



Build personalized booking experiences

to boost your hotel website sales in minutes



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About us

Booklyng started its journey in January **2016** and since then has been expanding its technology, as well as the number of its clients, and the business sectors where it is operating.

Booklyng is proud to be also part of **Telefonica**, one of the most important telecommunication multinational companies in the world.



We think
CREATIVE



We stand for
SIMPLICITY

We do amazing
Projects



And we do it
ON TIME



Capabilities



Uplift your online direct bookings by **37%**

Create **unique** booking experiences to persuade your website visitors



Integrate our technology in only **5 minutes** into your website and booking engine



Key Features



Personalization Engine

Booklyng uses over 100 variables, in real-time, to guide and persuade your online visitor to book on your website.



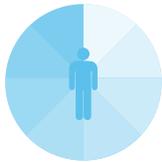
Campaigns Set-up

Booklyng provides a Turnkey Service to allow your team to focus on your business, not on the technology.



Data Analytics

Booklyng provides you with an online dashboard to monitor your campaign results. It is also integrated with Google Analytics.



Real-time Visitor Profiling

Gather relevant information about your website visitor in real-time, to understand his probability to book and his business value.



Dynamic Content Personalization

Customize the right content (such as texts and photos) according to your online visitor context and profile.



Powerful Segmentation

Use unlimited rules and segmentation variables to target your most profitable website customers.



Data Export

Booklyng allows you to export your data and use it with your business intelligence and CRM systems.



Seamless Integration

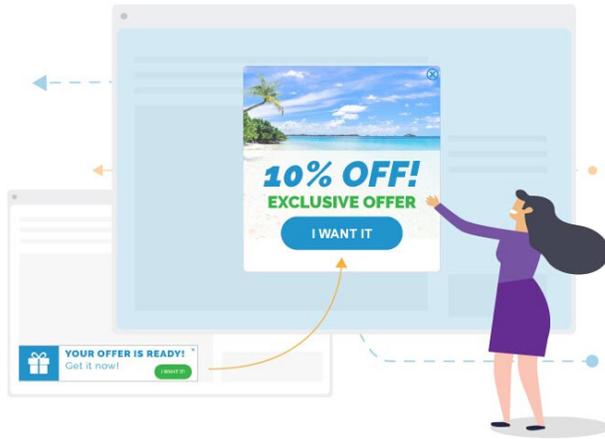
Booklyng can integrate with any website and booking engine without the intervention of your IT department.



Digital Strategy

We help our customers define and implement the best strategies to increase their website conversion rate.

Products



Booklyng enables hotels of all sizes to use the same **sophisticated technology** that OTAs use to **boost their online sales** but at an affordable price.

USED AND TRUSTED BY:

IBEROSTAR[★]
HOTELS & RESORTS

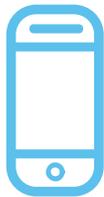
actahotels


swiss-belhotel
INTERNATIONAL
HOTELS & RESORTS

Telefonica

JHG
JAZ
HOTEL
GROUP

Jetwing
HOTELS
SRI LANKA



Our solutions are **responsive** and work seamlessly on any device.



Their design and configuration **adapt to any corporate brand** requirement.



Persuade the right customer at the right time with the right incentive.

Popups

Smart Popup

Smart, non-intrusive popups with a fully customizable design. They can be used with unlimited segmentation variables to implement any business rule or strategy.

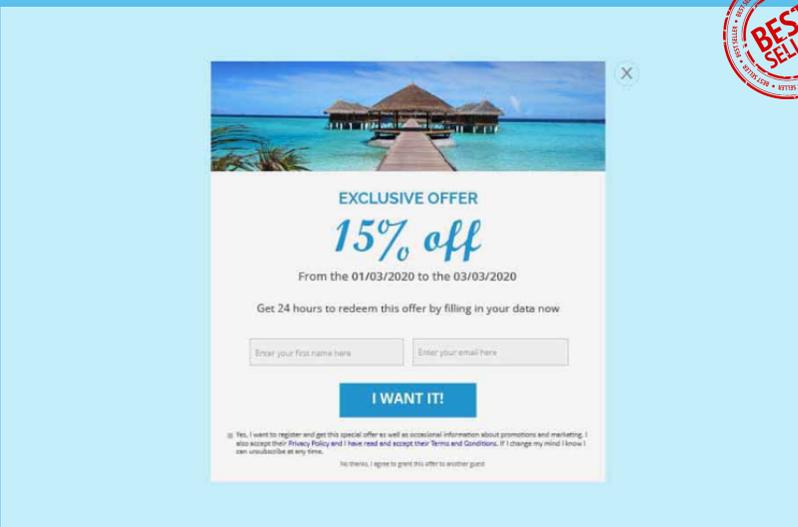


Retain & Recover

It prevents visitors to leave without booking and applies a coupon automatically after registration.

