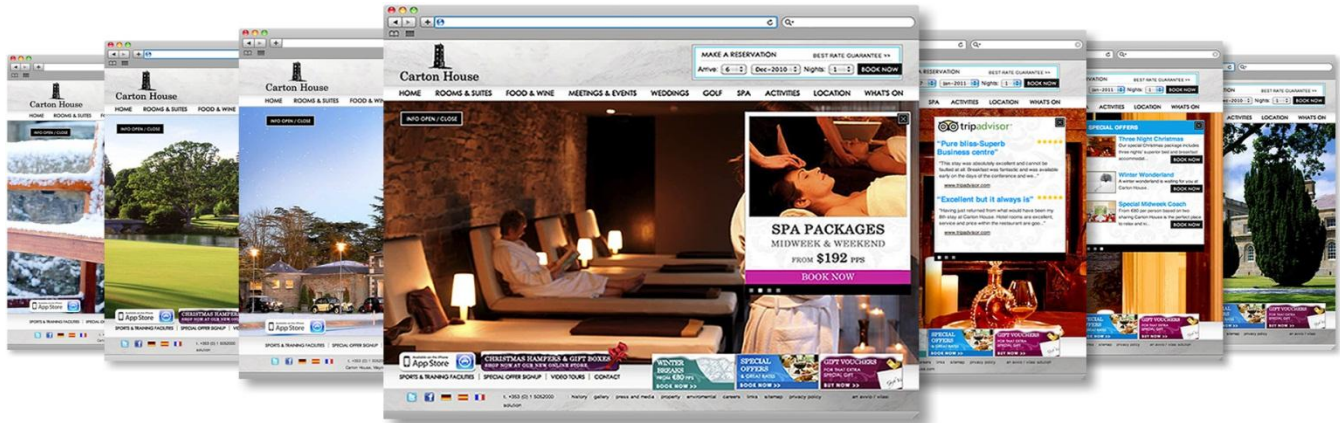




Sense delivers a unique web experience for every one of your online customers, immediately presenting the content they most want to see.



Avvio sense™ investigates the behaviour of your online visitors **before** they come to your website, ensuring each and every customer sees the most relevant content to match their needs, every time they visit.

This new and revolutionary technology, increases customer engagement by **instantly personalising your hotel web pages** for each unique visitor.

Presenting the most relevant content every time, **sense™** increases online conversions, making your website more effective by:

- ✓ *Improving click to book ratios*
- ✓ *Shortening the online sales cycle and visitor path*
- ✓ *Increasing customer satisfaction and sales*
- ✓ *Reducing website bounce rates as consumers are immediately engaged*
- ✓ *Increasing your ROI from online marketing budgets*
- ✓ *Recognising and re-engaging with returning visitors to further increase relevance*
- ✓ *Providing an intuitive online experience for your customers*





## ACTIVE ENGAGEMENT

At the heart of any effective sales strategy lies the ability to customise your message to target the individual needs of each and every customer. For continuous revenue growth, you need a clear **proactive approach** to converting and growing your customer base. By actively engaging with each customer, your website will unlock its strongest sales opportunities.

Avvio **sense™** is the world's first website solution that enables hotels to harness these successful selling principles and transfer them to the online sales process.

## HIGHER CONVERSIONS

Unlike normal, monolithic websites which passively await a customer to enter the booking process and find the most relevant content themselves, Avvio **sense™ understands** the requirements of each unique visitor before they have even arrived at your website... and **changes your pages** to optimise their website experience.

This is done in real-time, creating an instant fit between your customer's needs and your hotel's offerings. The result is more engaged customers, higher click through rates into your booking engine and higher conversions.

## HOW DOES SENSE IDENTIFY AND ENGAGE YOUR CUSTOMERS?

**Sense™** responds pro-actively by presenting targeted marketing messages on the relevant service or package that the customer is searching for. It does this by "reading" each customer as they leave the search engine and arrive on your website.

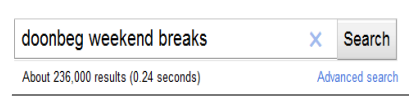
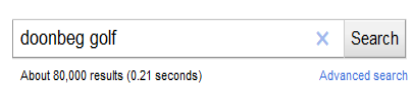
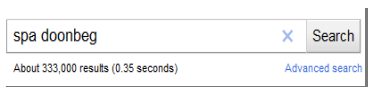
### *First identifying:*

- 🔍 **which country each visitor is searching from**
- 🔍 **what language they are using whilst searching**
- 🔍 **what they are searching for**
- 🔍 **when they are searching for**

### *Then delivering:*

- 1. highly targeted marketing messages 'on the fly'**
- 2. communications in the visitor's local language**
- 3. the most relevant images to match their search**
- 4. the most relevant packages and promotions**
- 5. prices in local currency**

**ENGAGING IN A DIFFERENT WAY**



**Doonbeg**

5 Star Hotels Ireland -Official Site to The **Doonbeg** 5 Star Hotel, Golf & Spa Resort in Ireland. Home to one of the best golf courses in Ireland, ...

[www.doonbeggolfclub.com/](http://www.doonbeggolfclub.com/) - Cached - Similar



**WEBSITE HOME PAGE**

**Website Spa packages and offers**

**Website Golf packages and offers**

**Website Weekend packages and offers**



For more information on Avvio sense or any of our other products, please contact: [sense@avvio.com](mailto:sense@avvio.com) or visit [www.avvio.com](http://www.avvio.com)