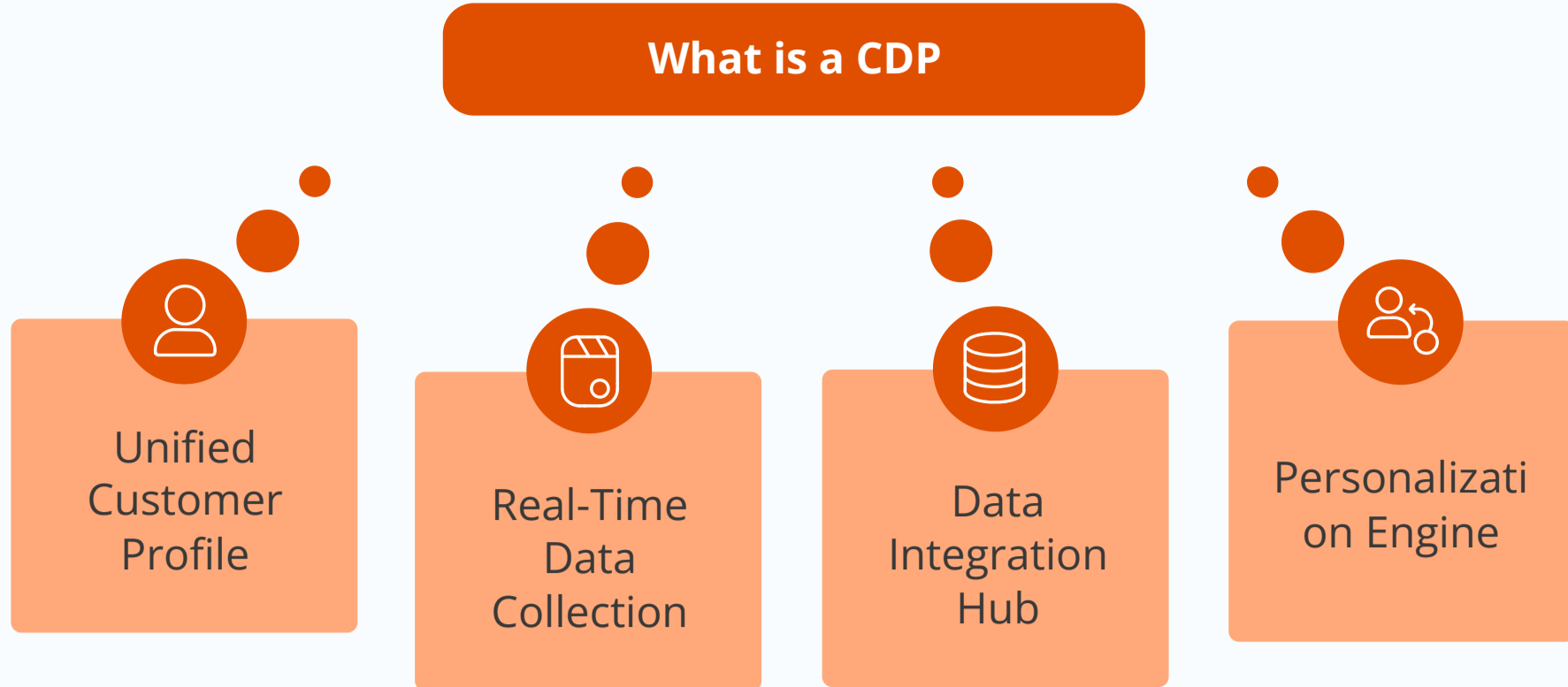


The Hotel Guest Journey: How a CDP Personalizes Every Stay

What is a CDP ?



A Customer Data Platform (CDP) is a unified system that collects customer data from every source — website, app, CRM, loyalty program, transactions — and stitches it into a single, real-time customer profile that marketing and operations teams can act on.

