

GenAI isn't here to replace marketers.
It's here to **elevate them.**

DO MORE

Extend Your Team's
Capabilities



KNOW MORE

About Your
Customers &
Prospects



CREATE MORE

Optimize
Individualized
Content



AUTOMATE MORE

Faster Workflows



LEARN MORE

Unlock Business
Challenges With
Answers

The GenAI Revolution is Here...

and it's transforming the marketer's entire workflow



AUTOMATION

Data Onboarding

Journey Orchestration

Campaign Creation

Compliance



INTELLIGENCE

Identity Resolution

Enrichment

Forecasting/Reporting

Assistance



OPTIMIZATION

Content & Creative

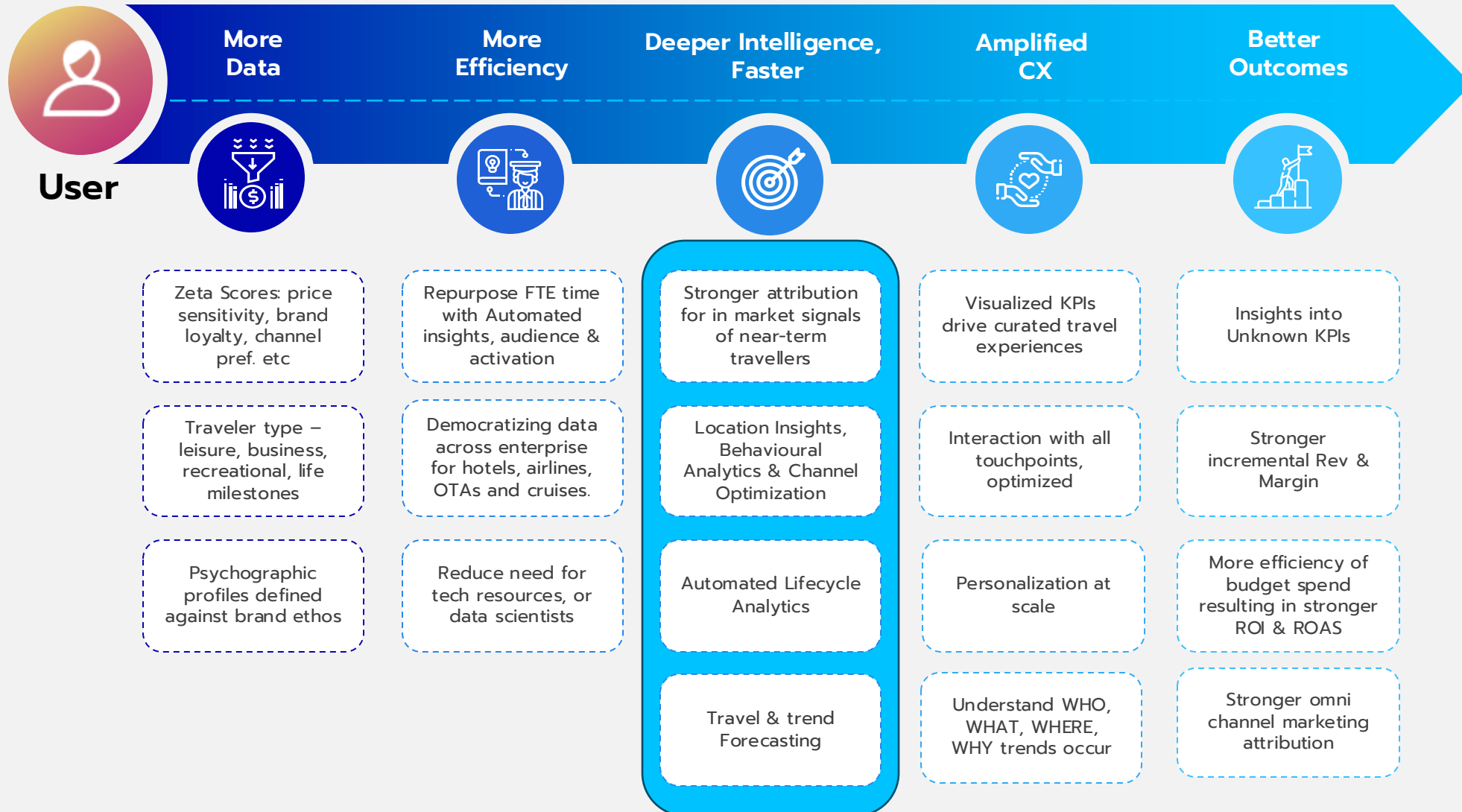
Personalization

Recommendations

Analytics

Where AI Meets Travel & Hospitality

Focused on your needs, with traveler experience in mind



Zeta Drives 15% Email Revenue Growth Through AI

Engaging customers in a more unified and coordinated manner across channel

Their Challenges

- Charged with doing more with less - no incremental budget YoY