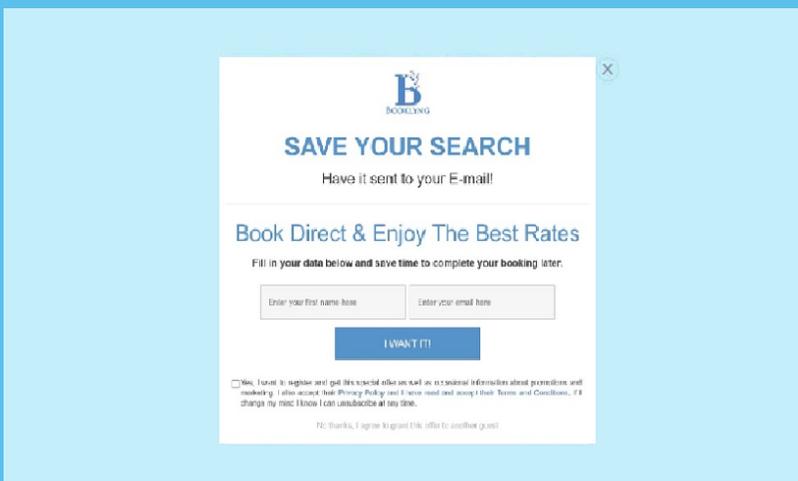
Main elements:

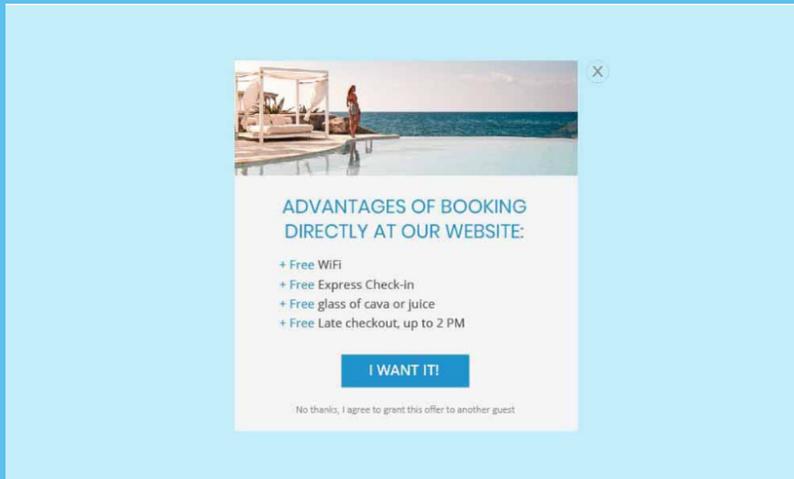
- Smart Popup with Registration (gathers qualified leads)
- Email retargeting (gets lost visitors back to book)
- Countdown (adds a sense of urgency)



Save your Search

This service sends the search results to the customer by email. Through this email, the customer can get back to the same search results (same hotel, dates, etc. he had chosen) with a simple click. His contact data can be used for future remarketing campaigns.





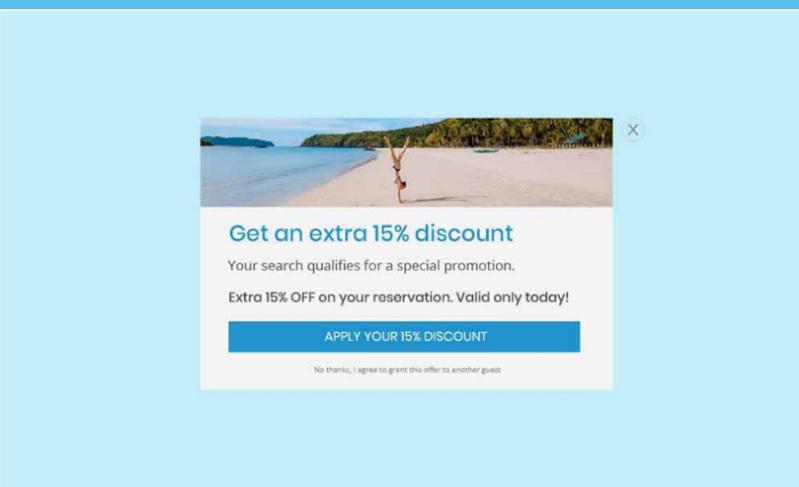
Service Card

Ready-to-use theme to quickly create a "service card" to highlight some key hotel services and features.



