

Personalize your website according to the profile of each visitor and boost its performances!

Display targeted messages on your website at the right time according to the profile and the behaviour of the visitor.

H.Marketing Push is an e-marketing solution that allows you to display targeted message on your websites while being completely autonomous. Thanks to H.Push Marketing, you can also propose customized information to your site's visitors.

This solution, which adapts to any type of existing website, is a true performance accelerator. With its solution, you can: encourage visitors to book, valuing the strengths of your property, as well as target a local and international clientele, create animations as for example competition games, answer to mixed reviews, transform prospects visitors into identified leads, retain and allow outgoing visitors to return, ... and, of course, increase your direct bookings. **Your website will reach the new Web 3.0!**

Main features:

- 1 Enrich the content** of your web site very easily and autonomously
 - Intuitive editor of custom messages
 - Several dozen preconfigured scenarios
 - Choice of the display mode: popin, floating, notification
 - Possibility to integrate forms
 - Integrates with any type of existing site
- 2 Targeting messages** according to the profile and behaviour of the visitor
 - Multi criteria targeting
 - Geographic targeting/1st visit - has already come/from referring site
 - Advanced setting of the trigger and of the display pages
 - Choice of the period and the display days
 - Multilingual management
- 3 Measure the performance** of your content, your offers and better know the visitors of your site
 - Performance monitoring tables
 - Device for A/B testing of messages
 - Feedback and call-back forms

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Web site Area

H.Marketing Push, easy to install and 100% customizable

- 🕒 Installs in just a few minutes
- 💻 Automatic integration of the Design of your site
- 🔧 Graphic customization without limit
- ✚ Choice of the display location

Specifications:

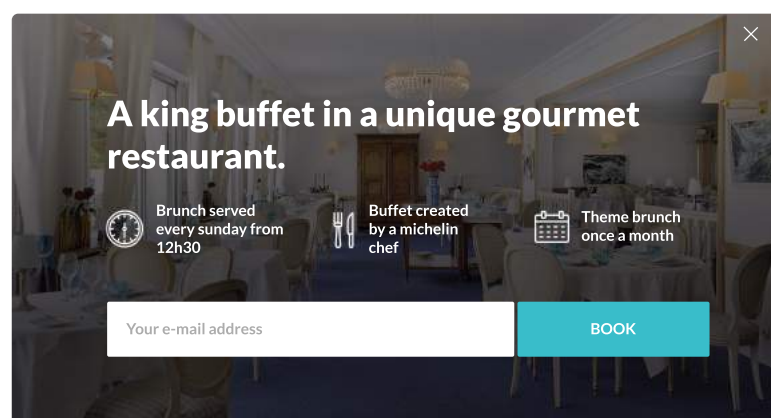
- 🔒 Secure online interface
- 🔧 Simple and unlimited customizable graphs
- 💬 Editor of intuitive messages
- ⚙️ Advanced modules: registration of emails, questionnaires, opinion of customers, compare HPE prices, social networks, call-back, ...
- 📊 Various display modes: popin, floating, notification
- ✚ Choice of pages and the display location
- 🖱️ Multiple display triggers: Upon arrival on site, leaving the site, depending on the route of the visitor, ...
- 👤 Multiple targeting criteria: According to the geographical origin, the status of the visitor, the referrer site, the route of the visitor, ...
- 📁 Several dozen preconfigured and customizable scenarios
- 🌐 Multilingual management
- 📅 Management of the posting period and the possibility to restrict displaying to certain days of the week
- 👁️ Preview Function

Administration Interface Area

H.Marketing Push, a back office for an autonomous and intuitive management of your marketing scenarios

- 👤 Intuitive processing after a simple training of 1h
- 💬 Easy management of messages and targeting
- 📊 Advanced setting of the trigger and of the display periods
- 📈 Monitoring of the results is child play

- 📄 A/B Testing
- 📄 Csv export of registered coordinates
- 📊 Monitoring tables of the performance of the messages and statistics of messages: Number of displays, display time, rate of clicks.
- 🕒 Installs in a few minutes on any type of web site



With H.Push Marketing, hoteliers can finally adapt their e-marketing strategy according to the development of their needs.