

Those who know nothing have to believe everything!



Always in the picture

The clear calendar gives you an overview of all your marketing campaigns

Hit the bullseye

Set individual targets for the important performance indicators of a campaign and align them with each other

Quality not quantity

Free yourself from the data clutter and limit yourself to the really important figures



Everything at a glance

Your hotel uses a great number of online and offline channels to reach as great an audience as possible. Do you sometimes find it hard to keep an overview and to judge how efficient your campaigns actually are?

With Mediaplan you can now track the cost and attainment of targets of all marketing campaigns for your hotel at a glance and in real time. That not only increases transparency but also your success: you can direct your marketing efforts even better in future with the figures from the experience of the individual actions.

Your campaigns should after all always meet their targets.

Calendar View

for clear graphic representation of all marketing campaigns, e.g. Pay per Click, Social Networks, Referrals

Dynamic Tracking

of all performance indicators that measure the success of campaigns:
Budget, Impressions, Clicks,
Conversions

Detailed Reporting

enables the creation of reports referring to different target groups, markets and campaigns in the blink of an eye

Google Analytics Interface

imports significant data in real time

Mediaplan



Mediaplan is an app of Amplifier, the Sales & Marketing CRM for hoteliers.

There is more about Amplifier and its apps on www.amplifier.love