One Click Coupon

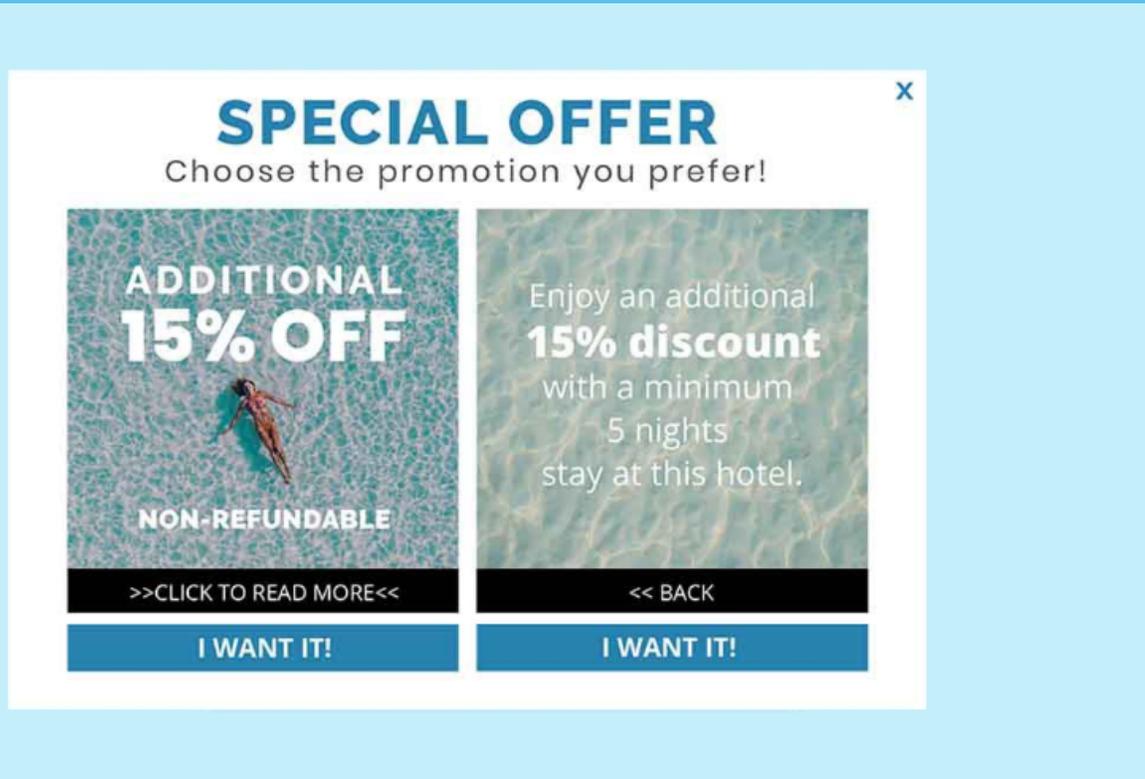
Show off promotions to persuade your visitors to book. Apply discounts easily or refer to a web URL. Use different incentives according to the visitor's business value or the step of the booking process.



One Click Coupon Minimal Design

Engage with visitors using minimalist designs. Better suited for small screen devices, such as a tablet or mobile phones. Apply promo codes or special actions on click.

Multi-offer



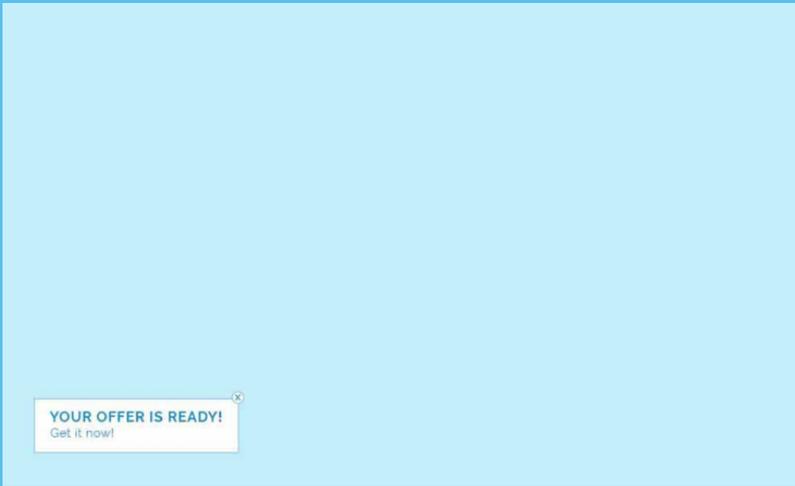
Multi-offer

Increase the chances to delight and persuade your visitors to book by providing them with 2 or 3 different promotions. The visitors can choose their preferred one through this easy interactive layer. Uncover the preferences of your visitors by segmenting and analyzing what promotion they choose.

Notifications

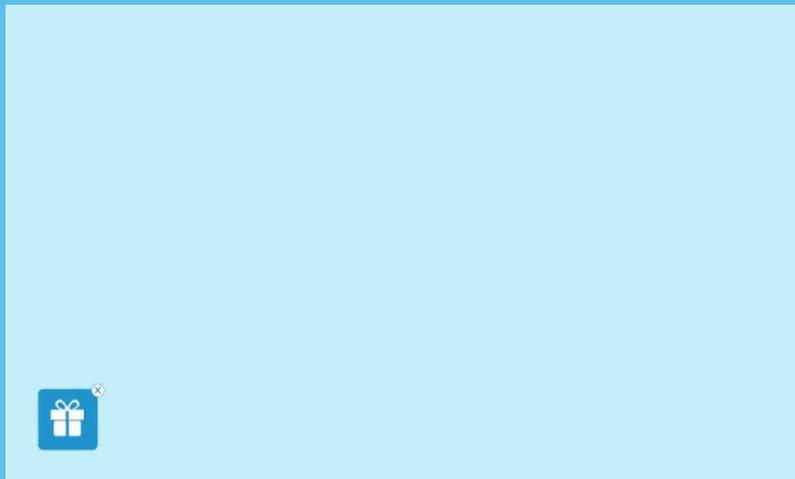
Text Only

Show customized and personalized notifications according to your visitors' business value and/or behaviour. Make any message relevant using unlimited segmentation variables. Add interactivity to apply a promo code or to open new actions on clicks.



Icon only

This is especially useful to attract the users' attention and, on click, it can open another action. It's the most popular notification on mobile devices.