- Prospects beginning a booking but not completing, with revenue lost to competitors or OTAs
- Lack of insight into customer profiles particularly with Red Roof PLUS+ and HomeTowne Studio Brands

Our Partnership

Technology / Channels:

- CDP, ESP, Data Cloud, Lightboxes, Media
- Gen-AI powered Audience Interest/ Intents

Professional Services:

- Paid Media & Search Managed Services

How Zeta Solved

- Data Cloud uses AI to identify customers by brand affinity and target them with AI generated audiences to effectively drive positive ROAS
- AI-powered productivity tools to understand customer's channel availability and responsiveness
- Delivered abandon booking page program utilizing Zeta solutions to drive incremental revenue

KEY STATS:

22%

Increase in site traffic

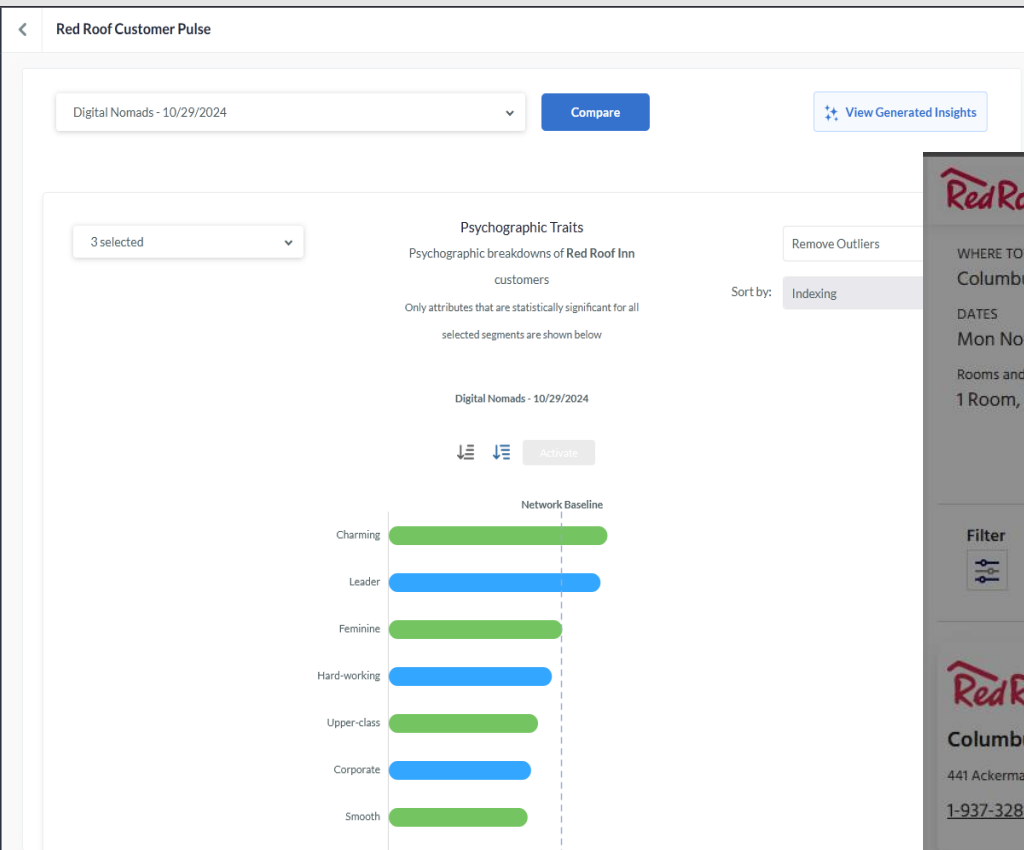
11%

increase in bookings

15%

increase in Email Revenue

Zeta Drives 15% Email Revenue Growth Through AI



Red Roof

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