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Marriott Makes Landing Page Creation Fast and Foolproof with CampaignDrive

The Impact of Digital Marketing.
Raised to the power of 7,000.

With digital branding responsibility for the world's #1 hotel company and as an integral part of the ninth largest ecommerce operation on the planet, Marriott DIGITAL knows a thing or two about marketing technology. So, when they began looking for a landing-page tool to empower more than 7,000 properties, their requirements were demanding.

- A consumer-simple page building experience.
- Seamless integration with authoritative property data.
- A fast integration with Marriott's enterprise DAM.
- Fully automated site publishing and hosting.
- Analytics delivered at local, regional and global levels

After a swift implementation and a two-month pilot with users in key markets around the globe, the new Consumer Landing Page Generator, powered by CampaignDrive, launched to widespread acclaim, and rapid adoption.

" Our Landing Page Generator is a game changer for our local marketing teams. It makes them more nimble and responsive – and saves them significant spend at the same time! "

Preston Anderson
Director, Field Marketing
Marriott International, Inc.

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The brand rules. The properties rock.
Creating brand-compliant, property-specific landing pages in minutes.

The system makes working in HTML about as easy as working Microsoft Word. Maybe even easier.

Brand designers make the decision about which parts of the template to open up for editing. If something's locked down, it doesn't appear in the interface

Integration with enterprise content management systems makes it easy for users to populate their pages with pre-approved, brand-compliant content in seconds.

Full support for HTML5 makes every page fully responsive, with sophisticated visual effects like transparency, layering, etc.

Digital assets are just a mouse click away – governed by the same system of brand rules.

Campaigns   My Documents

Multi-property template

Save Draft   ✓ Continue

Headline, Offer and Header Image   ⊕

Property Content   ⊖

Add Property Content

Property Content 2   ⊖

Enter your MARSHA code in all capital letters (ABECY not abecy)   Remove

Property (MARSHA code) (Required*)

