

Predictive Personalization

Predict user intentions with powerful AI algorithms and run hyper-targeted website campaigns based on user value, likelihood to book, and flexibility.

With Predictive Personalization, manage offers more strategically, by displaying booking incentives only where they're needed, while upselling to high-spend users.

Predictive Personalization

- Intent 0% - 50%
- Spend 50% - 100%
- Flexibility in Dates 0% - 100%
- Flexibility in Destination 0% - 100%

Gourmet Stay

Enhance your stay by adding a 3-course dinner.

Feeling hungry at the thought? Search for our "Gourmet by SLH" rate to add this gastronomic experience.

[I WANT THIS OFFER](#)

PSST.. BOOK NOW AND STEAL 15% OFF YOUR ROOM RATE

[APPLY THIS OFFER](#)

How does it work?

- 1 We apply **machine learning** techniques to understand **user behavior** and score their intent, spend, date flexibility and destination flexibility.
- 2 Then **personalize** the website experience by automatically presenting the best **content and offers** for that user.

What do we track?



Past Behaviour

Before coming to the hotel website



Current Behaviour

On the hotel website



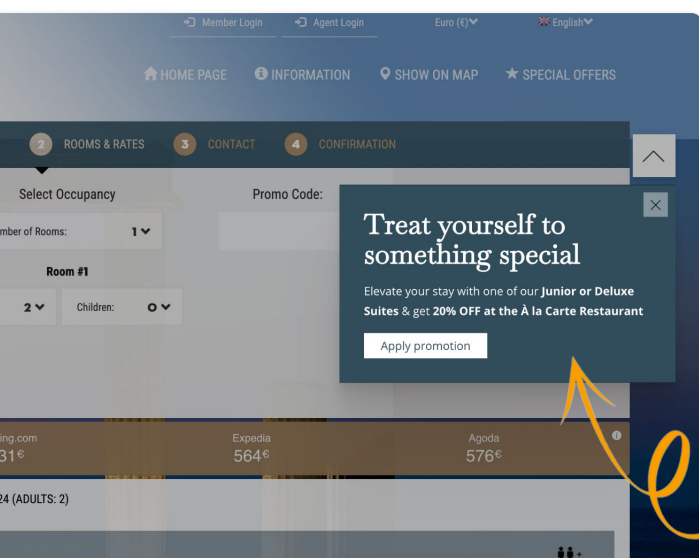
THN Interactions

What they see, how they respond



External data

Market data on OTAs, competitors, etc.



Why Predictive Personalization?

- Increase website conversion rates for low-intent users.
- Boost average booking value from high-intent users.
- Save on promotional spend.

Example:
Incentivizing visitors with high intent and high spend