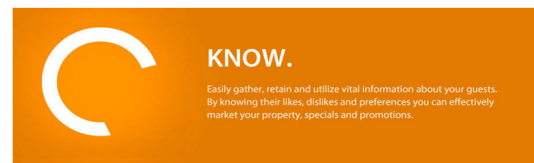


IQmail - Premier eMarketing Solution = High ROI

Hospitality is about knowing your customer, their wants and needs, and delivering the information to them via their preferred channel of communication. This could be a simple email confirming a reservation, a pre-arrival greeting letting them know what to see and do when in your city, or a marketing message to a segment of your guest history to promote a special offer. The bottom line is this; if you are in the hospitality business you inevitably have a lot of information to deliver to your customers. From a marketing perspective, managing these interactions can be complicated, burdensome and difficult to prioritize. **IQmail** will take the burden away and insure a strong return on your efforts and investments.

Here are some important questions to ask yourself

- # Are you currently engaged in any eMarketing efforts?
- # Do you know how much you're spending on marketing?
- # Do you know who you're specifically targeting?
- # Do you know if the emails are been opened or going into Junk Folders?
- # Do you know who booked reservations from your marketing efforts?
- # Do you know how much revenue and occupancy you've generated from your marketing efforts?



IQmail is one of the most profitable and economical eMarketing solutions to manage customer relationships and attract additional business to your property. **IQmail** is a low cost, efficient and effective way to target and market to specific guests, personalize communication and track and evaluate your marketing efforts. The simple goal is to increase awareness, traffic and sales for your property.

Other marketing companies can be helpful, but they can be quite expensive and don't provide results like IQmail. In addition, other marketing systems are not integrated with IQpms so you're not truly able to target specific guests in your efforts. With **IQmail**, you can realistically expect to make significant ROI.

- # Whether your email objective is to increase awareness or improve sales, **IQmail** is the answer.
- # Whether your business objective is to have more exposure, **IQmail** is the answer.
- # Whether your personal objective is to have more communication with your pre-existing clients or to build a relationship with your new ones, **IQmail** is the answer.

Features and Benefits

- # Automation of email message delivery; including booking confirmations, pre-arrival emails, follow-up surveys, loyalty program messaging and resort/condo owner communications
- # Campaign Management: Email Creation and Delivery, Pre-Defined Templates, Database Management (Guests & Leads), Database Segmentation and Targeting Utility, ROI Reporting (Performance, Revenue, Profiles), List Hygiene and Audit Trail, Database Search Capability, Standard Auto-Responders

Scalable architecture that ensures timely and reliable message delivery (regardless of whether you are sending a hundred emails per hour or millions of per day, we work with the most reputable delivery providers in the world)

Managed Solution*: our email marketing experts can consult, develop and deliver email marketing promotions on your behalf

Our experts handle the setup of email message using creative provided by you or developed by our creative team. We provide you reply reports to track and build your customer base and effectively track all bounces, removals, unique click-throughs, link specific click-throughs and revenue generated for every email.

Let **IQmail** be your new tool to enhance or begin your Email marketing. With **IQmail** you can enhanced email confirmations, pre-arrival letters, post-stay thank you letters and guest surveys. With these communications, you'll be able to promote and advertise everything you offer at your property with your loyal guests. With your marketing efforts, you'll be able to access important reporting on each email sent, each mail received, who opened it, and how they acted on it. Most importantly, how much revenue was made from the marketing campaign?

Dan Brown, your **IQware** account representative, or Nikaury Chapilliquen, Client Relations Manager, will be contacting you in the next few weeks to share the power and benefits of **IQmail**. Contact us today to get a demonstration or additional information. [Contact Form](#)