

**Data management suite that enables  
consolidation, consistency while intelligently  
harnessing the power of data**

Key aspects & compliance frameworks



# Facing a pandemic that is defining a painful new era.

The COVID-19 pandemic - the first modern pandemic - will define this era. No one who lives through this pandemic, will ever forget it. And it is impossible to overstate the pain that people are feeling now and will continue to feel for years to come. \*

hub360D platform has been enhanced to contain the many aspects that have been redefined during the pandemic period.

# Email delivers the highest ROI for marketers

Email marketing is more powerful than it's ever been. The past decade saw a record amount of new technologies emerge, making this one of the most exciting decades for marketers in recent memory. And it's only getting better.

\*

In 2019, global email users amounted to 3.9 billion users (Statista, 2020). This figure is set to grow to 4.3 billion users in 2023 (Statista, 2020). That's half of the world's population. This statistic clearly shows that email marketing is an opportunity that you shouldn't be missing out on.

Email Marketing Benchmarks: COVID-19 Edition  
**2020 will forever be defined by the COVID-19 pandemic—one that will permanently alter both life and business, especially for retailers.**

More people are opening email during the COVID-19 pandemic than ever before. As consumers increasingly stayed home, their online shopping habits changed, causing ecommerce to soar.

## Some facts remain stable

For every \$1 spent, email marketing generates  
\$38 (Campaign Monitor, 2020)  
\$42 (DMA, 2019)

Email opens on mobile grew 30%  
Personalization increases open rates by 36%  
Segmented campaigns drive a 760% ROI  
A/B testing improves conversion by 49%

In 2020, the post-COVID period saw an increase of 21.5% in open rates over the pre-COVID period.

Particularly for March, it's important to note not only that opens are up across the board, but also that send volumes were up 18% over February 2020. And, while it's fairly typical for March to have higher send volumes than February historically, the rise in opens is not necessarily typical.

# Whats hub360D?

Data in an organisation becomes the prime property that can govern the future, while it is still doubtful if the value around the data is understood still.

hub360D stands for Data in a 360 degree view.

## Simple & Comprehensive

This is a comprehensive suite of data related simple things that evolved in 14 years of our data exploration and research. Every bit of the tool evolved from a well identified need and show-only-what-is-needed, avoiding clutters.

hub360D combines six Cs: collects, collates, consolidates, complies, connects and communicates. The system assists with bringing all enterprise data into one pool - CRM, transaction or marketing. It does not stop with customer data, but extend to even brand contents and multimedia.

The module will be provided as Software as a Service (SaaS).



# Additive attributes to an Enterprise Approach

hub360D takes an enterprise approach that provides several benefits to the organisation.

- Unified Data in one place
- Unified ID for every entity - across all sources
- GDPR Compliance
- Creation of visitor Persona
- Management dashboards
- Multi channel integration
- Persona Identification
- Detailed Segmentation
- No duplicate records for one person
- Consistency in communication with clear Brand voice
- Each visit needs only automated update of information
- Visitor journey across outlets, campaigns and time
- Adaptive feedback forms for qualitative results
- Predictive analysis
- Targeted marketing from a unified window
- Better planning
- AI Inducted



# Components Involved





Key aspects around intelligently harnessing the power of data with hub360D

# Hub360d Data management platform

The special data management tool for unified customer journey & assessment for efficiency in relationship marketing & enhanced business processes.

COLLECT

STANDARDIZE

CLEANSE & ENRICH

CONSOLIDATE

INTEGRATE

ACTIVATE

COUNT

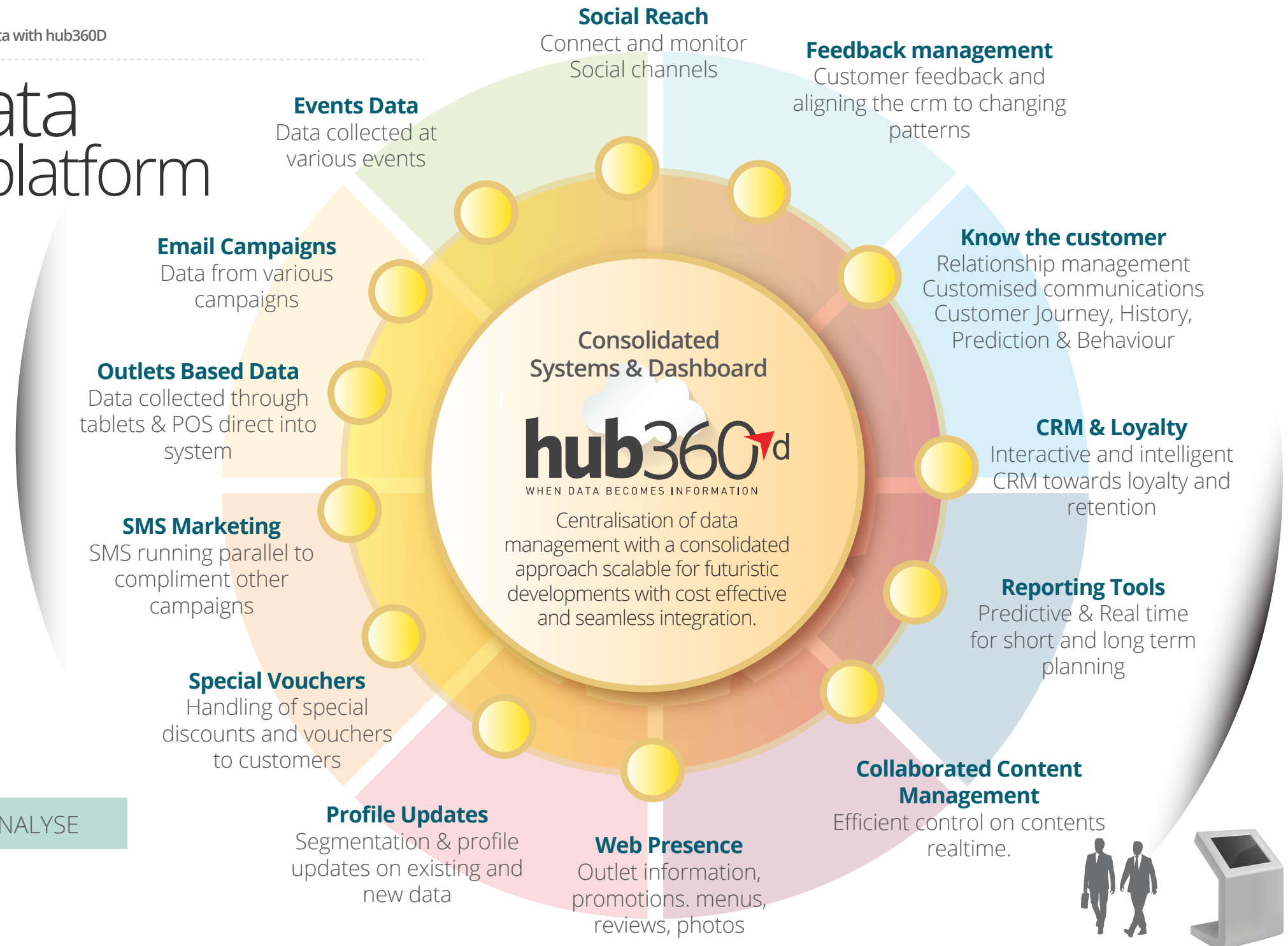
IDENTIFY

TRACK

ANALYSE

DASHBOARD

STRATEGISE



# Data Collection using handy devices

## Contactless using the pandemic



8% growth per month

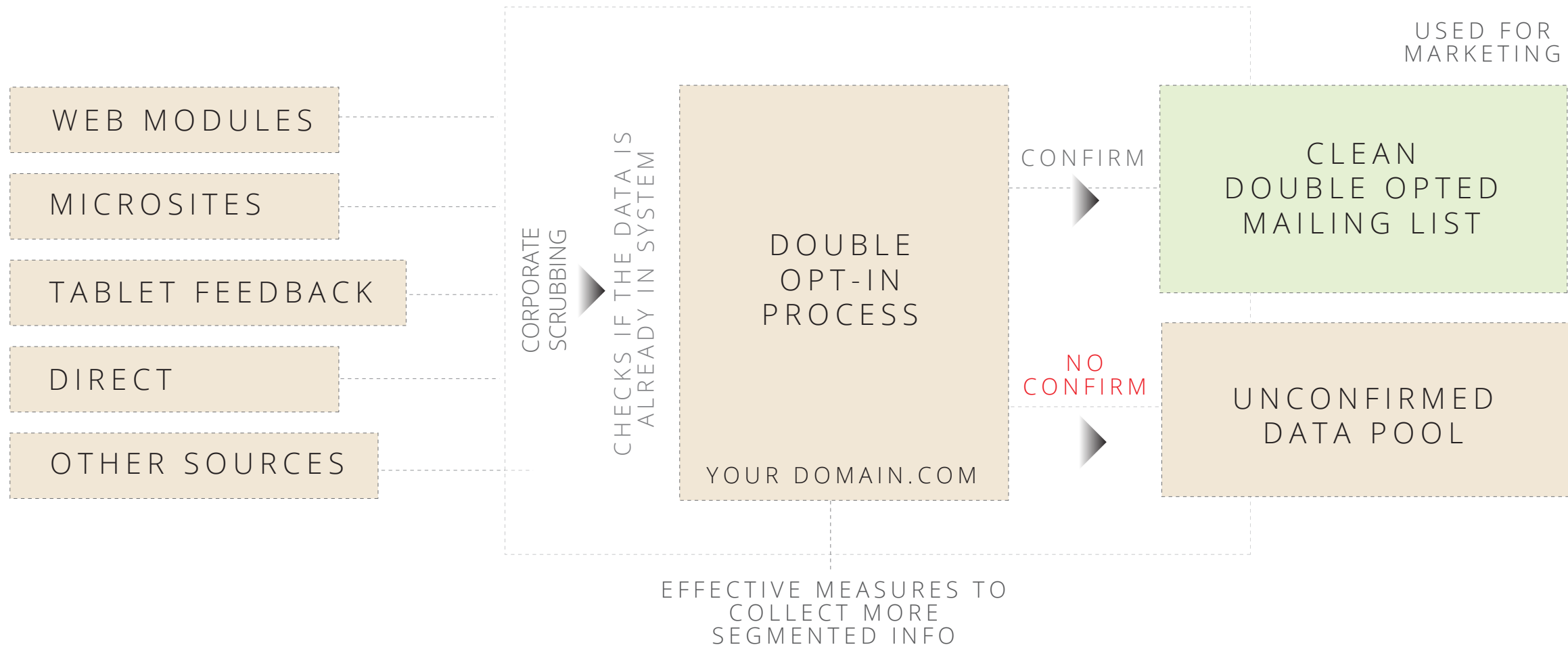
40% increased engagement

Use of QR code enabled dineapple served data forms has improved the quality & quantity of records

**dineapple**  
TAKES THE HASSLE AWAY



# Data Collection process adaptation



# Manage the data in the best way

## TYPICAL PROCESS OF DOUBLE OPT-IN



It is very important to link your website, social media and other web presence into your data systems. The consolidated approach makes it possible to view the entire system from its umbrella view.



