



Digital Marketing Services

Whether you need **TrackDMS** to work as an extension of your marketing team or you need us to be your marketing team, our agency model will provide you with the resources and tools to position your company for success by differentiating your hospitality business in an increasingly competitive marketplace.

Actual Results Realized by TrackDMS Customers*

*Results will vary

SEO

+500K organic clicks
in under 2 years

Email Marketing

\$115K single-year revenue
from new guests

Social Media

37 last-minute
bookings in < 2 months

Cart Abandonment

17.2% conversion rate on
recovered checkouts

Spend Management

10 year revenue peak attributed
to PPC campaign



**Buyers Don't Book
on the 1st Click**

94%
Use Multiple Devices

80
Average planning cycle
in days

62%
Research Multiple
Destinations

.52%
Avg. E-Commerce
Rate