

Marketing Tools

RMS marketing features to help you stay connected to your guests.

Design Marketing Campaigns

Use the Electronic Digital Marketing (EDM) module to create custom emails & text messages, communicate with specific visitors, and report on campaign performance.

Create Meaningful Recipient Lists

Communicate the right messages to the right guests. The RMS platform keeps secure guest records across all of your properties and enables you to pull specific guest information for your targeted marketing campaigns.

Create Triggered Communications

Save time and keep up with your marketing goals with triggered correspondence. Schedule messages that will reach your guests throughout their stay, like booking confirmations or checkout reminders.

Reward Loyal Visitors

Engage with your guests by setting up a loyalty program with unique rules that meet your property's needs.