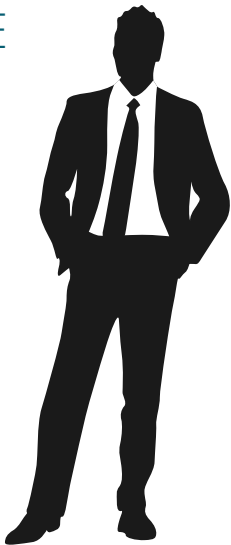
# Administering the solution



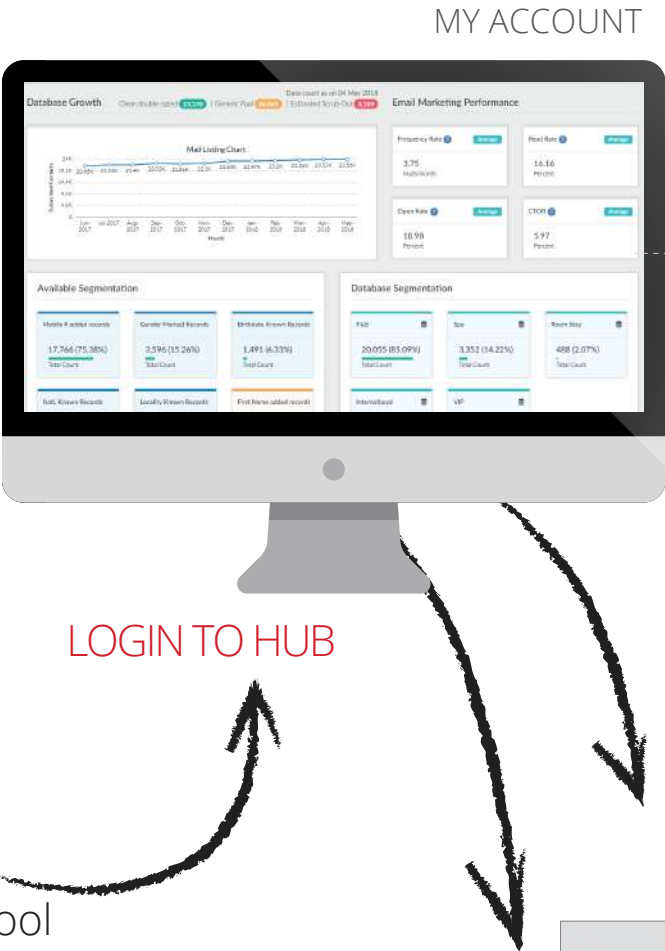
CONTROLLED ACCESS  
TO USERS FOR  
VARIOUS MODULES



DATA EXPOSURE  
CONTROLLED  
IN COMPLIANCE  
TO GDPR



**Manager**  
Signs up  
for HUB tool  
with a contract



LOGIN TO HUB

Knowledge base

Enable customer data

Clean & double opt-in

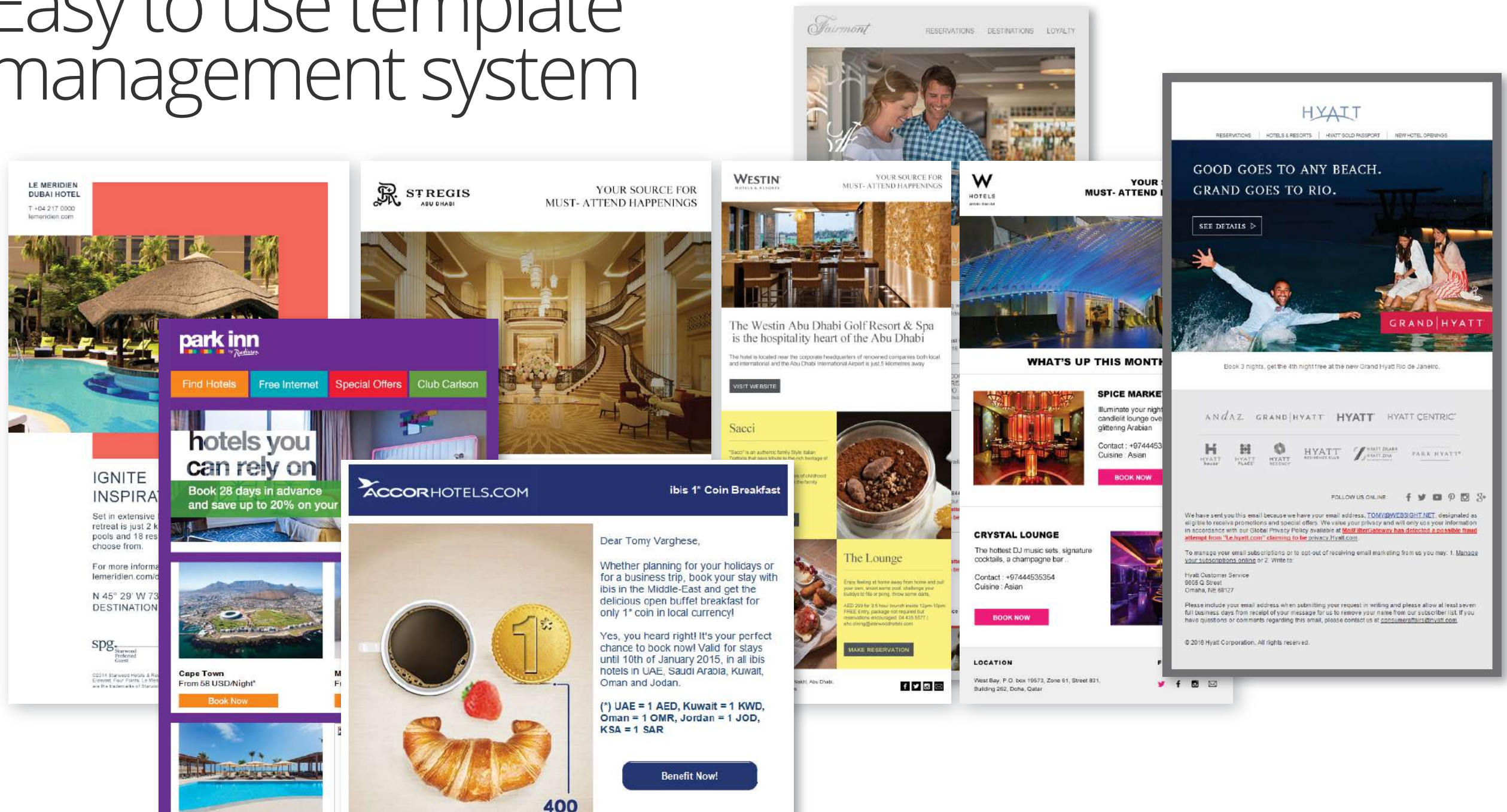
Templates & localisation

Trigger email marketing

Analyse & plan forward

Key aspects around intelligently harnessing the power of data with hub360D

# Easy to use template management system





# Analytic corner

This module will provide detailed analysis on the customer details, journey and behaviour pattern. Data will be presented in tables and meaningful charts.

Analytical dashboards as well as extractable reports in various formats are available.

To produce more sensible and meaningful findings that can be practically put into business use, we also involve with clients to know more of their strategic needs and tailor the output based on them.





# Ensuring compliance to the EU-GDPR

The General Data Protection Regulation (GDPR) is a regulation that intends to strengthen and unify data protection for all individuals in the European Union.



Times World is registered with the Data Protection Act 2018 No. ZA473769  
Times World is a certified entity to consult on GDPR.

Webinars and knowledge sharing sessions well in advance

Review of all data processes and websites to be compliant

Applying full regulatory control on data collection, use and exposure

Right to be forgotten to reflect the claim of an individual to have certain data deleted so that third persons can no longer trace them.  
Breach Notification  
Steps to notify users about any breach and take other steps to remediate injuries caused.

Privacy policies and cookie handling and statements inspected and being updated.

Ensuring all guidelines from the enterprise are complied to. Technical, legal and branding.

Double Opt-in, consent and proof of consent revisited

Other Steps include Right to restrict, Data retention period, Right to rectification, Data portability & Security.

# Exemplary system for email marketing



# Unified Data Management & Marketing Strategy

Measure performance & evaluate returns

## Benchmarks of evaluation

It is very important to match your stats with reliable benchmarks. Hub would periodically provide you with this information collected from various sources.

## Analyse multiple cases

Gauge effectiveness with a full study of reports.  
Try implementing A/B Split cases to see what works well

## Know the list better

Performance will be linked to certain characteristics of the members in the mailing list. A variety of parameters will guide to important factors such as active hours, mobility etc

## Setup goals

Effectiveness can be measured through proper goal setting. For eg, what impact did a campaign make on the specific landing page. What kind of conversions happened through the action etc. Connect campaign yields with your portal's performance.



