

DATAVIEW ANALYTICS

Guest Data Intelligence for Hospitality Marketing Agencies

THE DATAVIEW SOLUTION

Many hotel marketing decisions are made without a complete view of guest behavior. Although properties collect significant booking data through their PMS, it is often fragmented, inconsistent, and difficult to use for marketing strategy.

DataView transforms this raw data into clear, actionable insights that helps agencies understand who a property's most valuable guests are, where they come from, and how they book. Through HMA's proprietary data cleansing and merging process, DataView can recover up to **50% more usable data** than standard methods, creating a stronger foundation for audience targeting, campaign strategy, and performance-driven marketing.

HOW AGENCIES USE DATAVIEW

Agencies leverage DataView to:

- Identify high-value guest segments
- Improve CRM targeting and lifecycle marketing
- Build paid media audiences based on real booking behavior
- Analyze feeder markets and drive markets
- Support marketing recommendations with actual guest data

WHAT MAKES DATAVIEW DIFFERENT

Most data solutions simply export reports. DataView delivers a complete intelligence layer.



Advanced Data Cleansing

Standardizes and validates PMS guest data to ensure accurate reporting, reliable segmentation, and cleaner downstream activation.



Guest Intelligence & Behavioral Insights

Uncovers high-value segments, booking behaviors, and demand patterns to inform smarter marketing decisions.



Interactive Analytics Portal

Empowers teams to visually explore guest data and build audiences without technical expertise.



Demographic & Lifestyle Enrichment

Enhances guest profiles with additional household and lifestyle attributes for deeper targeting precision.



Activation-Ready Audiences

Easily export audience segments for use across CRM, paid media, and marketing automation platforms.



API Data Integration

Seamlessly integrates insights and reporting into existing dashboards or internal systems, enabling real-time access within your preferred environment.

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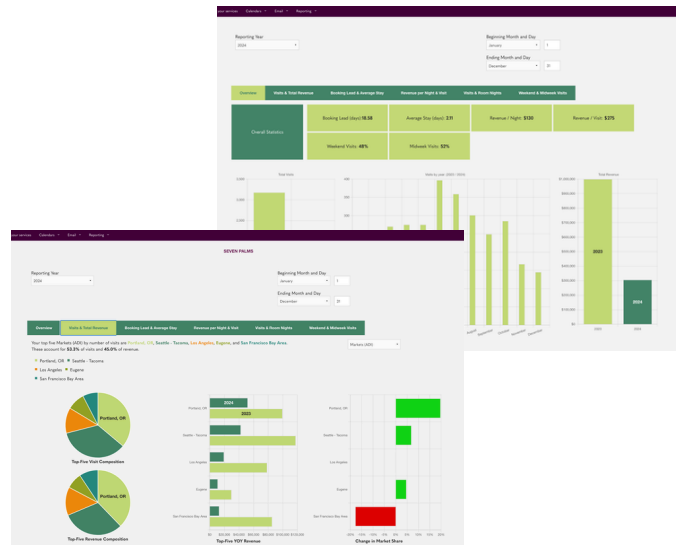
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THE DATAVIEW ANALYTICS PORTAL

Explore guest data in real time. The DataView Portal provides an interactive environment where agencies and property teams can discover guest insights, analyze trends, and build marketing audiences.

Key capabilities include:

- Filter guests by geography, booking source, seasonality, and date range
- Analyze ADR, revenue trends, and length of stay
- Identify repeat guest behavior and loyalty patterns
- Monitor marketable email volume and database health
- Compare year-over-year performance trends
- Export custom audiences for CRM and paid media activation



ADVANCED GUEST INTELLIGENCE

DataView goes beyond raw guest data by enriching and interpreting booking behavior to reveal actionable marketing insights.

Demographic & Lifestyle Enrichment

Enhance guest profiles with household demographics and lifestyle attributes to improve targeting, media planning, and audience modeling.

Signature Guest History Analysis

A comprehensive written analysis that identifies your top customer segments, booking behaviors, and emerging trends, helping agencies clearly demonstrate who a property's most valuable guests are and how their patterns evolve over time.

WHY PARTNER WITH HMA

40+ years of hospitality expertise

Deep experience in hotel operations, guest behavior, and hospitality marketing strategy.

Proven data security

Enterprise-level privacy and compliance protocols to ensure guest data is handled responsibly.

Agency-first partnership model

Designed to support agencies with flexible, collaborative solutions.

Scalable platform

Solutions that can support individual properties or multi-property portfolios.