How It Works



THE HOTEL GUEST JOURNEY



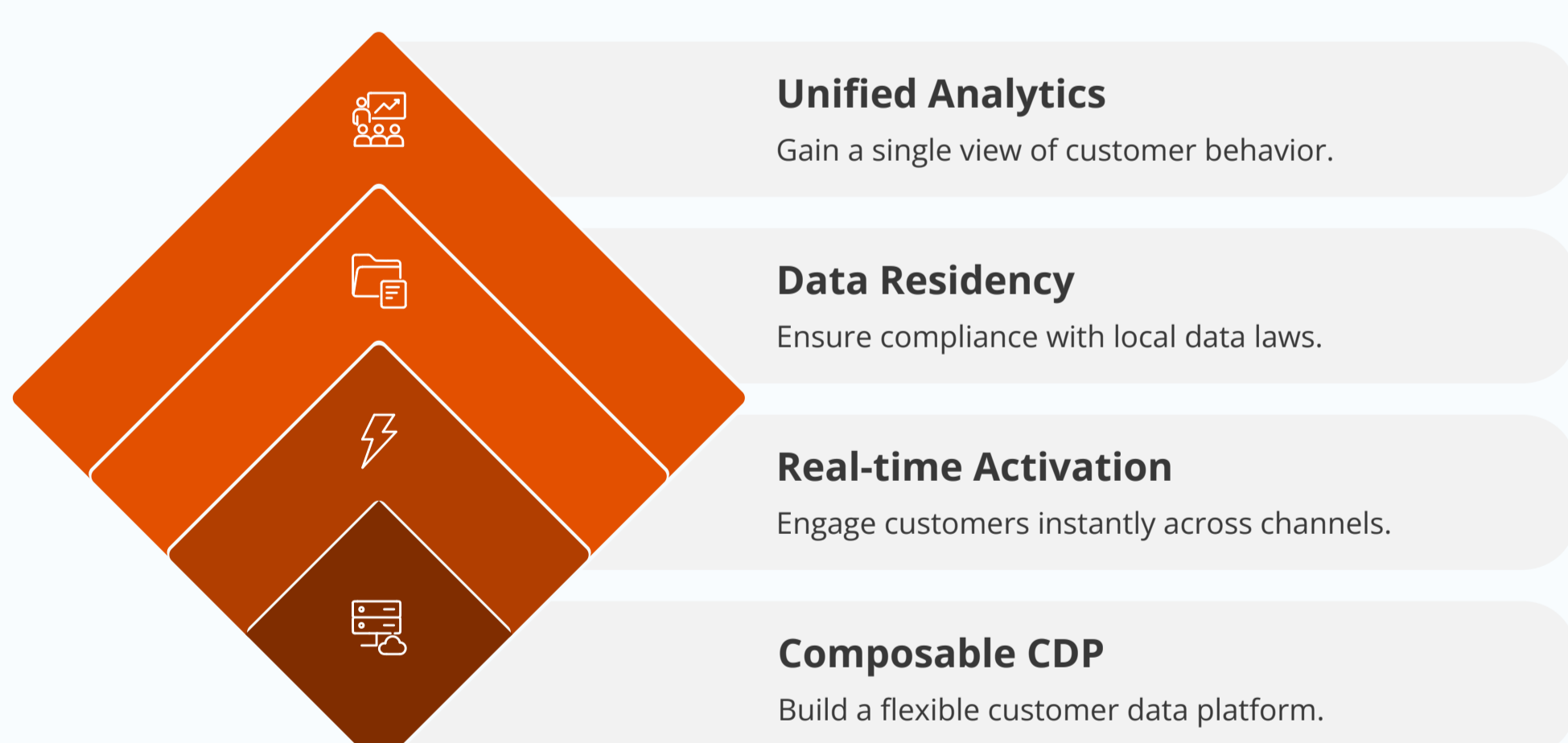
A CDP personalizes every stage of the guest experience

Stage	Moment	CDP in Action
Awareness	Searches online	Captures anonymous intent signals
Consideration	Browses your site	Builds real-time behavioral score
Re-engagement	Leaves without booking	Triggers personalized retargeting in minutes
Booking	Makes a reservation	Resolves to known profile with full history
Pre-Arrival	Days before check-in	Sends hyper-personalized pre-stay offers
In-Stay	Checks in	Live preference view for staff; auto-triggered amenities
Post-Stay	After checkout	Survey, loyalty update, and re-engagement — automated

How Lemnisk Helps



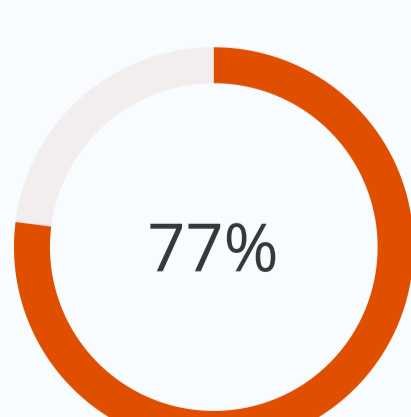
Lemnisk is an enterprise-grade composable CDP enabling real-time, AI-driven marketing activation while keeping customer data on-premise, in the enterprise cloud, or within a chosen geography.



Why It Matters

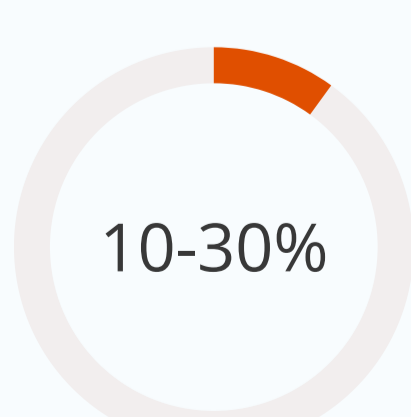


Guests today **expect to be known** — not just welcomed.



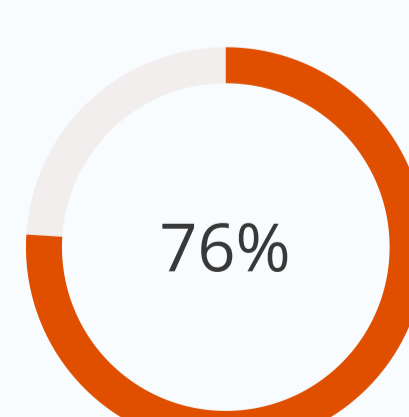
Guest Willingness

Of hotel guests are willing to share data for a more personalized stay



Revenue Uplift

For hotels that personalize (McKinsey)



Generic Disengagement

Of consumers disengage when communication feels generic

The data already lives in your systems. A composable CDP puts it to work — turning fragmented records into meaningful moments that drive loyalty, direct bookings, and long-term revenue.

Because a comfortable room is a given. A remembered guest is a differentiator.