# Features Components & controls

Data Acquisition - Direct, Email, Web, Tablet and Social  
Data distribution  
Data dashboard & detailed reporting  
Powerful and Intelligent Data Metrics  
Unified 360° Profile  
Customer Journey Orchestration  
Feedback Management  
Adherence to Scrub processes  
Template Management & responsive email designer  
Cross platform connectivity - websites  
Suppression management  
Deliverability management  
Discounts & Coupons Management

Connect with Dineapple - contactless ordering system  
RSVP Management  
Consolidated Dashboard  
Response monitoring and actioning  
Inactive cleanups  
Brand Guidelines  
EU-GDPR, CAN-SPAM compliance  
Multi-Language enablement  
Secure & real-time opt out  
Opt-out call back  
Uses ESPR member ESPs with validated scores with ISPs  
Constantly monitored NPS (Net Promoter Score)  
Support & Ticketing

**How to use the system?**



# Stage 1

# Platform enrollment

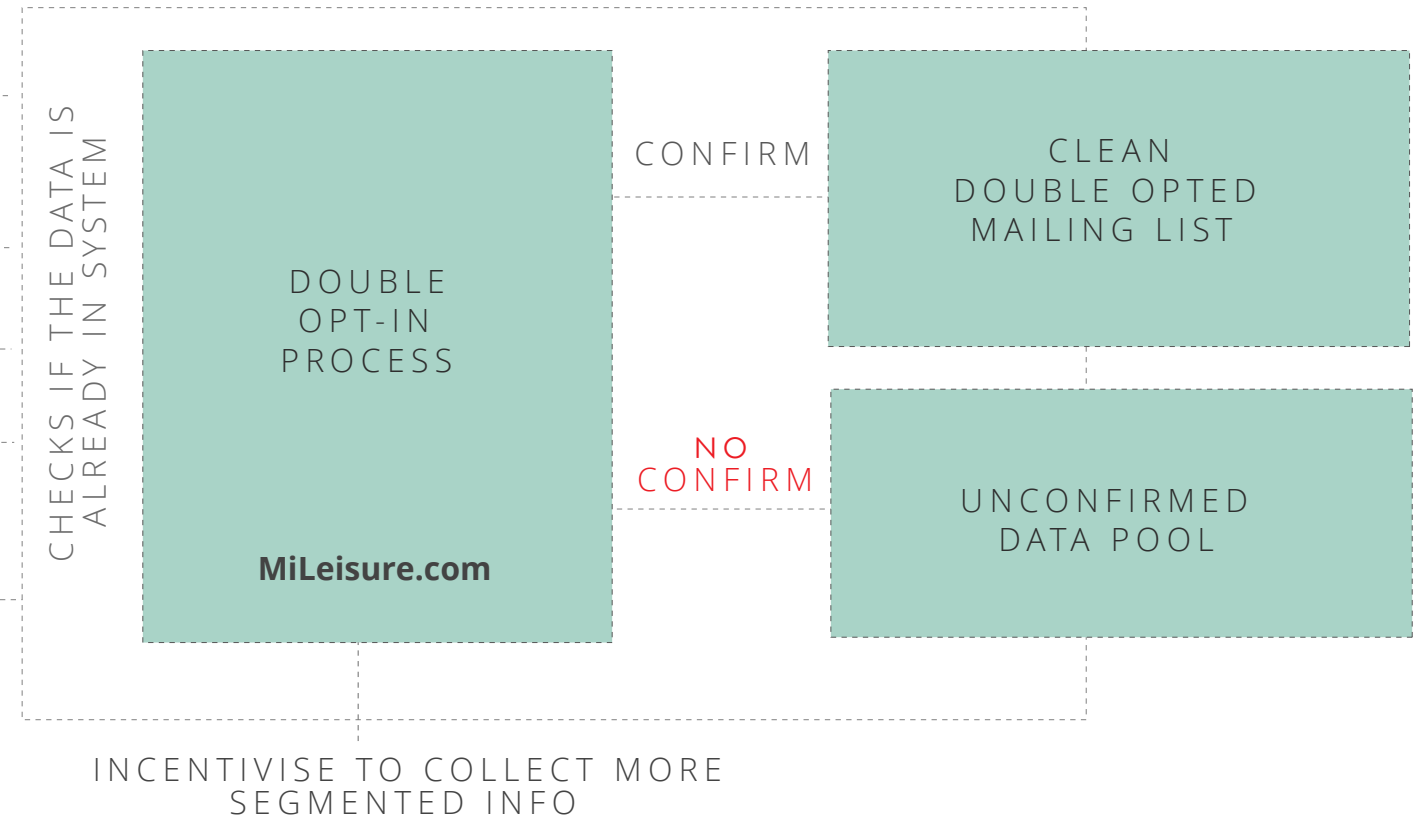
Hotels sign up for the core system and the tailored components and features specifically needed.

# Stage 2

## Identify Data Sources

CORPORATE SALES  
GUEST FEEDBACK - COMMENT CARDS & ANY OTHER  
ROOM RESERVATIONS  
RESTAURANT BOOKINGS  
TRAVEL & EVENTS  
WEBSITES - DINING PORTALS & OTHER MODULES  
TABLET FEEDBACK  
THIRD PARTY PARTNERSHIPS  
SOCIAL MEDIA

All source streams require Double Opt-In to be performed before adding to mailing list.



# Stage 3

## Submit existing data for cleansing

As part of collating the existing data lists prior to onboarding, hotels can send data in any format (with details of the source). The files can be uploaded through specific secure channels or through the Account Manager.

This data list(s) will be manually cleansed and deduplicated before adding them to an incoming mailing list, which will be used for double opt-in process later.

# Stage 4

## Get the existing data double opted

Post cleansing and deduplication, the records in the generic pool will be checked if they belong to any suppression lists by ISPs and also the scrub tool by Marriott. Double opt-in invitation is sent to the final list, optionally with an incentive.

Once people complete the double opt-in, the records gets added to the Clean list. These records are then used for marketing.

# Stage 5

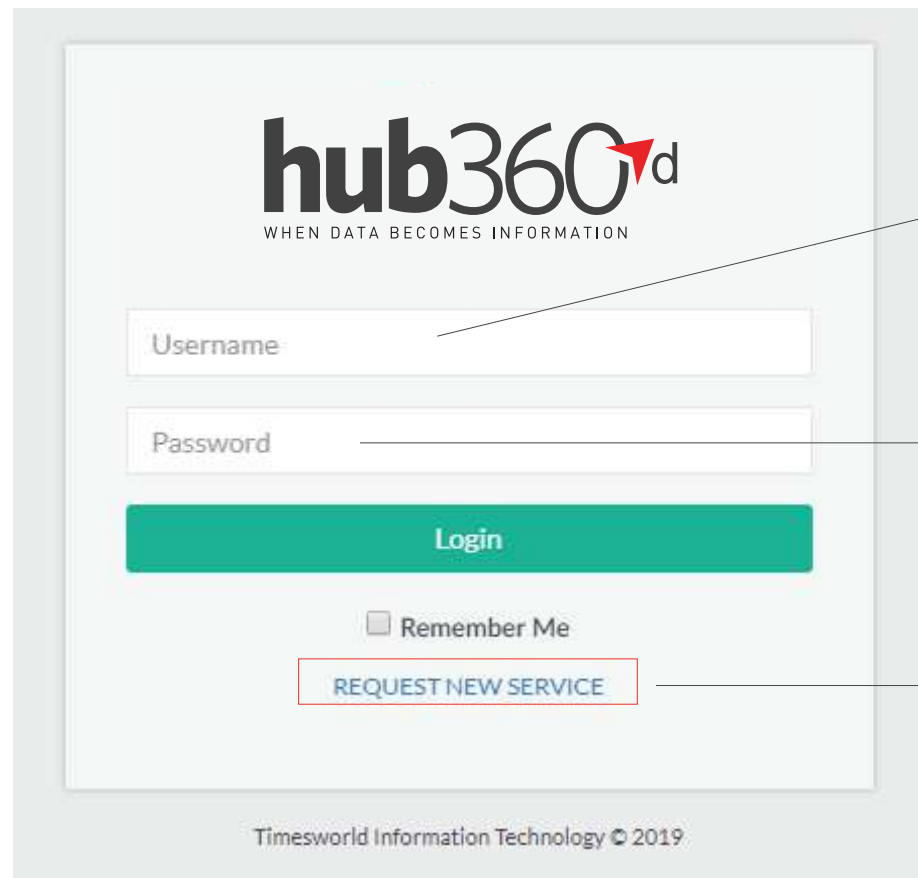
## Receive credentials and get onboard

Login credentials will be supplied to all hotels to view the entire system that contains provisions to view statistics, performances, segmented data, upload and export data, manage feedback, EDM templates etc.