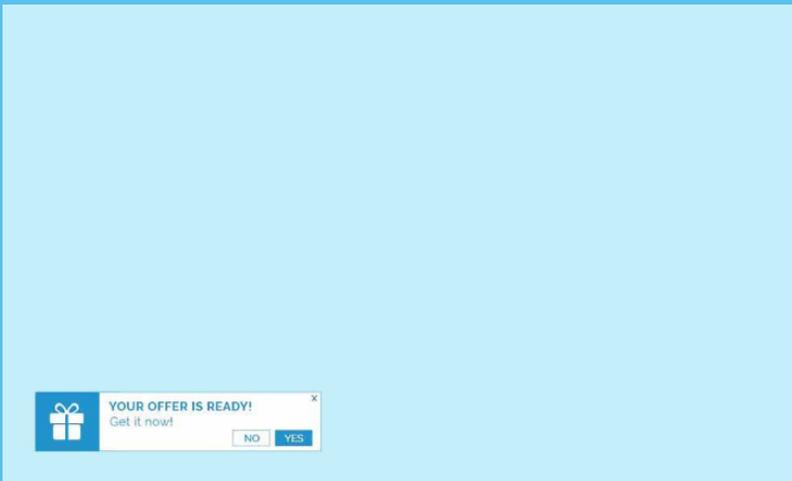
Text & Icon

A more engaging design using a combination of Icon and Text to display information, apply a promo code or open another action by clicking on it.



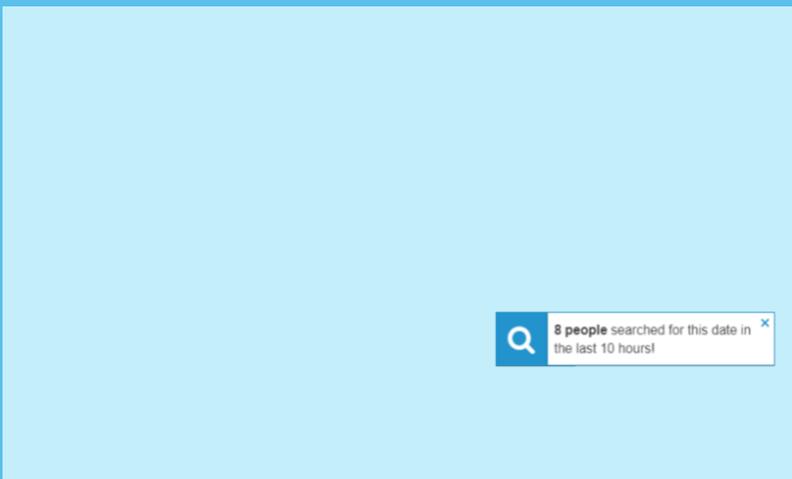
Text & Icon and 2 CTA

Ask for the user's consent or ask him to choose between two alternatives and, based on this choice, personalize the visitor's booking journey (show a new action, apply a promo code, take the user to another URL...)



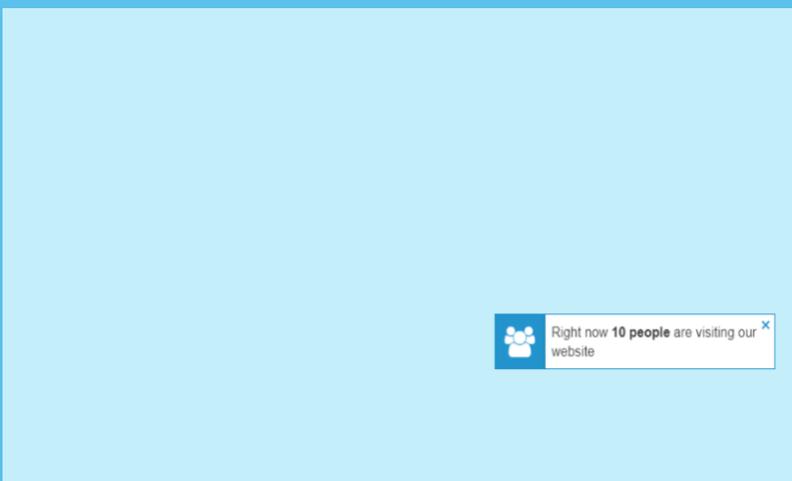
Text and Icon - Searches

Notification that informs about the number of people currently searching for the same dates to increase the feeling of scarcity.



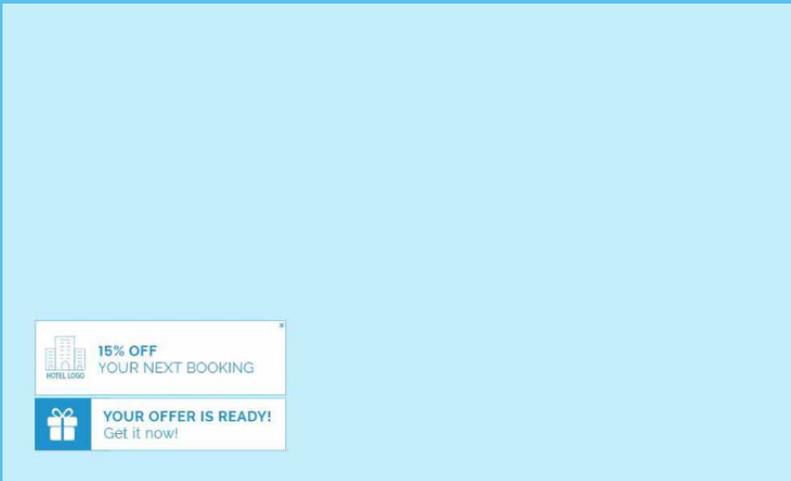
Number of visitors

Create a sense of urgency or scarcity by informing the user about the current number of visitors on the website.



