

Beyond the Wild West: Scaling Hospitality with Sojo and Track

The difference between a standard stay and a memorable experience often comes down to the details. For Sojo, an amenity automation platform, providing those details requires a deep, data-driven partnership. By integrating directly with Track, Sojo helps vacation rental managers transform reservation data into physical guest experiences that build lasting loyalty.

About Sojo

Sojo is a Nashville-based amenity automation platform founded in early 2021. The company specializes in helping professional vacation rental managers automate the delivery of guest amenities, such as bathroom essentials, kitchen kits, and personalized gifts. Kalie Clark, Sojo's Director of Sales, has been with the company since its inception, working to streamline operations for some of the most sophisticated property managers in the industry.

The “Wild West”

The vacation rental market can often feel like the “Wild West,” characterized by operational complexity and a lack of standardization. As property management companies grow, they require a high degree of customization to differentiate their brands. However, many software platforms are too rigid to support the unique needs of high-end managers. Without the ability to easily leverage guest data, managers struggle to automate personalized touches, such as VIP welcome gifts or pet-friendly amenities, at scale.



Choose Your Adventure

Track provides the robust and flexible foundation Sojo needs to deliver on its promise of automation. Through Track's highly customizable interface, managers use specific tags to identify different types of stays, such as repeat guests or those traveling with pets. Sojo's platform automatically recognizes these tags, triggering the delivery of the correct amenities without any manual work from the management team. This "choose your own adventure" approach allows managers to build a tech stack that aligns perfectly with their unique operational goals.

The Partnership

The partnership between Sojo and Track has moved beyond simple software integration to create a standard of professional excellence in the industry. For Kalie Clark and the Sojo team, the relationship is defined by the quality of the people and the clarity of the vision at Track.

»» **Visionary Leadership:** The culture of success is set at the top. Kalie notes, *"I feel like Track has a very clear vision, they are very professional, and they are very goal oriented. They want to make sure everyone is successful".*

»» **Operational Reliability:** In an industry often defined by friction, Track stands out for its composure. *"They are incredibly professional, they are organized, and there is limited chaos, which is rare in our industry,"* Kalie explains.

»» **Elevated Performance:** By combining robust data with physical automation, the partnership allows property managers to "level up" their entire business and focus on the Heart of Hospitality.

"It is always a breath of fresh air to get on a call with someone at Track because I know we are going to have a professional conversation, and we are going to reach a goal together".

Kalie Clark
Director of Sales | Sojo



Become an Integrated Partner