# System login

Visit assigned dashboard link:



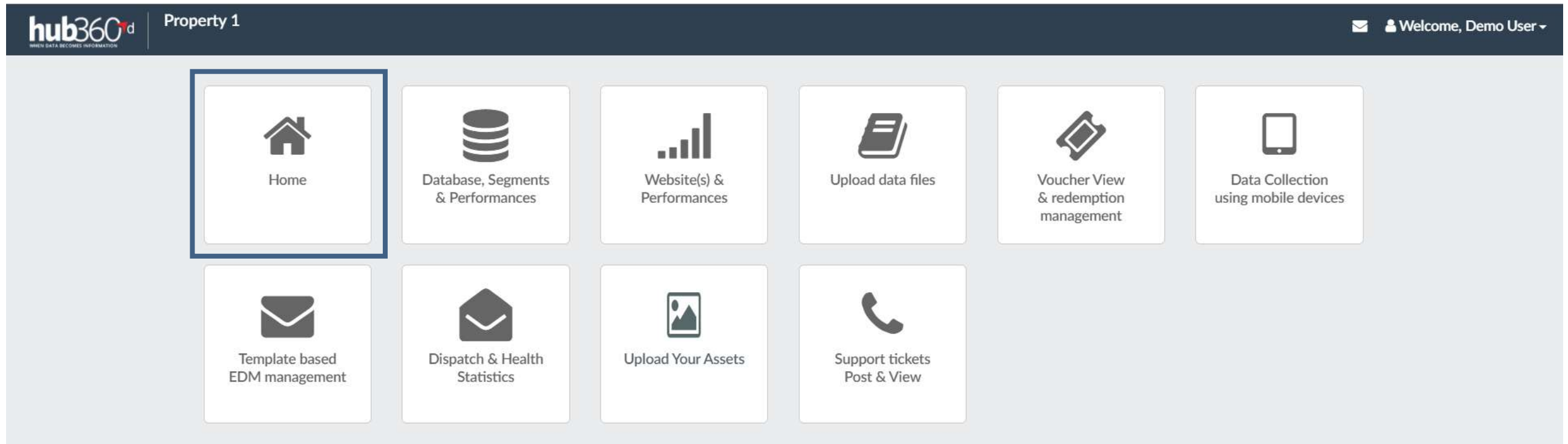
The image shows a login form for Hub360. At the top is the Hub360 logo with the tagline "WHEN DATA BECOMES INFORMATION". Below the logo are two input fields: "Username" and "Password". A green "Login" button is positioned below the password field. Under the login button is a checkbox labeled "Remember Me". Below the checkbox is a red-bordered button labeled "REQUEST NEW SERVICE". At the bottom of the form is the copyright notice "Timesworld Information Technology © 2019".

Your email address

Assigned Password

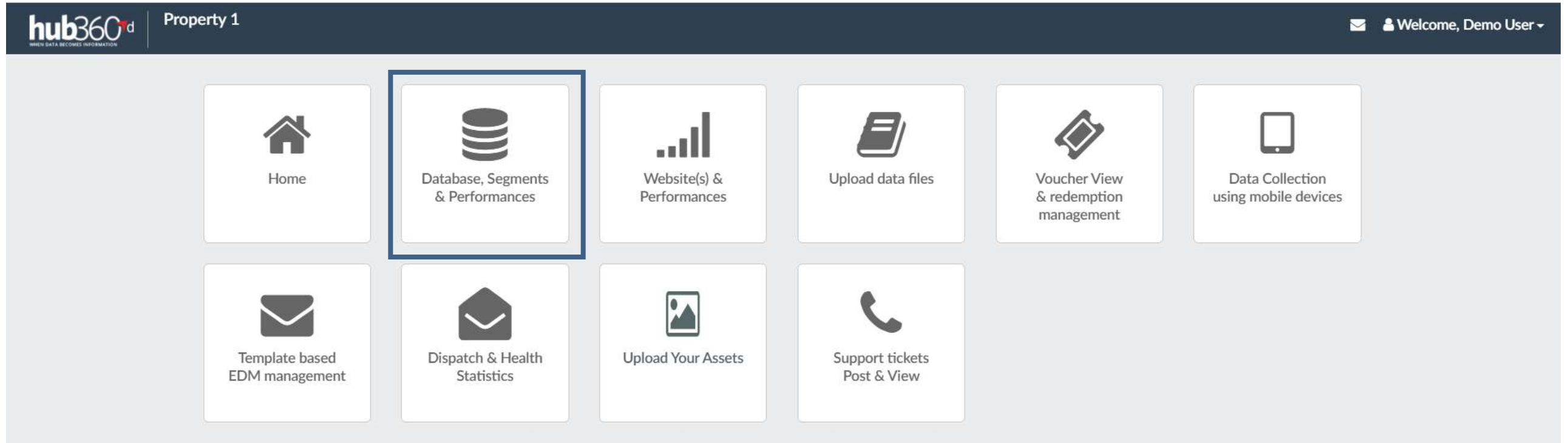
If you need to request for a new service feature, you can use this link. This includes even the request for basic access for newcomers.

# Dashboard



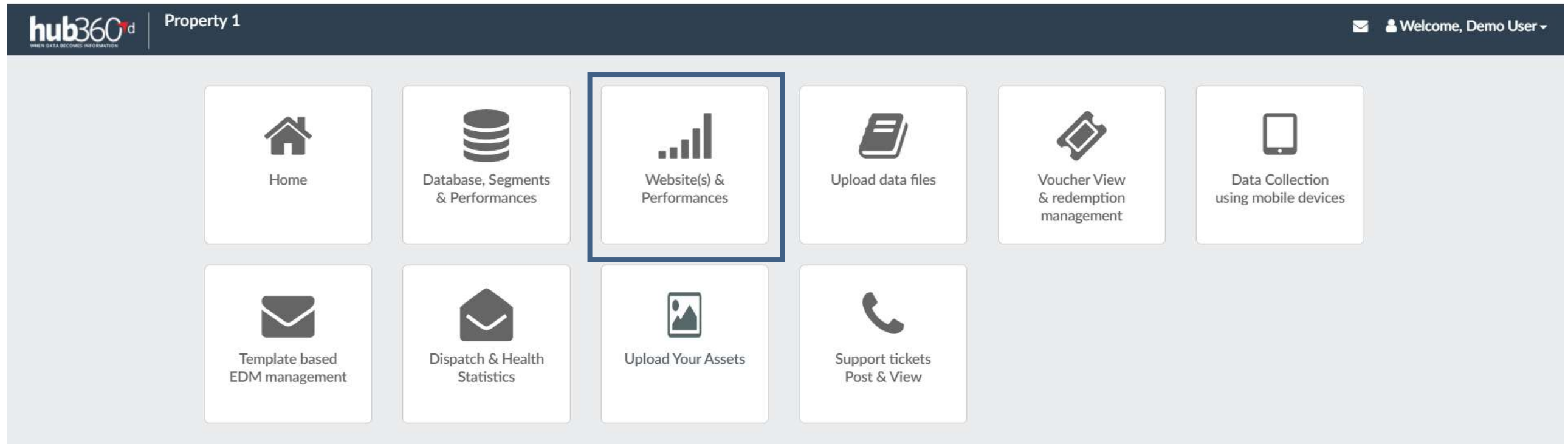
Clicking on **HOME**, the user can view how their data is performing in a single screen. You will be able to see a snapshot of the segmentation available, the performance of the your EDMs, your website and take relevant Marketing decisions.

# Data Segmentation



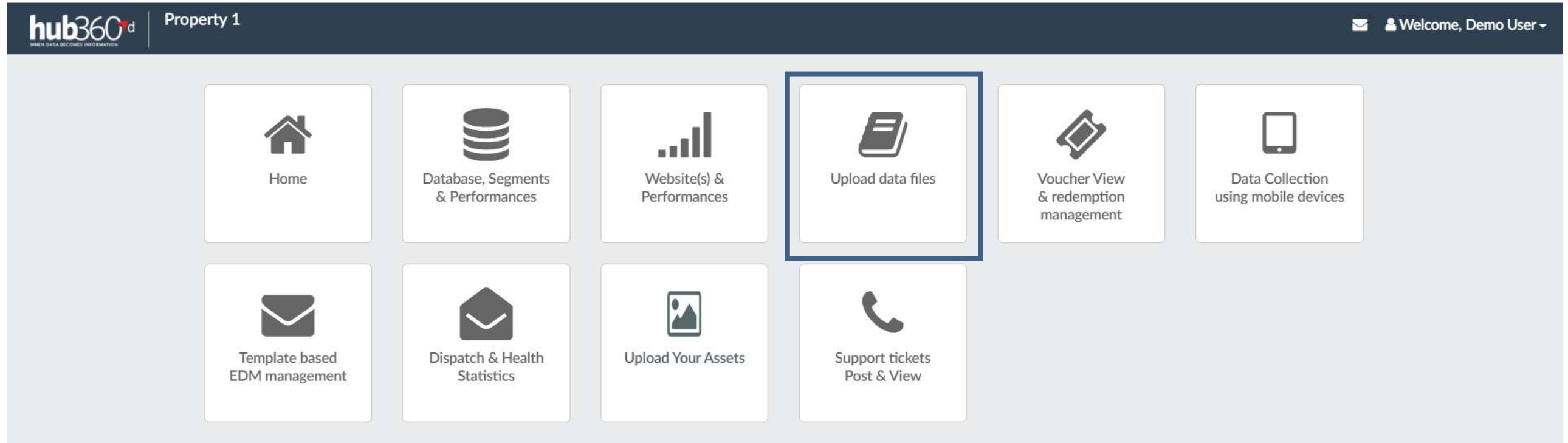
**Database, Segments & Performances** gives you a drill down view of your OPTED data or you can call it as your mailing list. It will give you detailed info on the number of records you have for each of the Hotel segments such as R&B, SPA, Rooms along with the count against each of your outlets. Data collected via other deployed sources such as your website, tablet feedback forms, will also be shown separately to understand their effectiveness.

# Web & connected systems



In case you have a standalone website, or would like to develop one with us, all stats in terms of their performance, referral data, demographics are consolidated under the module of **Website Performance**. Data pertaining to top performing pages, clicks, history, popular geographies will give you a insight to take further targeted decisions. You can even connect other table booking systems also into the platform to collect and validate data.

