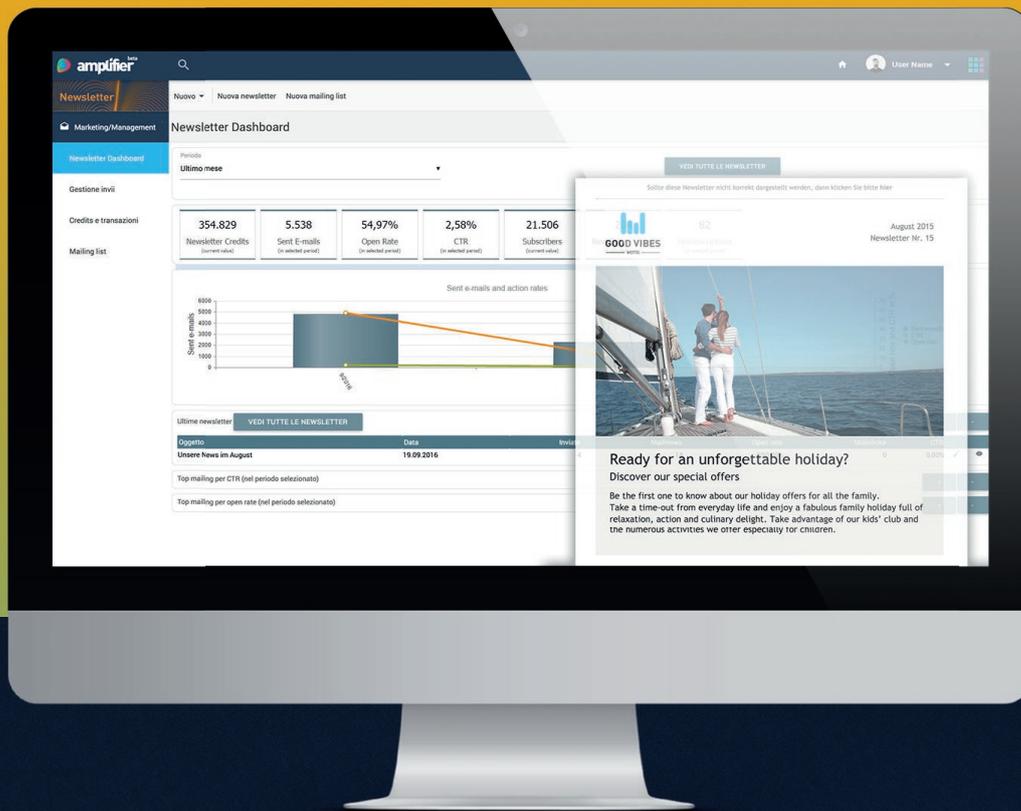


How many newsletters do you delete each day?



**Less
is more**

Send your guests only that information they will be interested in and save them the flood of e-mails

**Only
direct hits**

Increase the relevance of your newsletter to the receivers and so improve your opening and conversion rates

**In the wink
of an eye**

you win new guests and engage your existing ones



Newsletter

Newsletters that get clicked, not deleted.

Newsletters are a tried and tested medium for making potential guests aware of your hotel and your offers and increasing direct sales. But often, newsletters contain too little relevant information and find their way straight into the waste paper basket.

Newsletter saves them from this fate. The app uses the CRM and the CMS of Amplifier, to configure targeted and personalised content and send it to a selected audience. The highlight is this: the CRM tells you when your guest is most receptive to a particular theme.

After all, the right guest should receive the right information at the right time.

Tagging-System

for profiling and segmenting the contacts from the Amplifier CRM allows the production of dynamic mailing lists and improves opening and conversion rates

Editor

works with templates in the corporate design of the hotel and makes the content of the CMS of Amplifier directly accessible for fast production of professional newsletters

Responsive Design

for optimised display on mobile end devices

Newsletter Tracking

enables checking the effect of the newsletter in relation to enquiries, bookings, visitors etc.

Highly optimised Mailservers

provide excellent delivery rates and maximum security through certified sending



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

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

Newsletter