Extended Info

Flexible notification, that shows additional information on hover, that can be beautified with icons.



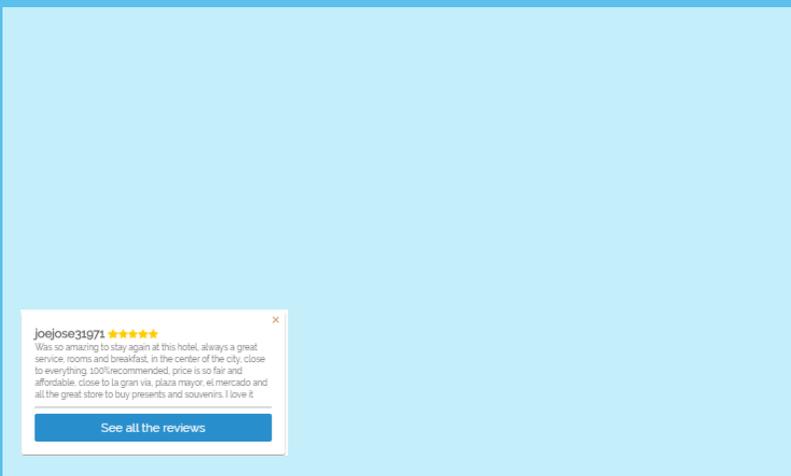
Smart Bar

Smart bar notification which can be positioned on the top or bottom of the screen, width 100%. It can be used to apply a coupon, open another action, refer to a different URL or just show text information.



Reviews

Notification that can display customer's Reviews to boost trust and likelihood of undecided online visitors to book.



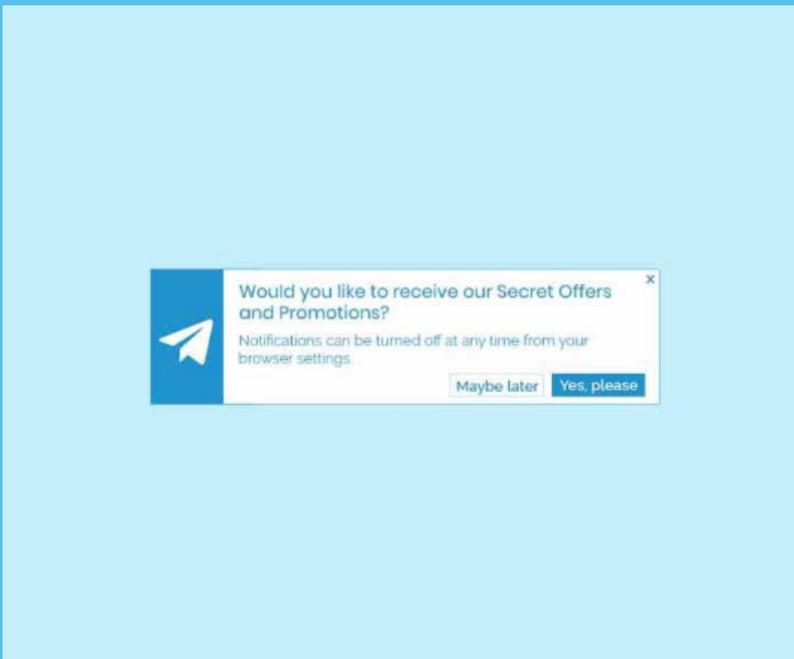
Tooltips

Tooltips are text labels that appear on top of an element, within the website or booking engine, to attract the user's focus. They may contain a brief explainer text to highlight an offer, a special price or to guide the customer to complete the booking.



Push Notifications

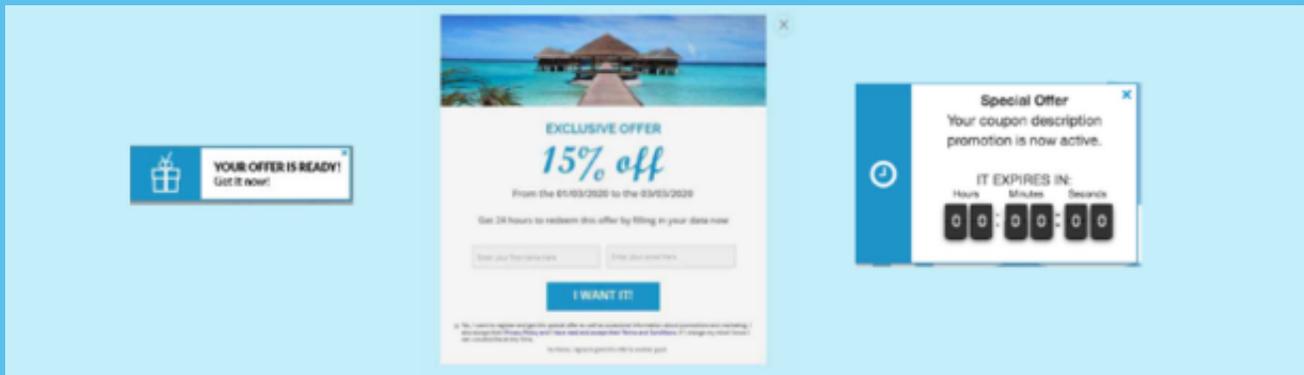
Web Push Notifications are clickable rich content messages. They are sent to your visitors' devices, mobile or desktop, by your website through Booklyng, even when the user is not on your website. These notifications can only be sent, using custom rules and advanced segmentation, to users who have opted-in to receive these notifications.



