

FOR SALES & MARKETING

See what worked. Plan what's next.

Measurable campaign impact + group deal intelligence. Built for hotel sales and marketing teams who'd rather act on data than wait for the monthly review. Most tools track *activity* — emails sent, ads run, leads logged. Few track *outcomes*. Peaqplus does the second one.



IF THIS SOUNDS FAMILIAR

Three blind spots most hotel marketing runs with.

The honest answer in most hotels is that campaign attribution is guessing, weak periods get spotted late, and reports take a day to build. We've heard it across a hundred conversations.

01

Attribution is guessing

You ran a Google Ads push for the May weekend. Pickup is up. Was it the campaign? Was it pricing? Was it a competitor's bad week? The honest answer in most hotels is "we don't know."

02

Weak periods spotted late

Next month's Tuesday-Wednesday is empty. The pickup signal was visible four weeks ago. By the time the monthly report flagged it, the demand window was closed.

03

Reports take a day to build

Month-end. The GM wants a campaign performance review. You spend Monday and Tuesday in spreadsheets. The conversation happens Wednesday. Three quarters of the value was in the speed you didn't have.

04

Activity or outcome?

Most hotel sales and marketing tools track activity — emails sent, ads run, leads logged. Few track outcomes. Peaqplus does the second one.

THREE CAPABILITIES FOR SALES & MARKETING

See demand. Price with context. Push, not pull.

01 Demand intent — what guests search before they book

Prebook — included free with every Peaqplus subscription — captures every search on your direct booking engine: which dates, how many adults, what room type. Search volume vs booking volume vs final ADR. The demand intent shows up before it becomes a booking, which is when marketing can still act. Four reports: search overview, summary by period, top-searched dates, daily search-vs-booking conversion.

02 Group deal pipeline — priced with revenue context

Inquiries land in the Sales pipeline. Each deal gets a Smart Pricing computed minimum based on your OTB + budget + occupancy band — not a market average. Hierarchical segments (MICE → Conference, Banquet, Wedding) give analytical resolution. Audit trail captures every override and field change. The weighted pipeline (probability × value) shows up automatically in the Forecast monthly view — Sales and Revenue stop arguing about whose number is right.

03 The morning briefing — push, not pull

Five email-formatted reports run on a schedule of your choice — daily performance, pickup, summary, multi-property summary, and the Custom Mail Report Builder (you assemble the components and the schedule). The Daily Briefing lands in your inbox at 7 AM with two AI-generated paragraphs that tell you what to look at today. The report-building work moves from Monday-and-Tuesday to already done by 7 AM.

PULSE AI FOR SALES

Pipeline questions. **Without opening the CRM.**

The Pulse Chat treats the Sales pipeline as queryable data. Three of the questions a sales manager asks every week — answered in seconds:

Q · Which deals are most likely to close this month?

A Three deals at >70% probability: MICE Conference (40 rooms × 3 nights, est. €18k), Wedding Schmidt (28 rooms × 2 nights, €8.2k), Corporate Audi rolling account (est. €11k). Combined: €37.2k by EOM if all close.

Q · What's the Smart Pricing minimum for a 40-room group inquiry in May?

A Based on OTB, budget, and the occupancy band for those specific dates: minimum acceptable rate €138/night. Below that, the block displaces higher-rate transient. Currently bid: €142 — within accepting range. The Decision audit will capture the call.

Q · Show me the pipeline by source and conversion rate.

A Direct inquiries: 32 leads, 28% conversion. MICE referrals: 14 leads, 50% conversion. Corporate accounts: 8 leads, 75%. Best ROI is on MICE referrals — Sales Track has the per-account breakdown.

SCREENS YOU'LL OPEN MOST

- **Pace Insight** — 16 tiles on booking velocity: fill curves, pace ratio vs LY, projected month-end with confidence band
- **Booking Engine Search reports** — 4 reports on demand intent
- **Sales pipeline** — Kanban + table view, filter by segment / period / owner / score
- **Smart Pricing motor** — minimum acceptable rate per deal, override-friendly with audit trail
- **Custom Mail Report Builder** — drag-and-drop your own scheduled email report

PRICING FOR SALES & MARKETING

From €119 — booking engine statistics free.

Starter includes Booking engine statistics, email reports, Pace Insight, Discussion / Decisions. Sales Pipeline + Smart Pricing is in Pro (€344) or à la carte at €49/month.

<div style="background-color: #f9f9f9; padding: 15px; border-radius: 10px;"> <p>Starter</p> <p>€119</p> <p>/ property / mo</p> <p>Booking engine statistics + Pace.</p> <hr/> <ul style="list-style-type: none"> + BI Core · 9 Insights + Booking Engine Search (Prebook) free + Pace Insight · Daily Briefing </div>	<div style="background-color: #f9f9f9; padding: 15px; border-radius: 10px;"> <p>Growth</p> <p>€246</p> <p>/ property / mo</p> <p>Pricing & compset.</p> <hr/> <ul style="list-style-type: none"> + Everything in Starter, plus: + Pricing & Rate Management + Competitor Rate Intelligence </div>	<div style="background-color: #212121; color: white; padding: 15px; border-radius: 10px;"> <p>Pro SALES FIT</p> <p>€344</p> <p>/ property / mo</p> <p>+ Sales Pipeline + Smart Pricing.</p> <hr/> <ul style="list-style-type: none"> + Everything in Growth, plus: + Sales Pipeline + Smart Pricing + Pulse AI · Revenue Meeting </div>
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Sales module standalone add-on alongside Starter

Sales Pipeline + Smart Pricing **€49 / mo**

Attribute the next campaign. End to end.

A 45–60 minute walkthrough on a simulated property. We walk through a sample campaign, show how Prebook tracks search intent, and demo a Sales pipeline deal with Smart Pricing math. Bring a real campaign — we'll model it.

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