigns**. Once created, your campaigns are **automated** to run completely independently **using current guest data**. From the welcome campaign to the reactivation campaign, you reach potential new and returning guests in a targeted manner and inspire them to book thanks to **promo codes** created in the Voucher App. The Sales App generates leads, boosts direct bookings, and reactivates guests, making it a powerful sales tool from the pre-stay to on-stay to post-stay stage of the guest journey.

“The Sales App is the ultimate tool for an automated booking boost – indispensable when it comes to hotel sales. The combination with other functions of the Brandnamic Hotel Apps creates powerful synergies for sales and marketing activities across the board.”

Hannes Gasser

Hotel Consultant and CEO at Brandnamic

The top 3 advantages:

- + Automated, personalised **campaigns** based on your current guest data, bookings, and clusters that enable you to steer demand and promote selected periods
- + Numerous **applications**: welcome campaigns for new newsletter subscribers, reactivation of lost guests, guest retention through birthday and anniversary wishes, transformation of OTA bookings to direct bookings, early-bird and last-minute campaigns, and more
- + Personal and time-limited **promo codes** – created with the Voucher App – as an effective booking trigger. Detailed **reporting functions** within the Sales App and in the Campaign Manager

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