Customer Journeys

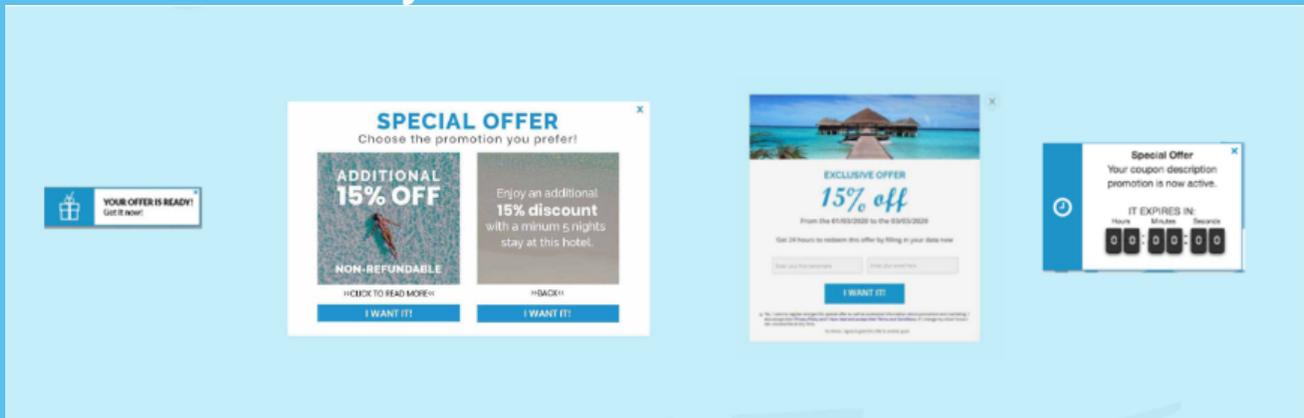
It is possible to combine and orchestrate any Booklyng solutions with each other, easily. Use the following **Customer Journey templates**, to simplify the process of building these proven successful, persuasive and dynamic booking experience even further. You are ready to go in minutes!

Customer Journey with registration



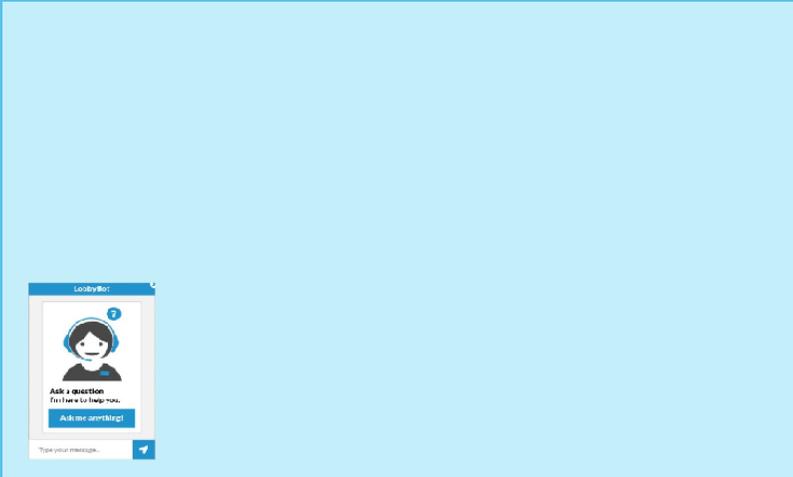
It simplifies and guides you through the stages of building a sophisticated booking experience with multiple elements: a Smart notification, a Smart Popup and a Countdown Clock. It keeps and adds all the associated capabilities of each element, such as the exit-intent algorithm, the remarketing email and the advanced segmentation, etc.

Customer Journey with Multioffer



This variant creates a set of actions built around a multioffer. These actions are orchestrated to create a "push and persuasive" customer experience.

Other Services



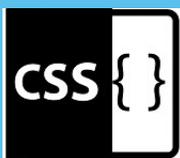
Chatbot

Smart Chatbot using Artificial Intelligence to answer questions and messages automatically about services and features of the hotel. The answer can be personalized for every hotel.



A/B-Test/Multivariate Testing

A tool to set experiments that measure the performance of different actions or promotions through the configuration of Multivariate or A/B testing.



CSS Injection

Deploy and load custom CSS code across any page of the website, or any step of the booking engine, using sophisticated business rules and unlimited segmentation variables.



