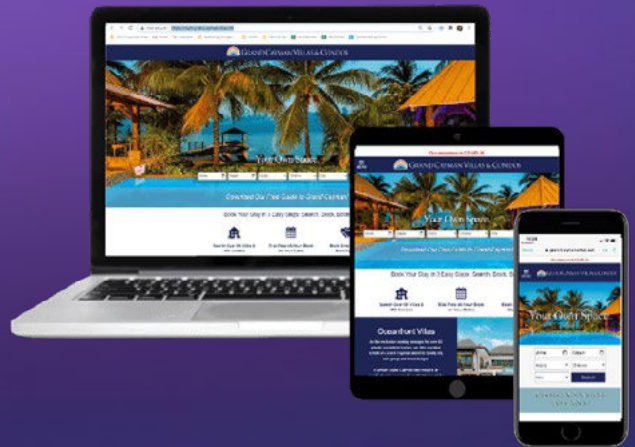


TrackEcommerce Digital Marketing Services

A full service digital marketing agency for the hospitality industry backed by TrackSuite's integrated technology solutions



Digital Marketing For The Entire Buyer's Journey

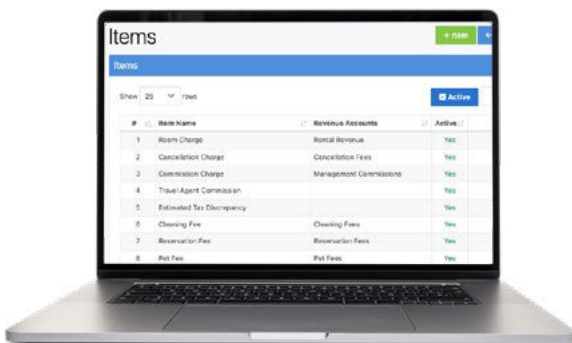
From top-of-funnel awareness to high-converting calls to action that maximize occupancy, rates, and brand recognition, TrackEcommerce's Digital Marketing Services (Track DMS) build actionable, high-ROI growth strategies for any sized hospitality business.

Track DMS combines hospitality industry expertise with a deep knowledge of the latest innovations in digital marketing to build comprehensive marketing strategies that scale with you. Paired with TrackSuite's enterprise technology solutions, our team of dedicated account managers and digital marketers help you to realize measurable results across direct and distribution channels.

Whether you need Track DMS to work as an extension of your marketing team or you need us to be your marketing team, our agency model will provide you with the resources and tools to position your company for success by differentiating your hospitality business in an increasingly competitive marketplace.

Track DMS offers:

- Full lifecycle account management for continuous optimization of your content, keywords strategy, and spend that outperforms ads and AI suggestions in search.
- Access to a team of content developers that know as much about the hospitality industry as they do about digital marketing.
- Incorporation of the latest innovations in digital marketing including everything from AI-supported ad development to enhanced email templates that capture attention while driving conversions.
- Integration with the entire TrackSuite portfolio including custom websites that integrate with the TrackEcommerce Booking Engine, TrackPulse call center platform, and TrackCRM email to ensure multi-touch, omnichannel guest engagement



"Our experience with TravelNet as our digital marketing and PMS partner has been great. On the marketing side, we appreciate the thorough monthly review meetings to analyze our marketing performance, make adjustments as needed, and refine our strategy. We are spending far less on marketing than before and yet we are seeing more conversions and return on our investment."

- Jonathan Foos, Kauai Exclusive Management and Realty

The Track DMS Portfolio of Services

The The Track DMS Portfolio of Services may be tailored to the specific needs of your business. Our team of dedicated account managers and marketing professionals work with you to develop, implement, and optimize your digital marketing by supporting you with any or all of the following services.

Website Design & Development & TrackEcommerce Booking Engine:

High-performing, fully-featured websites that rank highly in search and integrate seamlessly with our industry-leading booking engine.

Spend Management:

Paid search and ad strategies that don't rely solely on Google's automated recommendations so you realize measurable ROI and reduced cost of acquisition.

SEO Strategy:

Digital content creation, technical SEO, and the strategic use of AI to keep you and your team ahead of frequently-changing search algorithms.

Cart Abandonment:

Convert non-booked sessions into confirmed reservations with technology-enabled, automated recapture capabilities.

Social Media Marketing:

Drive brand recall that keeps your properties top of mind with travelers and by aligning with their interests in a timely, relevant, and actionable way for new and repeat bookings.

Conversion Optimization:

Increase subscriptions to your marketing comms and make them actionable with calls to action that create urgency with your prospective guests.



Email Marketing Management:

Visually appealing and highly-effective emails that target the right guests with the right message at the right time. Use your own email platform or fully integrate into your marketing and sales ops with TrackCRM.

Track DMS By The Numbers

Track DMS has developed vacation rental-specific marketing experience over more than 20 years. Starting with the ResortsandLodges.com - our own VR listing site that we grew to over 7 million visits a year - we have served over 2,000 customers and built nearly 500 websites that consistently outperform competitors in hundreds of markets.

Actual results* realized by Track DMS customers include:

+500K

SEO

Organic clicks in under 2 years

\$115K

Email Marketing

Single-year revenue from new guests

37

Social Media

Last-minute bookings in < 2 months

17.2%

Cart Abandonment

Conversion rate on recovered checkouts

10 year

Spend Management

Revenue peak attributed to PPC campaign

*Results will vary

Contact Us



1-844-757-0800



tnsinc.com



TRACK

A TravelNet Solution