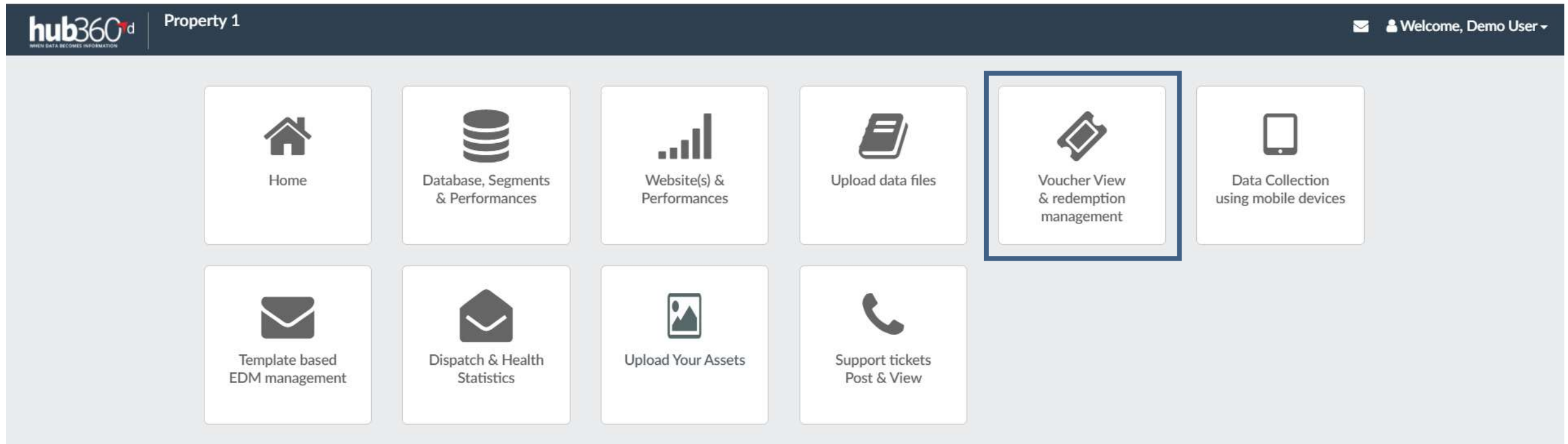
# Data file management



Data can be collected from various sources. Any data collected from events, F&B etc can be uploaded and transferred to our data team in a secure manner via the module **Upload Data Files**. The system accepts xls, xlsx, and .csv formats. You will be able to see the progress of data cleansing and the history on the platform at all times.

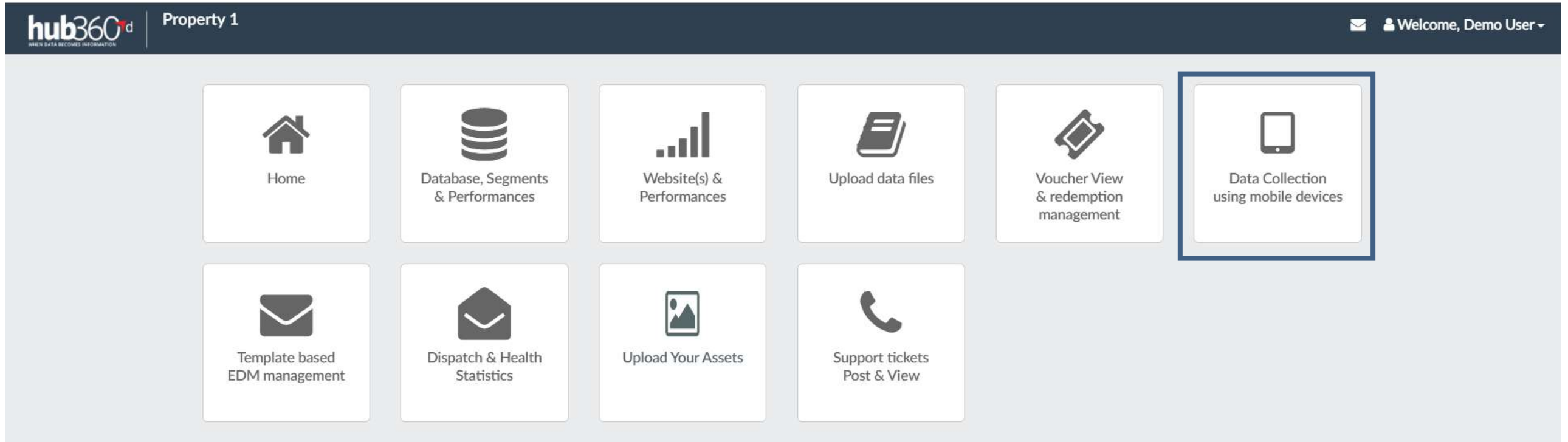


# Vouchers & redemption



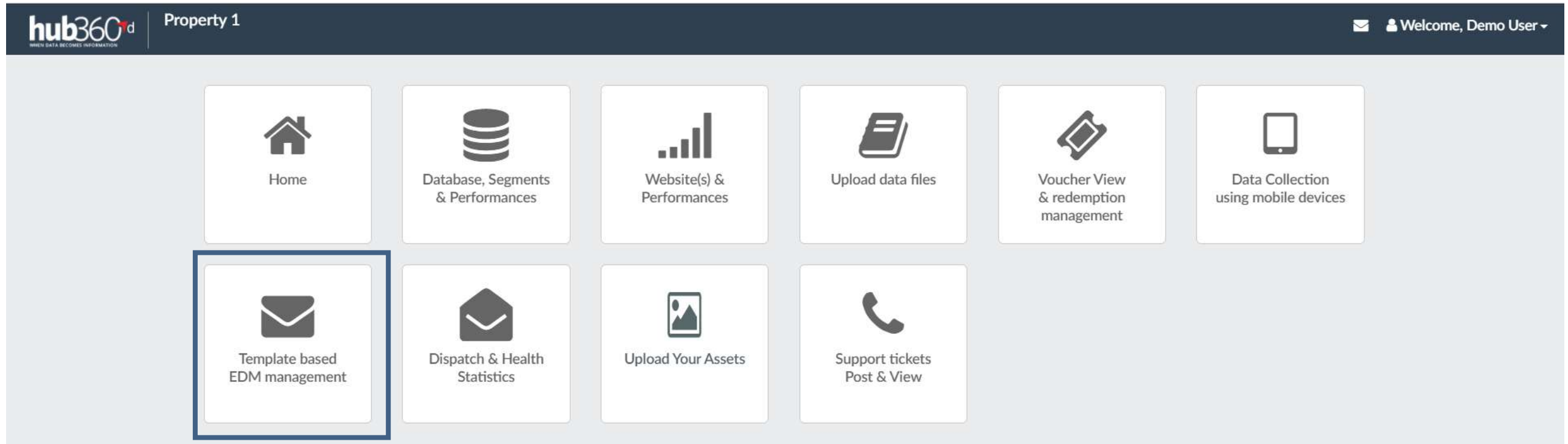
**Voucher View & Redemption Management:** Hub360d system supports generation of UNIQUE barcodes/QR code vouchers if there is an incentive that is activated. The hotel can request for accessing this module and we can create access for outlet managers who can mark the vouchers redeemed as and when the guests presents the same at the outlet for redemption. This will assist in identifying any duplicate vouchers being presented to redeem and the team can see the status immediately.

# Using mobile devices to collect data



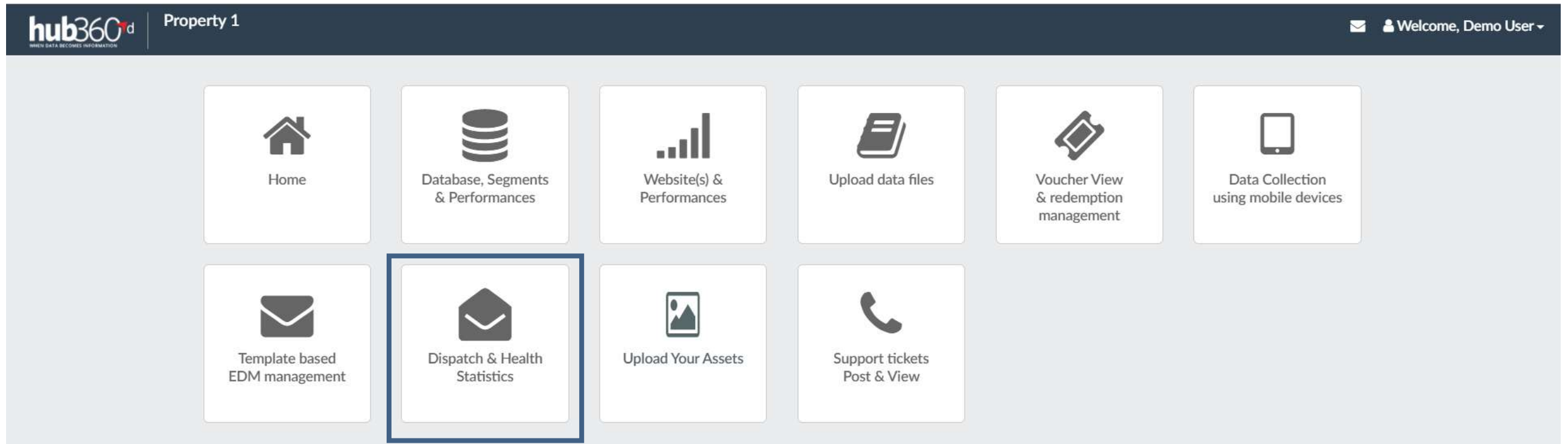
**Data Collection using mobile devices:** Hub360d offers data collection forms that can be deployed at various occasions. The most successfully deployed forms till date is Feedback forms. This is an additional module and can be requested by the Hotel as needed. In the process, the hotel can collect feedback from the guests and if they agree can trigger the Double opt in as well. The process will be real time and the user gets added to the mailing list with few clicks. The system also offers **contactless QR code** based URLs that can be used on different desks for feedback/suggestions.