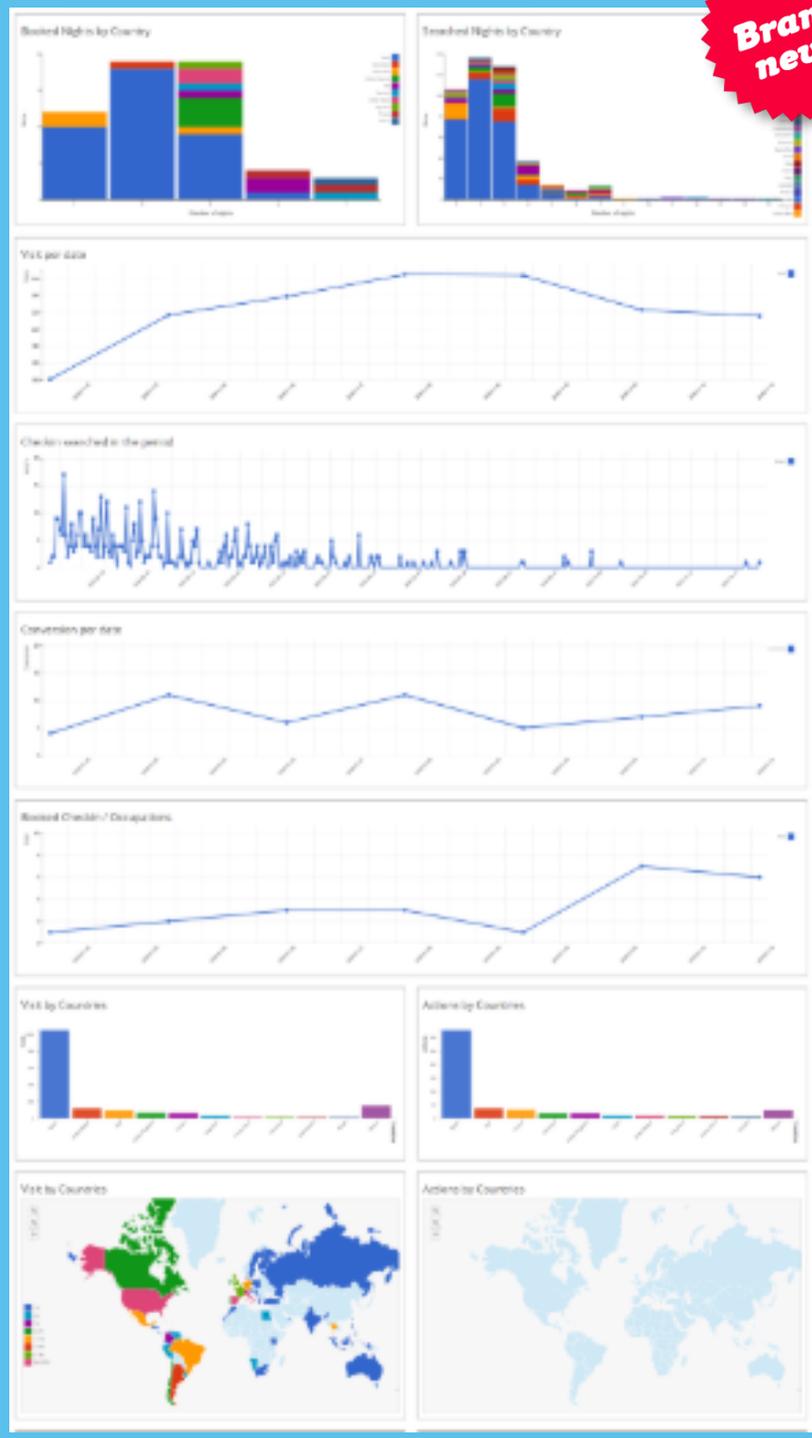
JavaScript Injection

A tool to deploy and load custom JavaScript code across any page of the website, or any step of the booking engine, using sophisticated business rules and unlimited segmentation variables.

Analytics Dashboard



Analytics Dashboard



Our brand new Analytics Dashboard provides you with all necessary data to understand what happens on your website, without any IT- or Google Analytics knowledge needed. We display the following data in our Dashboard:

- Booked nights by country
- Searched nights by country
- Visits per date
- Checkin searched in the period
- Booked Check-ins
- Conversion per date
- Visits by Country
- Actions by Country
- Length of stay booked by Country
- Length of stay searched by Country

Use our Dashboard to understand your customers better and to personalize your offers to their needs.

Easy Orchestration

Blackfriday

We provide 15+ ready to use products in the Black Friday theme. Don't miss out on the biggest shopping day of the year and create beautiful designs with our templates in minutes.



New Years Eve/Christmas

Give your customers a unique booking experience during Christmas and New Years Eve with our ready to use, beautiful templates. Personalization for special occasions as easy as it gets.



Valentine's Day

Surprise your customers in love with stunning templates for Valentine's Day. You guarantee a unique stay, we guarantee a unique booking experience.



