

# PRESS RELEASE

## **ITB Berlin 2019: Serenata CRM Innovates with Simplified Campaign Marketing Solution for the Hotel Industry**

**Ready-to-use within 15 days and 20+ years of hospitality experience in its DNA—the new Serenata Easy Campaign Manager**

***Serenata CRM @ ITB Berlin 2019: Hall 8.1 #128***

**Munich/Berlin, Germany, March 6, 2019**—At ITB Berlin 2019, [Serenata CRM](#), a NextGuest company and specialist for CRM and e-marketing, will unveil its new Easy Campaign Manager. The easy to use, yet powerful solution allows personalized and GDPR-compliant campaigning and performance tracking. Prebuilt campaigns enable teams to jump-start personalized online marketing without needing specific skills. Serenata CRM’s latest innovation delivers online marketing essentials at an attractive entry price, is ready-to-use within 15 days, and lowers CRM entry barriers.

Customer-centric online marketing is vital, if not mission-critical for hotels across all industry segments. But the complexity and amount of tools and systems is high. Only a few hotels have the appropriate marketing and analytical skills in-house. Implementing a fully-blown CRM solution to cover campaigning and reporting might be over the top and is not always an option.

“When we talked to managers of mid-sized hotel chains about CRM, the wish lists were quite similar—less complexity, faster deployment, and instant usage without special skills. And they know the need to approach guests individually and not through mass communication. We address all that with our new Easy Campaign Manager solution which totally reflects our commitment to intelligence, real-time personalization, and simplification,” said Dieter Dirnberger, CEO of Serenata CRM.

Serenata Easy Campaign Manager combines prebuilt campaigns, transactional emails, advanced automation, and best practices. Even in its basic configuration, it can use personalized data from mails driven by property management systems (PMS)—without license fees for third-party software interfaces.

“It has never been so easy to leverage online campaign marketing, improve guest communication and experience, and track a campaign’s performance. Easy Campaign Manager is not only perfect to jump-start personalized campaigns within 15 days. It can also grow with the requirements into a full CRM solution having more than 20 years of hospitality experience in its DNA,” said Thomas Hoefer, managing director at Serenata CRM.

### **Covering all steps of personalized online channel marketing**

Easy Campaign Manager covers all steps from a website visitor’s profile capture and sign-up to personalized campaign management and reporting. To run ad-hoc, automatic, or scheduled

campaigns, users can work highly efficient with prebuilt master templates or tailor custom HTML templates. The solution supports dynamic personalized content and features a unique Smart Content Library for a hotel's web assets so that users can select what they need. Dashboards facilitate campaign management. Best practice based campaigns include welcome mails, weekend booster, branded newsletter, vacation and reservation reminder, greetings and more.

### **Easy upgrade to Serenata CRM Suite**

As requirements grow, customers can simply add more modules and upgrade to Serenata CRM Suite without moving any data. Serenata CRM Suite is a fully-blown CRM solution also covering guest loyalty and guest recognition solutions. Serenata CRM Suite is the first fully-integrated guest engagement, acquisition, and marketing platform to support the entire guest journey and deliver a 360° view of each guest.

### **Availability**

Easy Campaign Manager is available today through Serenata CRM. It is ready to run within 15 days in a basic configuration, including a choice of four prebuilt campaign templates. All Serenata CRM solutions are cloud-based, hosted in Germany, and accessible via desktop, tablet, and mobile devices.

### **For further information, please stop by our booth in hall 8.1 #128 or contact:**

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### **About Serenata CRM**

Serenata CRM is a worldwide leading provider of guest communication and CRM solutions for the hotel industry. Founded in 1996, Serenata CRM has over 20 years of experience in the hospitality business and is part of the NextGuest Technologies Group which also includes HEBS Digital as a specialist in digital marketing. Serenata CRM offers the first fully-integrated guest engagement, acquisition, and marketing platform for the hotel industry that combines historical guest data with real-time intent data allowing hoteliers to tailor a personalized experience second to none. Serenata CRM integrates with leading Property Management Systems, Central Reservation Systems, Online Reputation Management Systems, websites and other systems. Serenata CRM is continuously nurturing these data sources with real-time intent and digital behavior information of guests and potential guests on websites to build a 360° view of all guest data. The guest profiles are used for enhancing the guest experience online, offline and for e-marketing communication.

By tracking and scoring website visitors' interests and intentions, hoteliers can tailor the messaging, content and offers on the website and in the booking engine. Personalized newsletter invitation and offers help hoteliers to increase the number of marketable profiles using Serenata CRM by over 600%. This has become inevitable for many hotels after recent introductions of privacy regulations like GDPR that eliminated a large part of the hotel's marketable profiles due to lack of marketing consents.

With Serenata CRM Suite, guest communication becomes targeted, dynamic and kept relevant before, during and after the guest stay with the aim of a satisfying experience building long-term guest loyalty. [www.serenata.com](http://www.serenata.com)

**About NextGuest Technologies**

NextGuest Technologies is an integrated hospitality technology and digital marketing company comprised of HEBS Digital and Serenata CRM. Combining our leading technology with innovative strategy, design, and digital marketing solutions, we are closing the loop on the customer journey with the first fully-integrated guest engagement, acquisition, and marketing platform. NextGuest Technologies helps hoteliers to increase direct bookings and revenue, lower distribution costs, and increase the lifetime value of guests by combining the power of CRM with guest acquisition marketing. Its diverse client portfolio spans the globe and consists of top luxury and boutique hotel chains, independent hotels, resorts, casinos, franchised properties, hotel management companies, and DMO and tourist offices. NextGuest's mission is to continue to build a portfolio of innovative technology companies that are paving the way in the industry—exclusively focusing on companies that are the best at what they do in the hospitality space. [www.nextguesttech.com](http://www.nextguesttech.com)