# Templates management



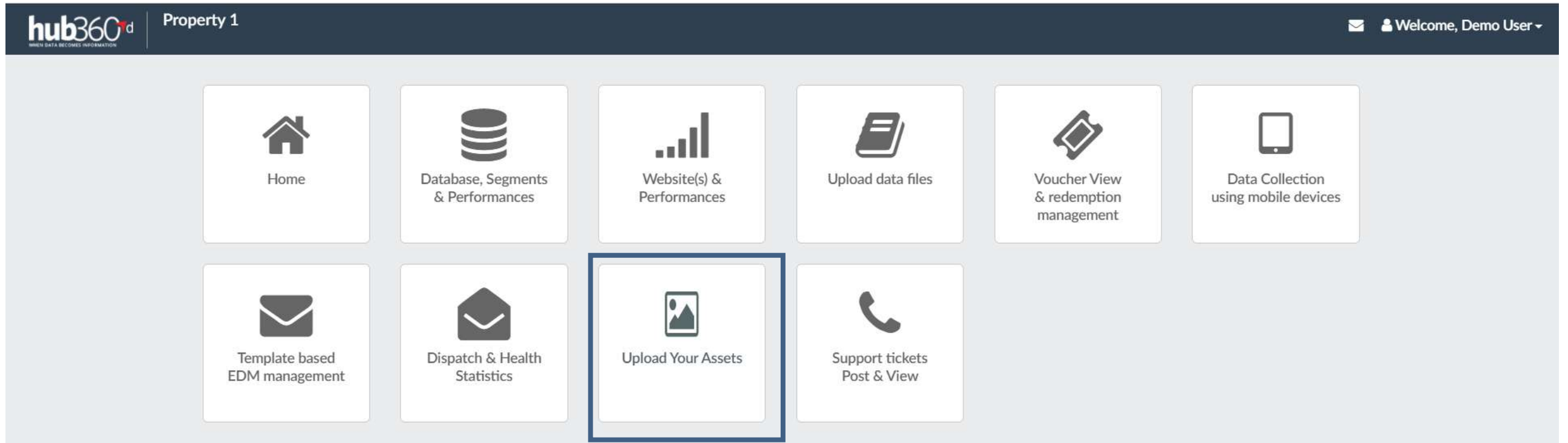
The most exciting used module is template based EDM management. For each property, based on the brand guideline a default brand approved template is provided in the system. The team can edit/update as needed and finalize the template for EDM dispatches. The tool is very user friendly and do not need technical know how to be operated. For any additional templates, the hotel can reach out to the respective POC from Timesworld and we can integrate the same.

# Dispatch & Health Stats



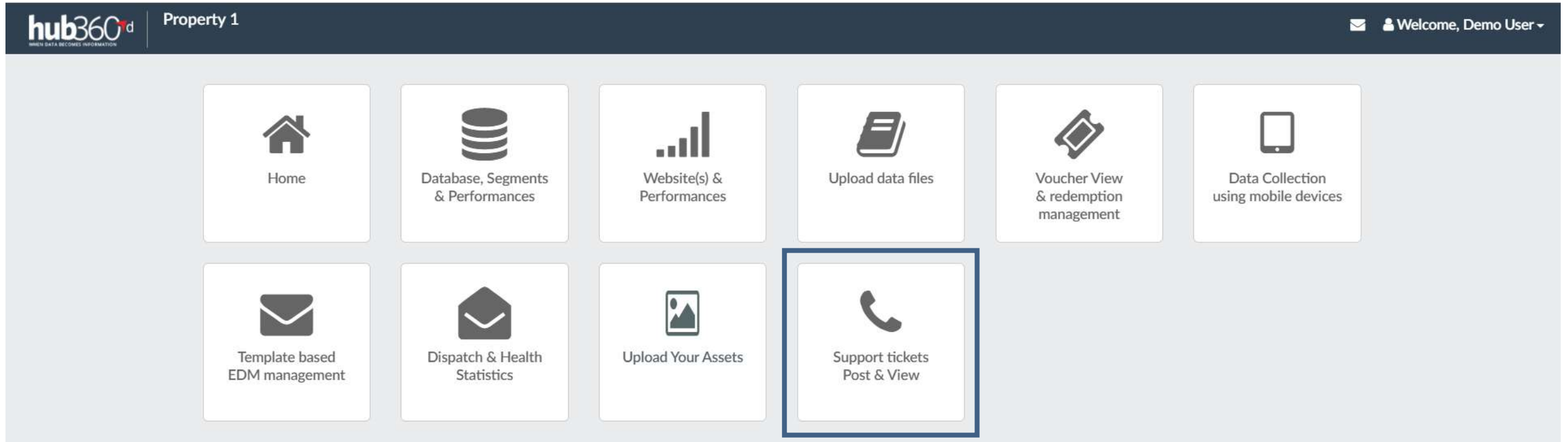
Once the EDMs are dispatched, the Hotel can view the performance of each dispatches via the above highlighted module. All parameters such as the count it was sent to, delivered, CTOR and the performance of the clicks are updated real time and can be extracted for reporting purposes.

# Asset repository



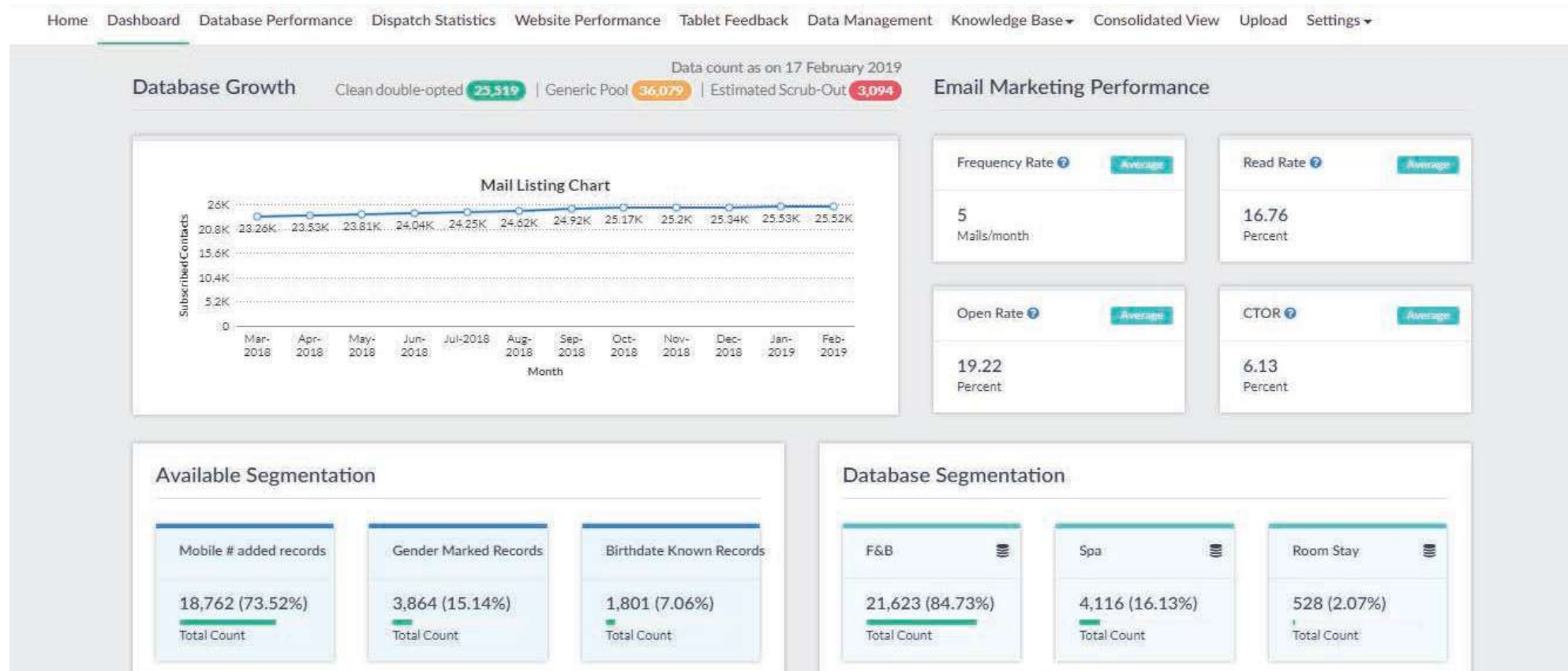
Sending high res images, assets can be stressful. You can use these module at time to securely transfer your Hotel images, assets, logos etc that needs to be updated on the double opt in invite.

# Support



Although this is a self-serviced platform and a support team always available on email, in case there are any suggestions, feedback or any difficulties in reaching out to us, you can always use this module to raise a ticket. The relevant team will be promptly alerted to respond to you.

# Performance benchmarks



Consolidated view of the database growth and performance. You can also get the count of double opted-in subscribers from the generic database and estimated scrub-out list.



# Data growth



Cumulative count of the database for each month.  
You can export this report to excel format.

# Segmented data

[Home](#)
[Dashboard](#)
[Database Performance](#)
[Dispatch Statistics](#)
[Website Performance](#)
[Tablet Feedback](#)
[Data Management](#)
[Knowledge Base](#)
[Consolidated View](#)
[Upload](#)
[Settings](#)

Property Segments

Segments	2018										2019	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	On date
CrabTheCrab	70	70	69	69	69	69	69	69	69	69	68	68
Ramadan	815	814	811	808	808	808	808	808	801	796	796	792
MoreCravings	0	0	0	0	0	0	0	0	0	0	0	21

Distribution by Outlets

Segments	2018										2019	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	On date
CrabTheCrab	1,363	1,395	1,468	1,546	1,594	1,663	1,755	1,826	1,875	1,925	1,985	2,009

Segmentation by different properties and outlets.

# Data segments by source

Home

Dashboard

Database Performance

Dispatch Statistics

Website Performance

Tablet Feedback

Data Management

Knowledge Base

Consolidated View

Upload

Settings

Proposed Data	742	831	920	993	1,041	1,132	1,227	1,298	1,355	1,424	1,485	1,510
Tablet	2,758	2,811	2,916	2,999	3,064	3,150	3,259	3,351	3,383	3,448	3,532	3,564
Web	2,185	2,248	2,328	2,412	2,488	2,563	2,666	2,748	2,788	2,859	2,963	2,992
App	2,319	2,352	2,430	2,508	2,562	2,638	2,738	2,845	2,887	2,944	3,003	3,030
Google	1,034	1,069	1,148	1,223	1,271	1,340	1,428	1,494	1,532	1,586	1,648	1,675
Facebook	1,710	1,747	1,826	1,898	1,948	2,024	2,126	2,201	2,229	2,287	2,353	2,376
WhatsApp	3,310	3,434	3,608	3,753	3,858	3,996	4,154	4,303	4,411	4,569	4,670	4,716

Automated Sources

Segments	2018										2019	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	On date
Tablet	10,614	10,828	11,011	11,155	11,296	11,547	11,686	11,823	11,865	11,937	12,018	11,978
Web	6,496	6,803	7,180	7,468	7,681	7,968	8,008	7,984	7,952	7,900	7,875	7,885

You can view the data segmented by its source – Tablet feedback form, website, social media etc..

