

Inntopia Marketing Cloud

Unlimited data sources, 360° guest profiles.

Don't just centralize guest data, put your guest data to work in every decision, every marketing campaign, and every guest interaction and touch point.

The screenshot shows the Inntopia Marketing Cloud interface. The user is Samuel Dean. The main content is the 'Customer Profile' for Gregg Blanchard. It includes a profile picture, contact information (email: dgreggblanchard@gmail.com, address: 56 Edwards Village Blvd #225, Edwards, CO 81632, USA, phone: 970-401-2380), and key metrics: RFM Score (11/15), NPS (8/10), and Head of Household (Yes). Below this is a table of 'RECENT BOOKINGS' with columns for Id, Product, Purchased, Event Date, Location, and Event Type. Two bookings are listed for ID 2207. On the right side, there are additional metrics: Email Activity Score (65/100), Klout Score (58/100), and Social Accounts (Facebook, Instagram, LinkedIn, Twitter).

Every Transaction, Every Insight

Import and merge data from your PMS, POS, tee-sheet, spa, surveys, marketing channels, demographic appends, and more.

Neatly Integrated with Marketing

Use guest profiles, traits, and data to target individual guests and key segments on everything from email and SMS to social media and direct mail.

Comprehensive Guest Profiles

Guests are automatically grouped by family and linked to every transaction from each of your systems, even if they used different info to book.

Automation for the Entire Lifecycle

Spin up more than 25 proven automations or create your own using any combination of data as triggers to nurture guests through the travel cycle.



"We're sending the same volume of emails we did before and seeing significantly more traffic and conversions."

Palmetto Dunes Oceanfront Resort

Hilton Head Island, South Carolina



“With email...because we can segment our guests so well, we’re sending fewer emails but generating more revenue.”

Camelback Resort

Tannersville, Pennsylvania



“If you are looking for a solid CRM tool that is... genuinely interested in the success of your company – Inntopia Marketing Cloud is your platform!”

Big Cedar Lodge

Ridgedale, Missouri



Additional Features

- ✓ More Than 70 Integrations
- ✓ Proactive, Experienced Support
- ✓ Comprehensive Reporting Library
- ✓ Omni-Channel Marketing
- ✓ Advanced QR & Barcodes
- ✓ Fully Customized Confirmations
- ✓ Industry-Leading Data Quality & Access Control
- ✓ Over 3 Billion Messages Delivered

Contact Our Team

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