ABECY   🔍

Property Name

Property Image

Is Your Winter Vacation Plan Still Up in the Air?
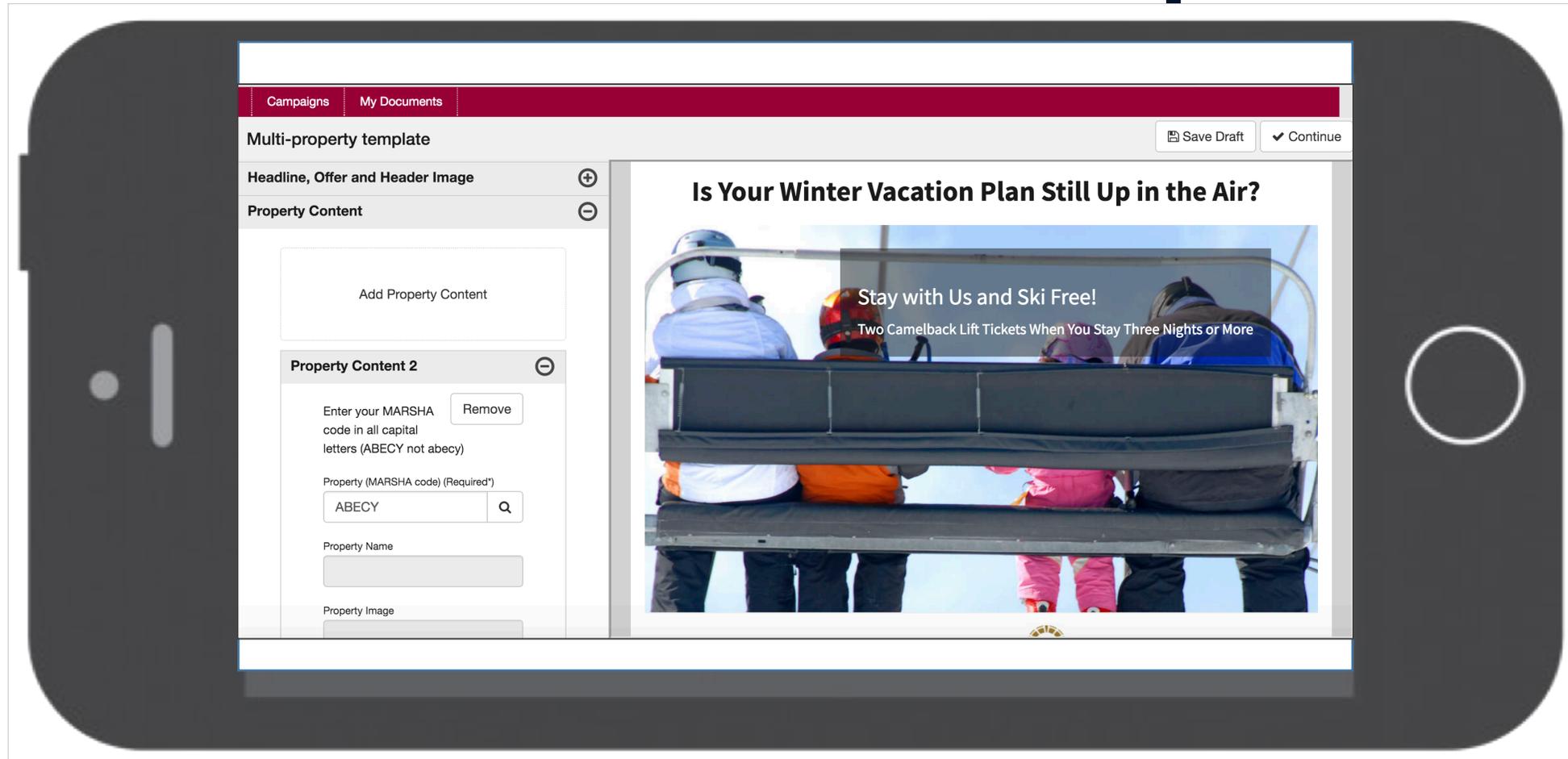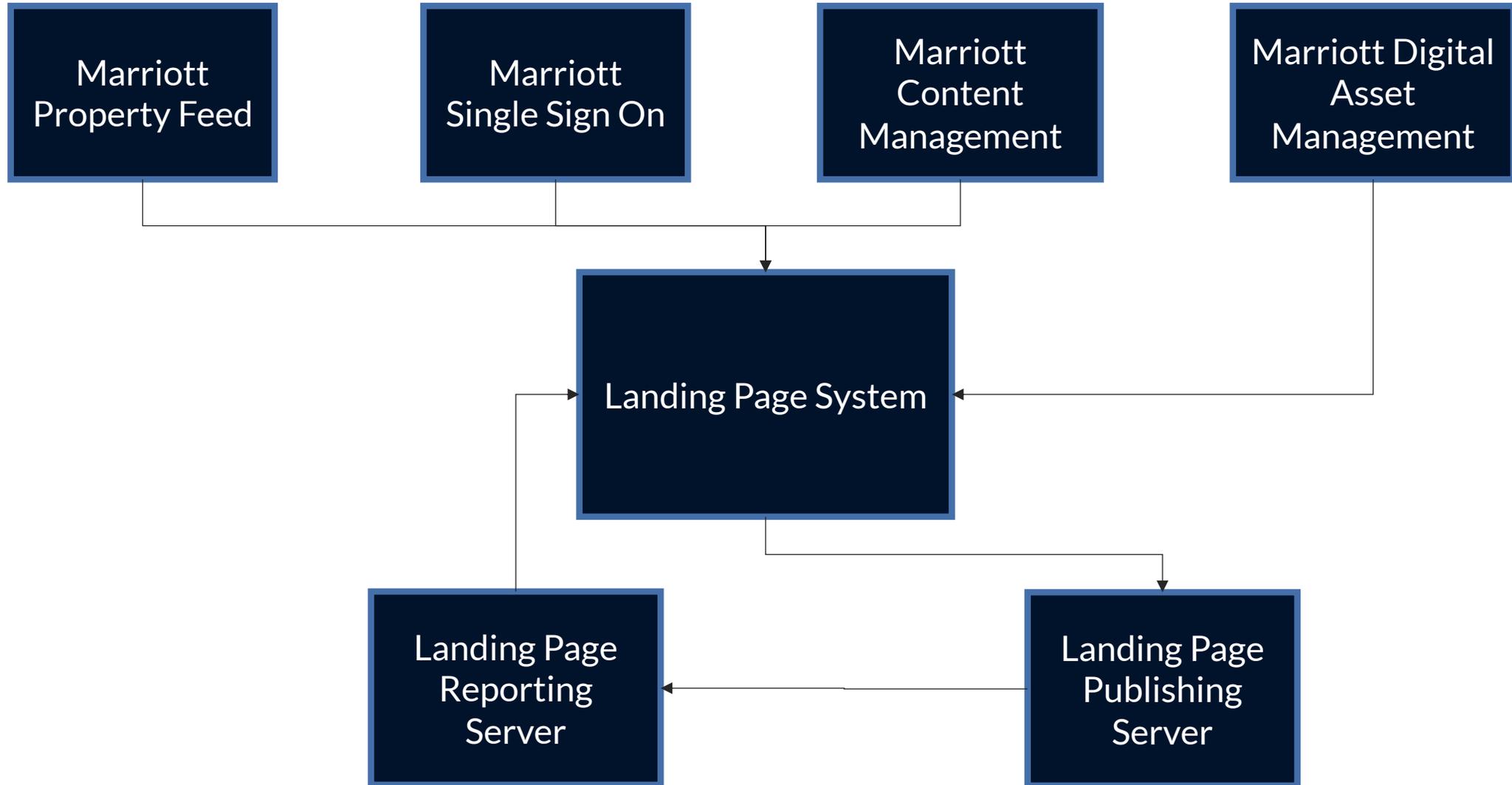
Stay with Us and Ski Free!
Two Camelback Lift Tickets When You Stay Three Nights or More

You saw it here first.
And isn't that the whole point?

