

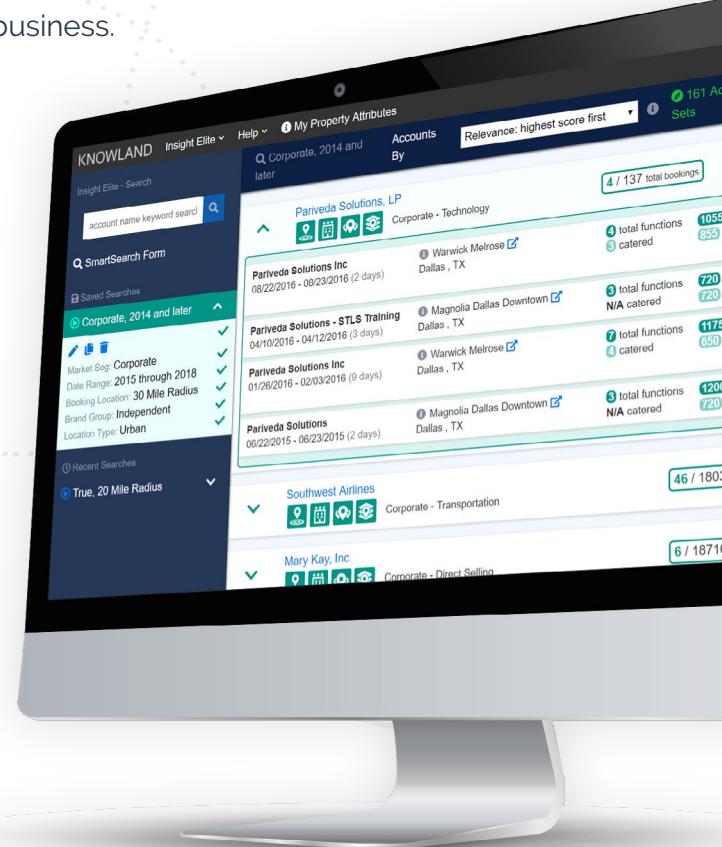
Knowland Platform with SmartSearch

Outperform your competition and optimize your profitability by easily prospecting your best-fit group business

Prospecting for new group business is made easy using Knowland with SmartSearch. Accounts and groups are compared to your property's attributes, surfacing those most likely to book with you.

There is nothing like it on the market today. SmartSearch applies cutting-edge, real-time search and analytics technology to the powerful Knowland event database. Leverage the power of search to find groups that are a great fit for your property. Use the event details to turn cold calls into warm conversations to advance sales cycles and win more group business.

- ✓ Optimize direct booking revenue by prospecting into accounts that meet the criteria you set and therefore have the highest potential for conversion
- ✓ Proactively source highly relevant, but hard to find, "Hidden Gem" account leads to prospect into that fit your property even before the RFP hits
- ✓ Utilize Knowland-verified booking information and account history to easily prioritize the most-likely-to-convert leads
- ✓ Access competitive set event data, build unlimited comp sets and validate share against your weekly STR Report
- ✓ Access 100,000+ additional planner contacts through our Premium Contact Data add-on subscription
- ✓ Verified planner contacts, with qualified opportunities scored against your hotel fit for value and experience
- ✓ Human-verified and re-verified every 90 days to provide call confidence



WHAT CUSTOMERS ARE SAYING ABOUT KNOWLAND with SMARTSEARCH

70%

discovered qualified prospects they wouldn't have found otherwise, influencing their sales strategies & winning more share

65%

saved time when creating a prospecting list, increasing efficiencies

70%

turned cold calls into warm calls using account details found in Insight Elite, accelerating sales cycles

Knowledge is Power

Knowland empowers hotels and other properties to deploy a Proactive Group Sales Strategy. Our unbiased data, the industry's largest database of actualized events, helps you source the right business at the right time to take control of your revenue, build a stronger base of repeatable business and optimize profitability. That is powerful!

Knowland Gives
You Access To:

16,912,621 Events • **7,234** Hotels • **827,762** Accounts
100,000+ Premium Planner Contacts • **150+** Convention Centers

Take Control of Your Revenue

Our industry-leading SmartSearch capability enables you to proactively and directly go after the business that has the greatest likelihood of booking with your hotel or property. Prospect new groups you might not have otherwise known about, "hidden gems," while also prioritizing only the most qualified inbound leads. Empower your teams to have engaged "warm" prospecting calls and develop winning proposals utilizing relevant Account booking history.

The screenshot displays two user profiles within the Knowland platform. The top profile is for 'Jane Doe - Event Planner' from ABC Corporation, showing details like average events per year (20), average attendees (501+), location (New York, NY), and territory (Middle Atlantic Region). The bottom profile is for 'John Doe - Meeting Planner' from ABC Company, showing average events per year (1-100), average attendees (6-10), location (Unknown), and territory (United States of America). A large yellow starburst graphic overlaid on the interface prominently features the text 'NEW! Premium Contact Data'.

Build Repeatable Business

The more you know about the buyer on the other side of the table, the better chance you have at creating a business relationship that is sustainable. Knowland-Verified Event Information gives you actionable intelligence to personalize your event solution against their needs to foster meaningful partnerships.

Optimize Profitability

Prioritizing a Proactive Group Sales Strategy over other sources of business maximizes group revenue, improves conversion rates, customer relationships and lowers your cost of acquisition. Incorporating outbound selling in a strategic way places more emphasis on relationship and value-selling than on rates, dates and space.

At Knowland, we are changing how group business is sold. With the industry's largest database of actualized events, we harness the power of actionable intelligence so our customers gain control of pipeline development, optimize profitability, and build a stronger base of repeatable group business. That's the Knowland Advantage. See why thousands of customers trust Knowland to sell smarter and maximize their revenue. Knowland operates globally and is headquartered in Rosslyn, VA.

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