

## SEGMENTATION SUCCESS FOR HOTEL GROUP

MENIN HOSPITALITY, UNITED STATES

*With a wealth of hospitality and customer experience, Kristen Churlonis' career has sent her all over the country. Today, she offers her extensive digital marketing skills to Menin Hospitality's 15 properties across the U.S.*

### THE CHALLENGE

#### Relevant guest marketing for a large hotel group

Kristen's top priority is reaching the right guests with quality content, both in-person and digitally. On the digital front, Kristen struggled to find a solution that would let her combine and segment all of Menin's guest databases, and then track revenue back to specific campaigns. That is, until she discovered Revinate Marketing.

### THE SOLUTION

#### Centralized marketing opportunities

With Revinate's unique group functionality, Kristen can segment on a group and property level to connect with the most loyal guests before, during, and after their stay.

***"I love the upgraded segmentation functionality within the [Revinate Marketing] platform."***

Kristen can also pinpoint which email campaigns drive the highest open rates, click-through rates, and direct bookings with Revinate's modern reporting interface. For

example, one of the most successful campaigns for Menin is the pre-arrival upsell campaign, driving significant additional revenue each month (commission-free).

### THE RESULTS

#### Segmentation is key

Kristen relies on Revinate Marketing to carefully craft and personalize email promotions to build meaningful and long-lasting relationships with guests. She is confident that segmentation is the key to her hotel group's digital marketing success.



**Kristen Churlonis**

DIGITAL MARKETING MANAGER,  
MENIN HOSPITALITY

REVINATE CUSTOMER  
SINCE 2015

### Campaign Highlight

OPEN RATE: **70.2%**

CTR: **22.9%**

