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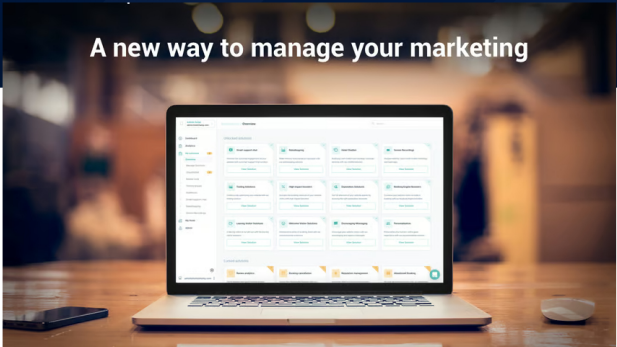
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TECH

Revinatate, Hotelchamp integrate email marketing and hotel websites

By **Esther Hertzfeld** · Jul 12, 2018 10:16am

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Managed from the online Hotelchamp platform, marketers can build, deploy and measure Revinatate marketing email and upsell campaigns. Photo credit: Revinatate

Revinatate and Hotelchamp have formed a new technology partnership that allows hotels to seamlessly link personalized email marketing campaigns to the hotel’s website experience.

The email marketing and hotel website integration will allow hotels to ensure intelligent personalization across the online guest experience, based on data stored in Revinatate’s hospitality marketing customer-relationship-management system.

“We love Revinatate’s approach to individualized guest communication,” Hotelchamp CEO Kristian Valk said in a statement. “Providing the ultimate guest journey on a hotel’s website is a key focus for us.”

Revinatate joins a number of other industry leaders, including OTA Insight, Hotja, and Live Chat, as part of Hotelchamp’s marketing platform for hotels, a collection of integrated, best-in-class technologies that can all be managed within the single online platform. Managed from the online Hotelchamp platform, marketers can build, deploy, and measure Revinatate marketing email and upsell campaigns. The increased speed and agility allow for deeper segmentation and testing, helping hoteliers provide the most relevant content for their guests.

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