Technical Specifications

Advanced Segmentation:



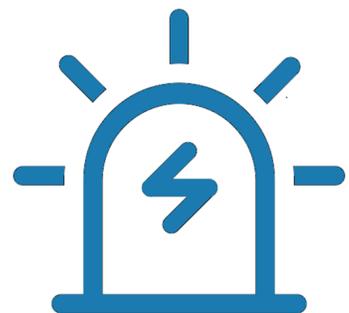
Variables and business rules available:

- Revenue management rules
- User business value
- User behaviour
- The step of the booking process
- Origin of the visit (email, SEO, SEM, metas)
- Geo-segmentation (city, country, area...)
- Type of technology (device, browser...)
- Cookies (ie. history and/or interaction)
- JavaScript variables
- Custom variables via JavaScript
- Query parameters
- Data layer variables

Advanced Triggers:

User's actions and website events available:

- Exit Intent
- No room availability
- Step of the booking process
- Total booking value*
- Type of room selected*
- Page view
- Click
- Source URL (e.g. meta-search engines)
- Parameters in the URL (e.g. UTM value)
- On-page elements or values
- Time of Inactivity
- Time on page
- Form submission
- JavaScript error
- Scroll down the page
- Personalized event*



Service Plans

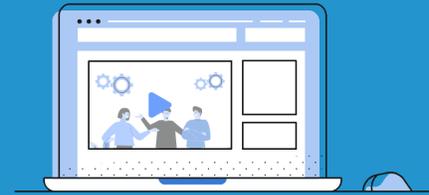
TURNKEY SERVICE

VERSUS

SELF-SERVICE



Most convenient option for the clients who want to achieve the highest ROI possible while minimizing the intervention of their staff.



Most economical option for the clients who want to do everything themselves and without any assistance

Its purpose is to allow you to get the biggest results, with the lowest effort.

Its purpose is to give you the ability to use sophisticated technologies at an affordable price.

Advantages:

- Full Assistance
- Optional do it yourself
- Gain time to market
- Get expert advice
- Superior results
- Unlimited usage
- Advanced features

Advantages:

- Cheaper
- Unlimited usage
- Advanced features

MAIN DIFFERENCES BETWEEN THE TWO SERVICE PLANS

VIP assistance (CRO experts)

	Self- Service	Turnkey Service
Full assisted set-up.	∅	✓
Full assistance to create new customer journeys and new campaigns (we do the hard job for you)*	∅	✓
Analysis and suggestions to maximize conversions	∅	✓
Testing support (through simulations on desktop, mobile and tablet devices)	∅	✓
Translations management	∅	✓
Custom variables (additional segmentation variables) (additional on-demand)	∅	✓
Full Data export	∅	✓
On-demand optimization reports*	∅	✓

✓: included
∅: not included

*Please note: the standard service level for the Turnkey Service package has a maximum of two (2) new campaigns per hotel and per month and maximum 1 on-demand report every 2 months per hotel. A campaign can be composed by as much as 4 elements and 2 different segments. It is possible to ask for additional on-demand support.

Solutions included:

	Self-Service	Turnkey Service
Personalization engine	✓	✓
Exit Intent Technology	✓	✓
Smart Pop-up	✓	✓
Smart Notifications	✓	✓
Email Retargeting	✓	✓
Multi-offers	✓	✓
Dynamic texts	✓	✓
Customer Journeys	✓	✓
Guided onboarding	✓	✓
Custom CSS Injector	✓	✓
Custom Javascript Injector	✓	✓
Templates for seasonal campaigns (Black Friday, Xmas...)	✓	✓
A/B test	✓	✓
Multivariate test	✓	✓
Leads export	✓	✓

✓: included
Ø: not included

Turnkey Service

An example:

What Booklyng will do for you in the **Turnkey Service**:

1. Collect your marketing teams' needs and business objectives. for the new campaign they required (spontaneously or by approving a Booklyng team proposal).
2. Define the elements and interactions needed to implement your messages or promotion across the new customer journey.
3. Configure all the campaign elements (such as notifications, popups, countdown clock, ...).
4. Customize the designs to match the look and feel of your corporate brand.
5. Implement and configure your business rules (segments, promo code, triggers and many more) for each targeted segment.
6. Test the campaign on different devices and configurations.
7. Implement the campaign in "preview mode", so that you are the only ones able to see it in this "test environment"
8. Translate the campaigns (cost of translation not included).
9. Record a demo video, when necessary, so you can see the result as if you were seeing a real user trying to book on your website.
10. Activate our data analysis panel so you can track and monitor all your customer journeys.
11. Track their performance and results.
12. Provide our customer service to answer any question you may have.
13. Provide on-demand reports with suggestions for improvements.



Great Customer Journeys

Use our sophisticated technology to realize amazing booking experiences to skyrocket your sales. The possibilities are endless, **your imagination and creativity is the limit!** See it yourself:

Loyalty Club combined with free airport transfer

This booking journey combines different elements, such as a 10% Loyalty Club popup that is triggered on abandon to retain those clients that have not signed up for the same yet. In addition to it, if the website visitor is a loyalty club member and if his total reservation value is over 1000€, then a smart notification is displayed to inform the visitor that he qualifies for a free airport transfer. By clicking, a popup shows the conditions of the free airport transfer. The customer also receives an email to confirm the free transfer once he completes the reservation.

Segmentation based on length of stay and country

In this Customer Journey, visitors are retained with a discount that varies according to the segment they belong defined by country and number of nights (longer stays get higher discounts). They must sign-up to get the discount. An automated email remarketing is sent to recover them, in case they don't complete the booking process. Different countdowns are used according to the promotion shown, that differ in the time available to apply for the same.

Contact us



Feel free to contact us, to **book a free demo** or to ask any questions.

You can **increase your direct bookings by an average 37% today**, so what are you waiting for?

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info@booklyng.com



<https://www.booklyng.com>



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