# Campaign performance

Home Dashboard Database Performance Dispatch Statistics Website Performance Tablet Feedback Data Management Knowledge Base Consolidated View Upload Settings

Dispatch Statistics

EXPORT DATA

Start Date

2019-01-01

End Date

2019-01-31

SEARCH

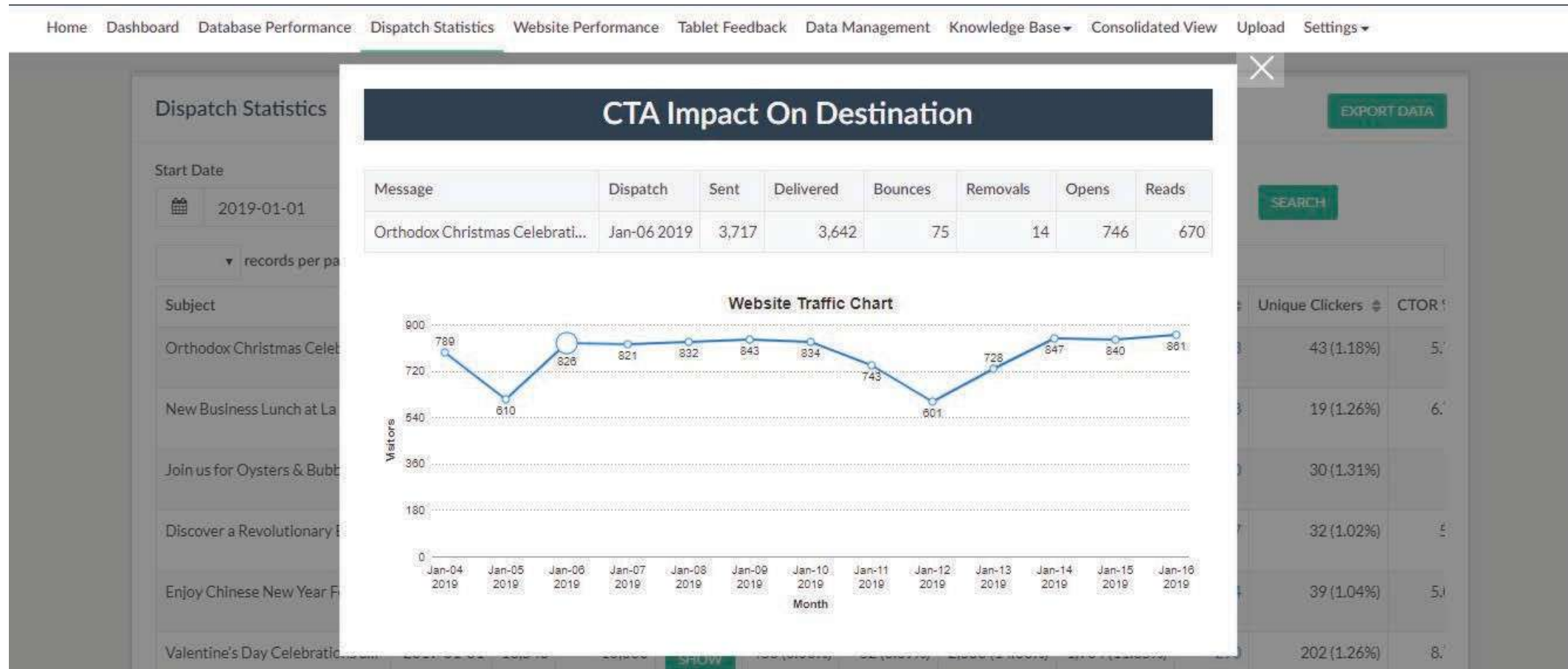
records per page

Search:

Subject	SendDate	Sent	Delivered	Impact	Bounces	Removals	Opens	Reads	Clicks	Unique Clickers	CTOR
Orthodox Christmas Celebrati...	2019-01-06	3,717	3,642	SHOW	75 (0.02%)	14 (0.38%)	746 (20.48%)	670 (18.4%)	63	43 (1.18%)	5.7
New Business Lunch at La Farine	2019-01-09	1,519	1,509	SHOW	10 (0.01%)	6 (0.4%)	283 (18.75%)	240 (15.9%)	33	19 (1.26%)	6.7
Join us for Oysters & Bubbles a...	2019-01-14	2,310	2,298	SHOW	12 (0.01%)	6 (0.26%)	375 (16.32%)	329 (14.32%)	60	30 (1.31%)	5.7
Discover a Revolutionary Beau...	2019-01-22	3,162	3,126	SHOW	36 (0.01%)	32 (1.02%)	627 (20.06%)	547 (17.5%)	87	32 (1.02%)	5.7
Enjoy Chinese New Year Festiv...	2019-01-23	3,776	3,754	SHOW	22 (0.01%)	8 (0.21%)	769 (20.48%)	663 (17.66%)	124	39 (1.04%)	5.7
Valentine's Day Celebrations a...	2019-01-31	16,548	16,068	SHOW	480 (0.03%)	62 (0.39%)	2,303 (14.33%)	1,904 (11.85%)	290	202 (1.26%)	8.7

You can get the details of the email campaigns and the performance of the same through this module. You can click on SHOW to get the impact of the campaign on the website.

# Measuring impacts



When you click on SHOW, you can view the **impact the campaign** have made on the website. In this case, the circle indicates the growth in website visitors after the emailer dispatch on 6th Jan and continued to maintain the growth till the campaign period (11th Jan).



# Web analytics detail



This module gives the summary of the website visits and analytics.

# Feedback review

[Home](#) [Dashboard](#) [Database Performance](#) [Dispatch Statistics](#) [Website Performance](#) [Tablet Feedback](#) [Data Management](#) [Knowledge Base](#) [Consolidated View](#) [Upload](#) [Settings](#)

### Tablet Data

Clean double-opted tablet data **11,978**

Tablet data	2018										2019	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	On date
Monthly	1133	1047	1263	752	331	407	546	794	894	736	658	35
Cumilative(From jan-2017)	18260	19307	20570	21322	21653	22060	22606	23400	24294	25030	25688	25723

### Tablet Feedback Entries

[EXPORT DATA](#)

Filter feedback

[All](#) [Positive](#) [Negative](#)

Date

02-2019

SEARCH

CLEAR SEARCH

▼ records per page

Received Date Search:

Email	Contact Number	Country of Residen...	Outlet	Ambiance	Food	Cuisine	Comments	Received Date	Action
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You get the cumulative number of users who have opted-in through tablet feedback system.  
A filter option is given to sort the comments by positive and negative feedback.

# Manage vouchers

[Home](#) [Dashboard](#) [Database Performance](#) [Dispatch Statistics](#) [Data Management](#) [Voucher Redemption](#) [Email Template](#) [Knowledge Base](#) [Consolidated View](#) [Upload](#) [Settings](#)

### Vouchers

Total Issued Vouchers  
121

Total Redeemed Vouchers  
5

### Search Vouchers

Barcode: AUH SEARCH

OR SCAN USING QR CODE

Show Redeemed Vouchers

▼ records per page

Search:

Email	First Name	Last Name	Barcode	Issue Date	Action
mathew.timesworld@gmail.com	Mathew	Koshy	AUHDM352964282	2019-02-11 11:02:57	<a href="#">Redeem</a>

Voucher redemption and management module helps you to get the list of redeemed vouchers which was sent during the double opt-in process. The outlet manager will be able to mark a voucher as Redeemed through this module.

**hub360**<sup>d</sup>  
WHEN DATA BECOMES INFORMATION



# Uploading your data securely

### Create Data Management File

Title

UPLOAD FILE

Type

☐ F&B

☐ Spa

☐ Room Stay

☐ International

☐ VIP

Data Count

CANCEL

SAVE

### Uploaded Files

▼ records per page

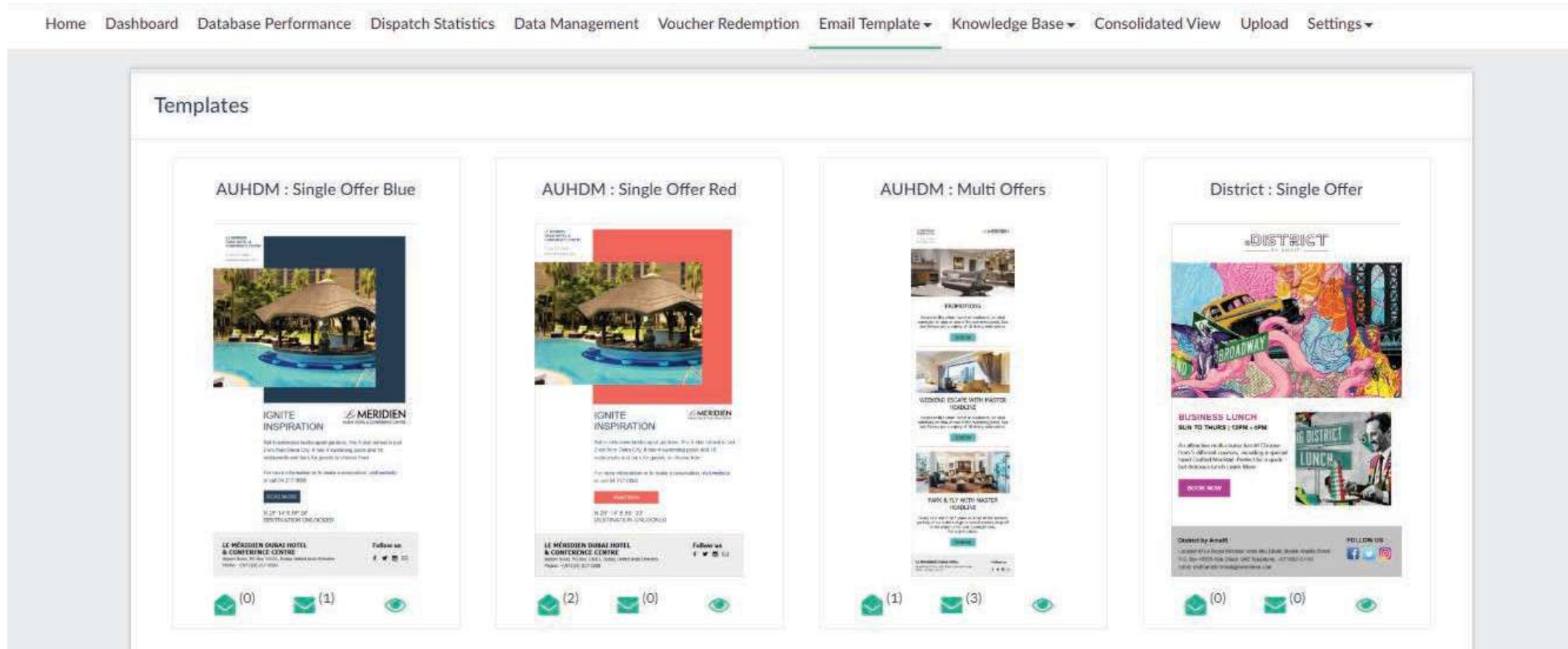
Search:

