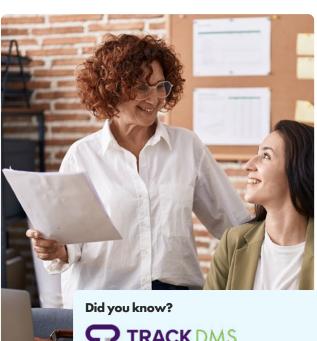# Drive More Bookings with Optimized Listings and Guest Experiences

With Track, you can drive higher margins and higher occupancy using marketing and distribution tools that keep your listings accurate, optimized, and front-and-center.

TRACK Distribution

for the Billboard Effect

- Increase listing exposure across channels to boost your brand
- Spotlight special units and amenities to increase views by up to 70%
- Blackout external channels during high season to optimize direct bookings
- Automate host reviews to achieve 100% response rates and improve search ranking efficiently with one login
- Update listings across all channels from a single interface

TRACK Revenue

For Optimizing Your Pricing

- Save time with data-driven dynamic pricing strategies
- Tackle gap nights, adjust for seasonality and more to optimize RevPar and maximize occupancy
- Partner with our TrackRevenue Full Service team of expert revenue managers to drive top-line results without strain on your resources

TRACK Ecommerce

for Top-tier Brand Experience

- Brand awareness with best-practice SEO content
- Lower pay-per-click (PPC) costs and convert more traffic to bookings
- Inspire more browsing and booking with a custom-built website that connects with guests on any device
- Provide guests with a frictionless booking experience
- Automate campaigns for cart abandonment, guest loyalty programs, and more

TRACK CRM

for Guest Satisfaction and Loyalty

- Maintain deep insight into your guests' profile with a complete stay and communication history
- Bulk manage multi-channel reviews from a single platform
- Save time and stay on-brand with AI-generated responses to guest communication
- Test new amenities and business ideas with guest surveys that scale
- Capture guest feedback in a private forum so you can address negative feedback before it goes public

Did you know?

TRACK DMS

We offer full-service, full funnel digital marketing services. Our agency-model services are an extension of your marketing team.

airbnb | Preferred Software Partner 2023 / 2024

tnsinc.com | **TRACK** A TravelNet Solution

Generate more revenue. Turn more searches into more bookings into more loyal guests.

Quick, Accurate Rate & Fee Checks

Stay competitive by understanding channel pricing replication on OTAs before publishing rates and fees.

Eliminate Booking Rejections

Reduce the risk of double bookings with a synchronized cross-channel connection that immediately updates inventory everywhere.

Bottom-line Fee Protection

Instantly surface fee code errors and details, so you capture all embedded fees and get paid in full. Recover channel fee commission costs.

Powerful Metadata to Drive Traffic

Increase total bookings for special units by increasing traveler views by up to 70%. Customer-centric filters and amenity details call out top and special features.

Performance Dashboards

Customize your data command center and monitor channel, unit, and overall portfolio performance at-a-glance. Then dig into details for insights and data-driven strategy shifts.

A Full-Funnel Demand Generation Playbook

With a suite of marketing tools and services that span the full buyer's journey, you can build targeted campaigns using CRM data, track guest engagements with your website across all devices, and optimize pricing and distribution to turn lookers into bookers.

Listing & Host Deactivation Alerts

Ensure notices are seen and stay visible, so you can resolve trust, safety, or technical issues right away.

Automatically Accurate Amenities

Automatically surface OTA amenity changes, so you can immediately optimize listings, even in bulk.

Easy Photo Management

Upload or drag-and-drop individual or batches of photos without sacrificing captions and metadata.

Automated Rates with Key Data

Data sets backed by Key Data provide robust and comprehensive dynamic pricing adjustments.

Configurable Property Groups

Organize properties by state, city, neighborhood, building, or unit to update details, in bulk, at the touch of a button.

Optimize Conversion

Increase checkouts with elegant booking experiences and website designs.

Lock-off Unit Distribution

Join parent and child units together so guests can book units individually or, seamlessly, in combination. Protect against both double-booking and unnecessary vacancies.

Engaging Surveys

Gain feedback throughout guest experience with robust and easy survey tool. Automate surveys based on triggers.

Data Drilldowns

Dig into listing status, content, error logs, and unit > channel MLOs, amenity mappings, fees, rates, cancellation policies, availability, and more.

Reviews Management

Use custom or AI-generated responses to manage guest and host reviews from just one platform. Automate host responses to achieve a 100% response rate in your optimization strategy.

Channel Inventory

Allow your team to black out channels during the high season to optimize direct bookings. Quickly manage inventory in bulk during natural disasters or other unforeseen scenarios.