The Landing Page Generator produces pages in pure HTML5, so they're 100% compatible with mobile devices.

Integration makes all the difference.

Connecting landing pages to the marketing resources that matter.

Create the Page. Then, Close the Loop.

The Custom Landing Page Generator provides Marriott property managers with an instant view of the performance of their landing pages, so they can A/B test and optimize results over time.

The system tracks visits, visitor paths, most popular pages, time on page and more than three dozen other performance variables.

And because reporting data is tied into the system's roles and permissions, property users can focus on their individual results, while regional and brand marketers can look at broader trends across the entire community.
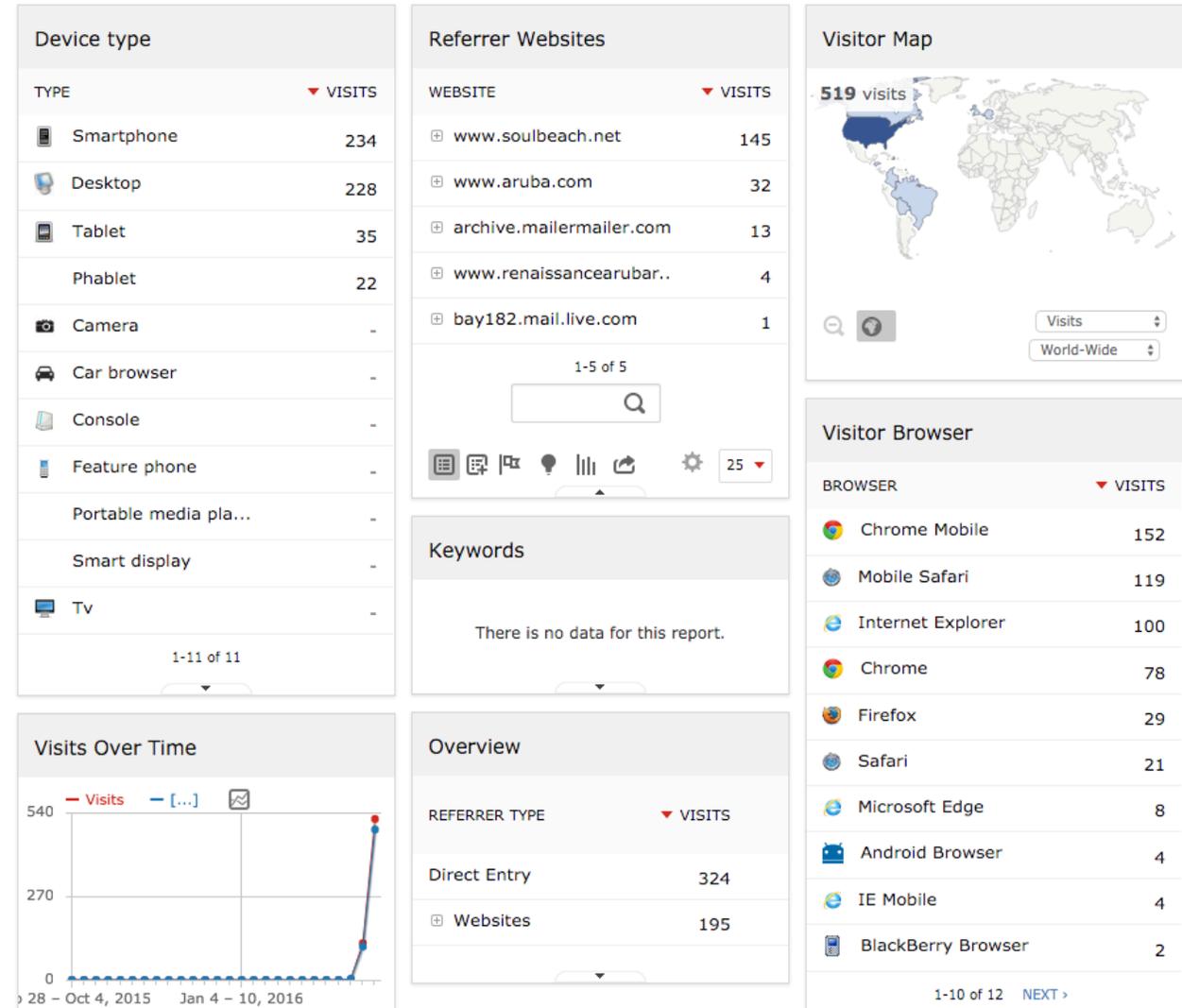
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CampaignDrive is the local marketing toolkit for multi-location brands. Every day, our system helps support the marketing efforts of hundreds of thousands of local marketers in print, digital and social media.

To learn more, visit pica9.com
For a **hands-on trial,** visit testdrive.pica9.com
For a **live demo,** email marketing@pica9.com