Title	File Name	Data Count	Created at	Status	Action
No data available in table					

Showing 0 to 0 of 0 entries

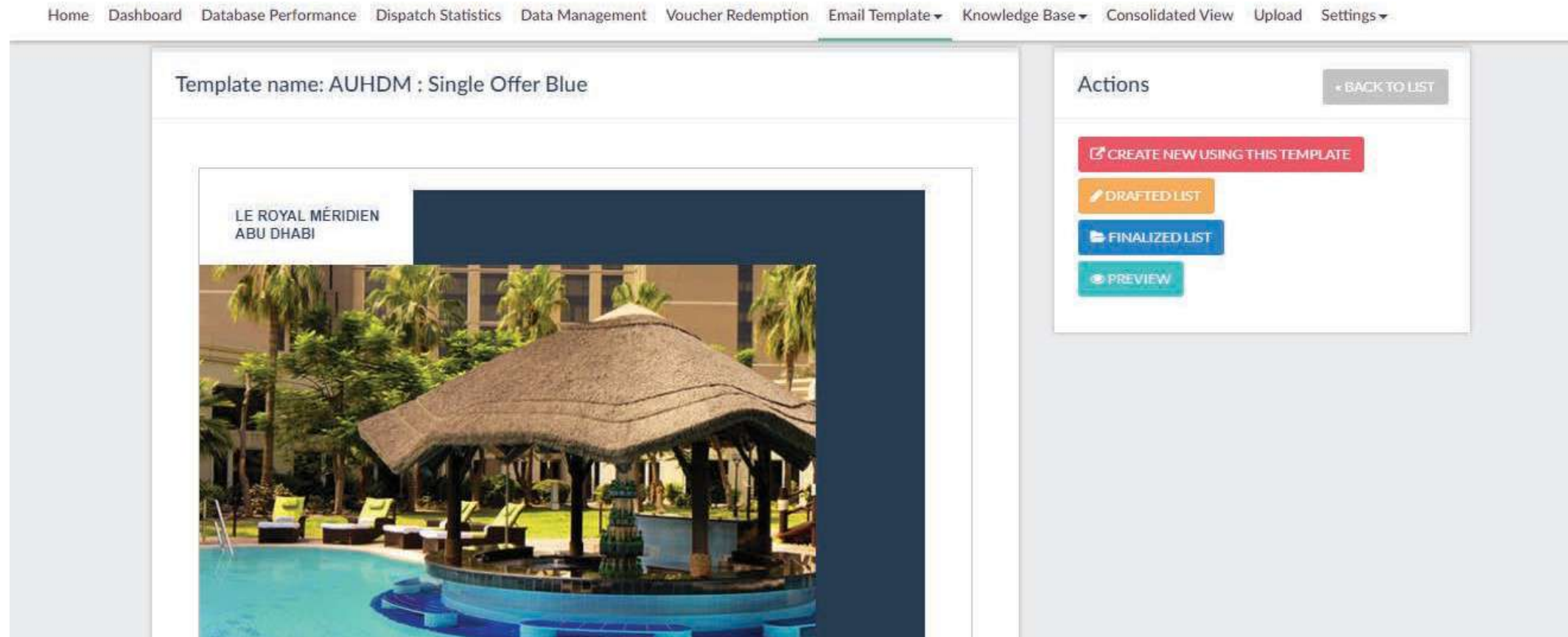
This section allows you to upload the data to which the double opt-in invitation will be sent out. This data can be segmented in different types. You can view the previous uploaded data and its count.

# Approved template stack



Easy to use HTML based branded and corporate approved templates to manage email campaigns quickly and efficiently. You can chose the desired template from the pre-loaded list and edit content.

# Handling a template



You can click on Create New and start editing the template with the desired content and image.


# Edit and use template

[Home](#) [Dashboard](#) [Database Performance](#) [Dispatch Statistics](#) [Data Management](#) [Voucher Redemption](#) [Email Template](#) [Knowledge Base](#) [Consolidated View](#) [Upload](#) [Settings](#)

## AUHDM : Single Offer Blue

Email Subject line\*

LE ROYAL MÉRIDIEN  
ABU DHABI



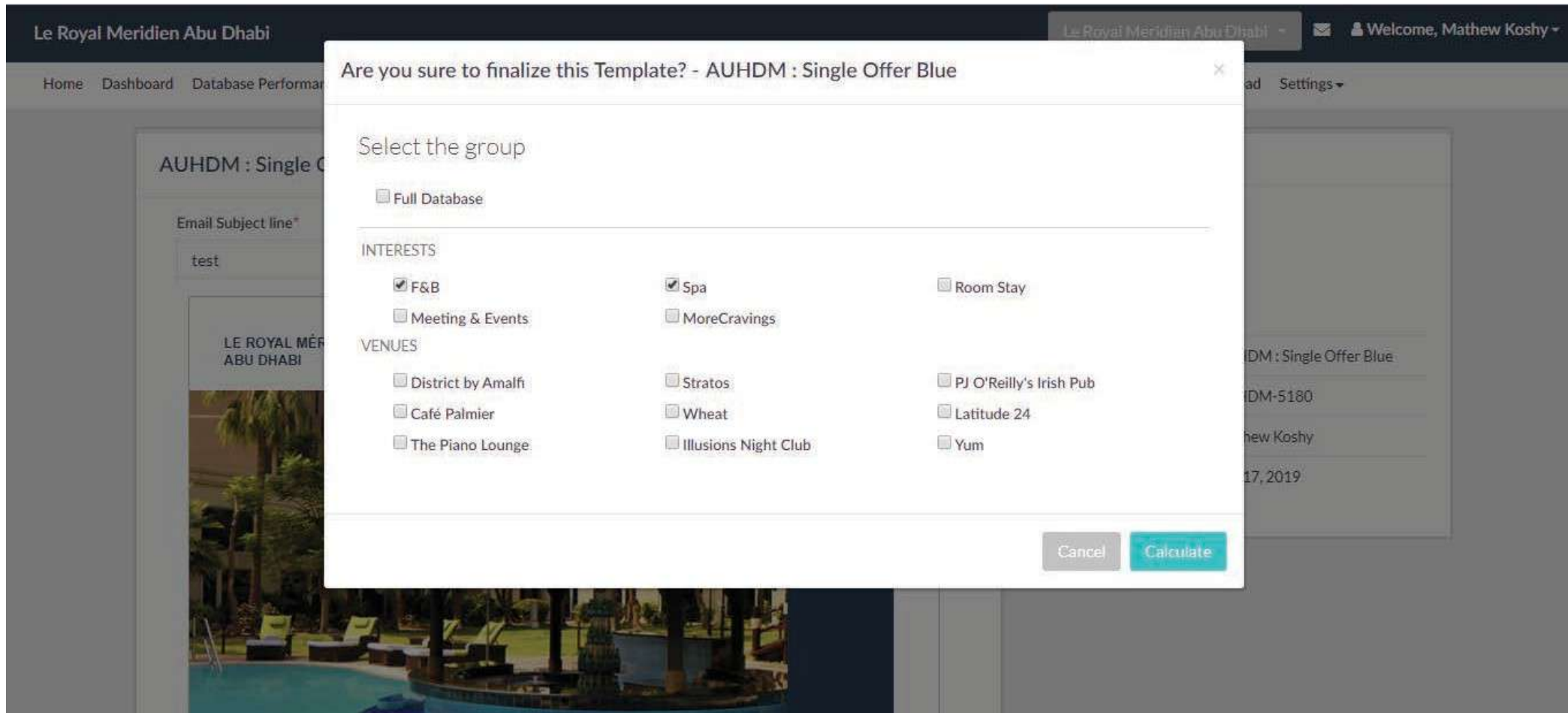
[« Back to list](#)

[PREVIEW](#)[FINALIZE TEMPLATE](#)[SAVE AS DRAFT](#)

Template :	AUHDM : Single Offer Blue
Unique ID :	AUHDM-5180
Created By :	Mathew Koshy
Created On :	Feb 17, 2019

Once the content and image are edited, you can mention the subject line and finalize the template. This then goes through an internal review process for manual coinfirmation on all aspects, followed by a review mail to you. The review mail will have the word REVIEW prefixed to the subject line.

# Selecting a target filter



Once the template is finalized, you can select the database segment to which you want to send out the mailer.

# Questions?

If you still have questions, please feel free to give us a call on +971 (4) 246 0130 or email [mileisure@timesworld.com](mailto:mileisure@timesworld.com). We will gladly answer all your queries.





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