



**REALMAGNET.COM**

Visit [www.realmagnet.com](http://www.realmagnet.com) to learn more about how MagnetMail can help you create emails with both form and function.

**“EVERY TIME I USE  
MAGNETMAIL I DISCOVER  
COOL NEW FEATURES  
THAT HELP MY  
COMPANY.”**

Lori Keyes, Senior Manager,  
Brand Communications,  
Wyndham Hotel Group

**TRAVEL & HOSPITALITY** |||||||

**Extend your customer service beyond a guest’s vacation.**

As a successful hospitality business, you pride yourself on pampering your clients and providing excellent customer service while they travel. But that customer service doesn’t have to end when the trip is over.

MagnetMail helps travel and hospitality firms engage and serve their clients throughout the year. Some of the largest names in the business use MagnetMail to generate online bookings, notify prospects about specials, reconnect with past customers and build loyalty, capture valuable marketing data and drive traffic to their site.

As a result, many of MagnetMail’s features are specifically designed for travel and hospitality. Here are just a few key things you can do to help you stand out in a crowded and increasingly competitive market:

- **Personalize your emails.** You can greet your recipients by name at the top of each message. Personalization is especially powerful when nurturing personal relationships with your guests.
- **Personalize your emails even more.** Graduate from the simple newsletter to birthday emails, return visit reminders and more. It’s easy to schedule these to run automatically.
- **Target your clients.** Send different messages to different recipients based on demographics. Dynamic content helps you cater your offer and boost revenue.
- **Send virtual comment cards.** Add interactivity with surveys that arrive directly within the email and responses are tracked in real time.
- **Reinforce your brand.** MagnetMail allows you to create and employ an unlimited number of email designs to match your brand. This is a key facet of building loyalty in your client base.

MagnetMail gives you many other features to make sure that your clients and prospects are engaged with your brand and up-to-date with your offerings:

- Industry-leading delivery rates
- Integrated event management
- Built-in testing tools
- Real-time tracking of opens, clicks, unsubscribes, etc.
- Integrations with multiple CRM applications
- Enterprise features for complex businesses
- Dedicated 24/7 customer support

Among the travel and hospitality firms using MagnetMail:

- Marriott
- Hilton
- Choice Hotels
- Holiday Inn
- Puerto Rico Hotel & Tourism Association
- Hotel SalesPro
- Hospitality Sales and Marketing Association International (HSMAI)

Request a demo to learn more about how MagnetMail can help your travel or hospitality business.

**MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX**