Unlocking AI's Potential

Transform Your Digital Marketing Strategy

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The **Heart** of Hospitality

Meet the Presenters

Jack Tuthill
Associate Director, TrackDMS

Matthew Luzaich
Director of Sales and Partnerships, Rentals United

Thomas Feldhusen
Product Manager, AutoRank

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Meet the Presenters

Braeden Flaherty
Global Head of Hospitality, Aidaptive

Larry Hoffer
Founder/CEO, Rentalz

Luke Brusletten
PPC Specialist II, TrackDMS

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71%

The Case for Digital Transformation

71% of marketing executives believe their team lacks sufficient budget to execute their strategy.

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MARTECH

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40%

The Case for Digital Transformation

40% of marketing has immediate automation potential.

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MARTECH

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29%

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The Case for Digital Transformation

Yet, only 29% of North Americans knowingly engaged with generative AI tools in 2024. Globally, that number is 48%. Why are we lagging behind?

Google

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95%

The Case for Digital Transformation

95% of marketers say that using AI tools helps them spend less time on manual tasks and more time on the “most important” parts of their role.

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HubSpot

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Essential AI Components & Requirements

Dedicated AI Budget

Focused Digital Strategy & Implementation Team

AI Testing, Learning & Refinement

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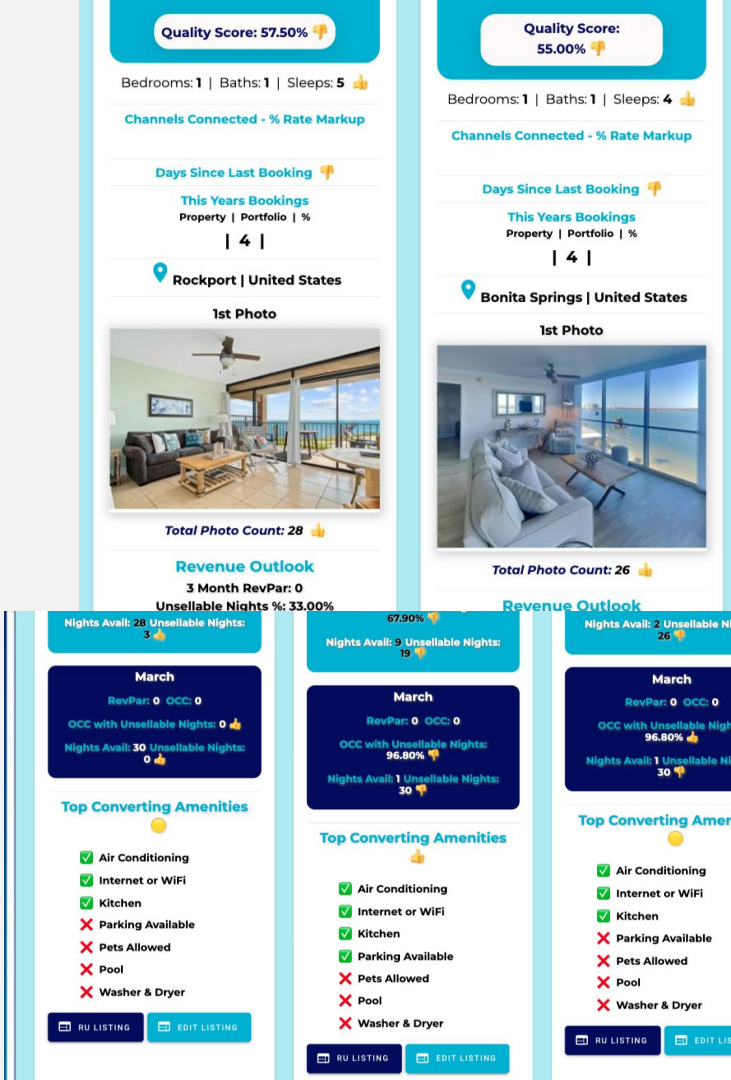
(WIP) Listing Optimisation

- It’s not coming to replace. It’s on adding **VALUE**
- On Rentals United, we use our expertise to train our algorithms to ensure the optimisation of your properties, with two objectives:

  1. Revenue
  2. Peace of mind

- Introducing **“Health Cards”**



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AutoRank

by Otamiser

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PMs write listing copy based purely on intuition
Would you do that with your rates?
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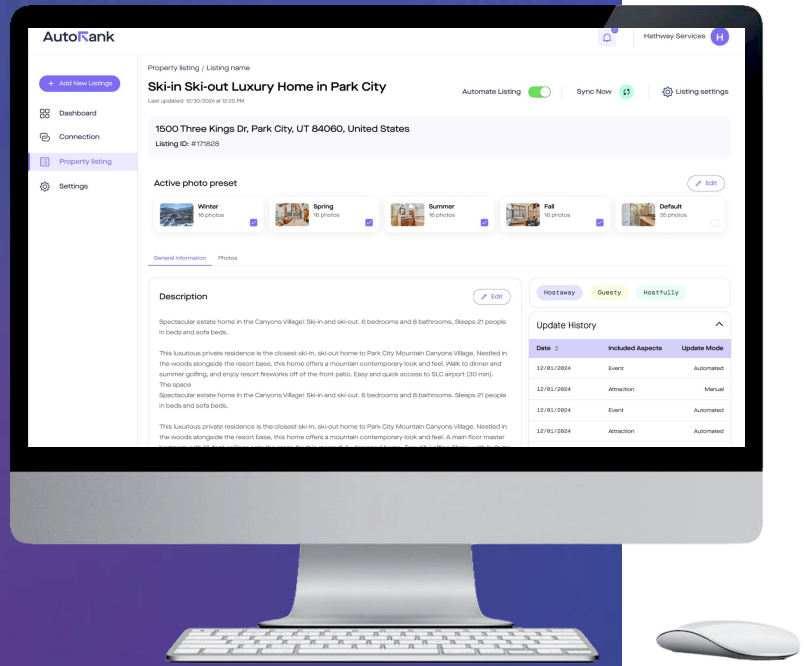
AutoRank by Otamiser



AutoRank combines **SEO style keyword analysis** for your market, with automated and customizable **AI content creation & optimization.**

This means we do the analysis and the implementation while you sleep

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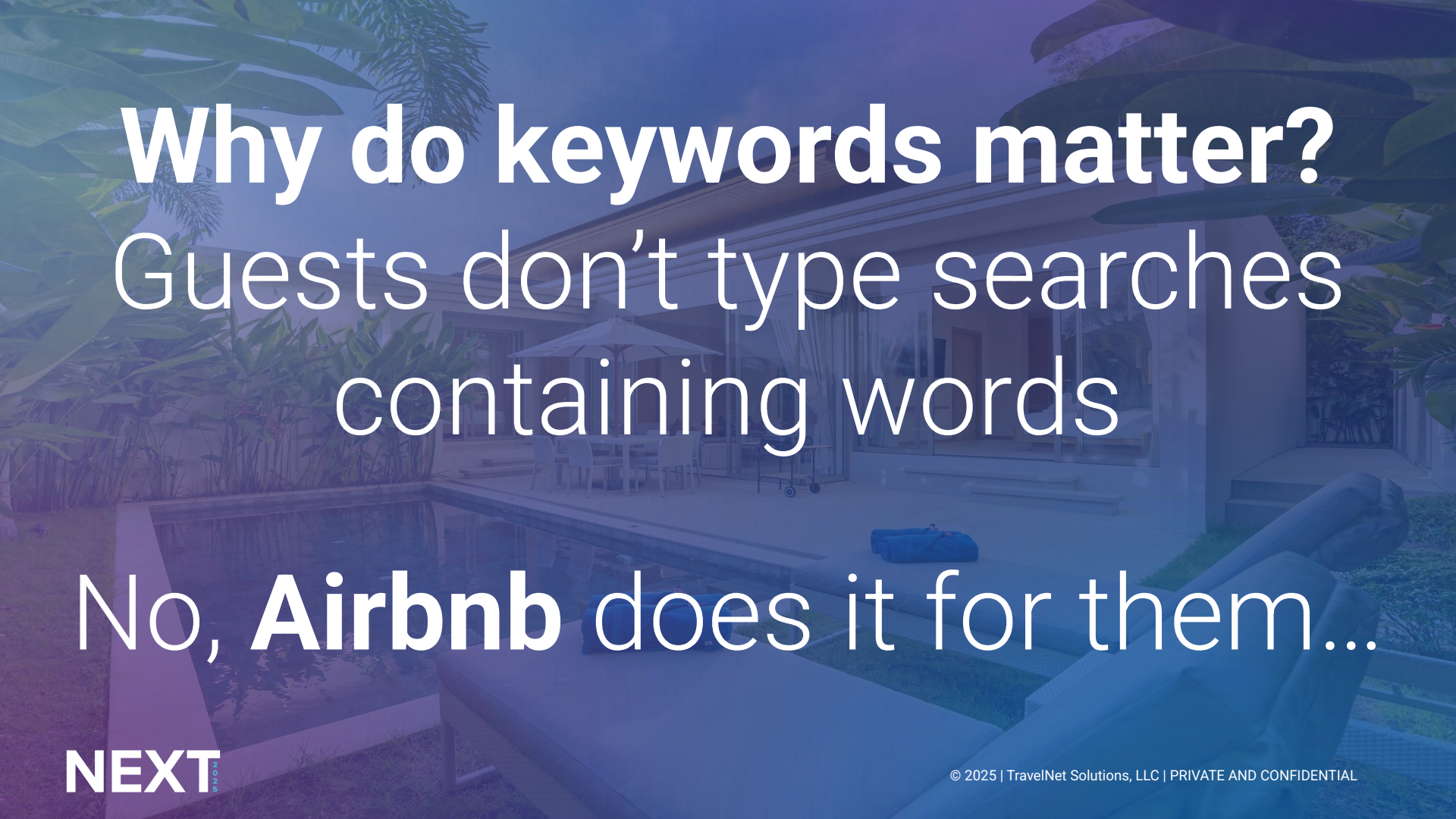

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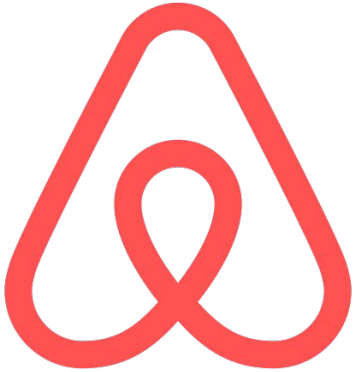

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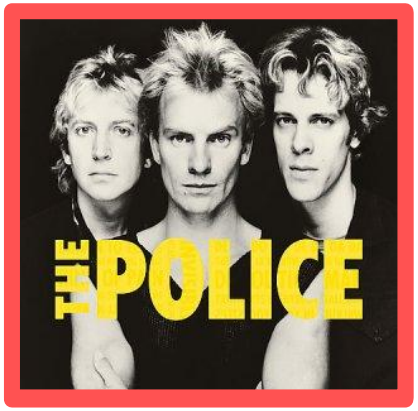

“Every breath you take

And every move you make

Every bond you break

Every step you take

I'll be watching you

Every single day

And every word you say

Every game you play

Every night you stay

I'll be watching you…”

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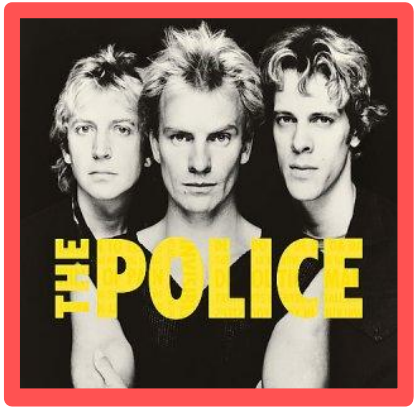

“Every breath you take

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Drive Conversion: Connect potential guests with homes they’re likely to book. By analyzing user preferences, Airbnb ensures guests see the most relevant options, increasing the likelihood of a successful booking.

Foster Lifetime Value: Promote high-quality listings with positive guest experiences. Match guests with reliable hosts & properties, this encourage repeat visits & long-term loyalty.

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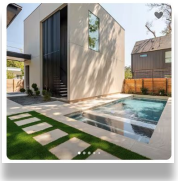
Amazing pools | Rooms | Countryside | Amazing views | Chef's kitchens

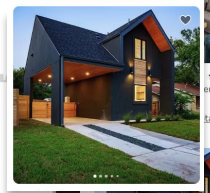
Wifi | Pool | Kitchen

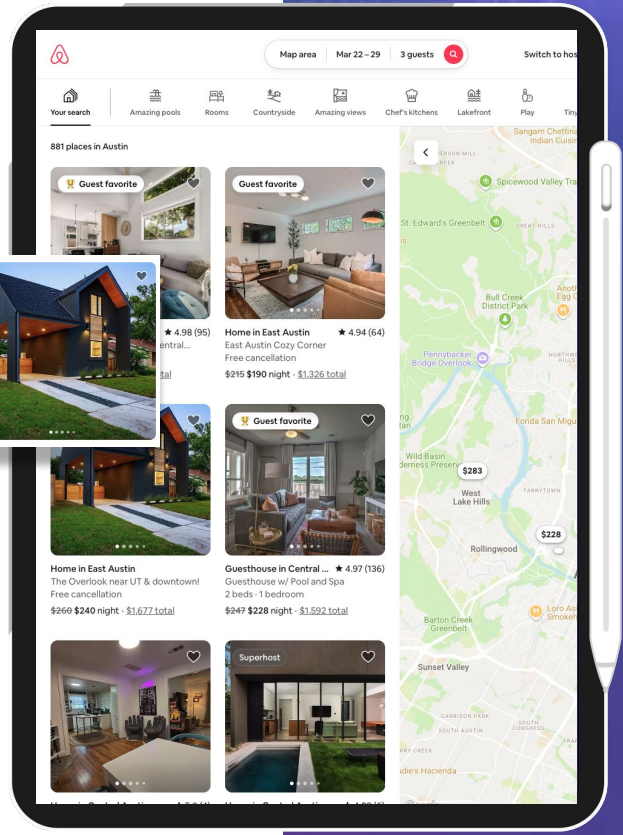
Stings search profile for a trip to Austin



Price range

Nightly prices including fees and taxes





OPEN FLOOR PLAN | GROUP ACTIVITIES | ANTONE'S | LAKE AUSTIN

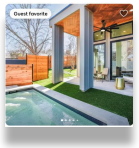
MODERN | NEWLY BUILT | AIRY | TRANQUIL VIBE | SMART TV

COOKING FOR CROWD | LOFT | LOUNGE CHAIRS | NATURAL LIGHT

SUNSET WALK | STAINLESS STEEL APPLIANCES | BOARD GAMES

STUBBS | TACOS | BBQ | LIVE MUSIC | INFINITY POOL | GRILL | CHILL

Guest favorite



TWO STORIES | VERACRUZ TACOS

CONTINENTAL CLUB | ZEN GARDEN

BARTON SPRINGS

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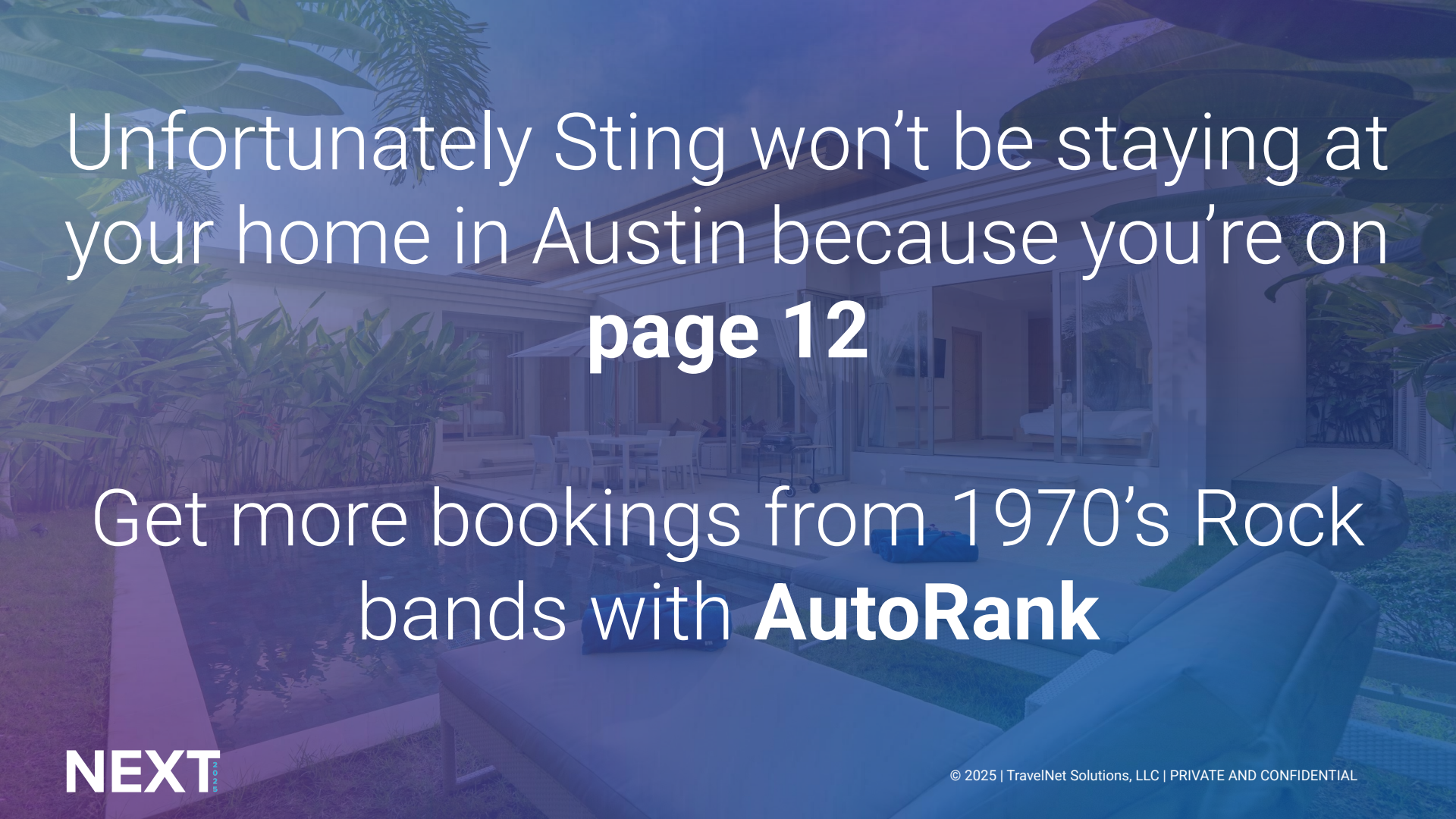

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Aidaptive

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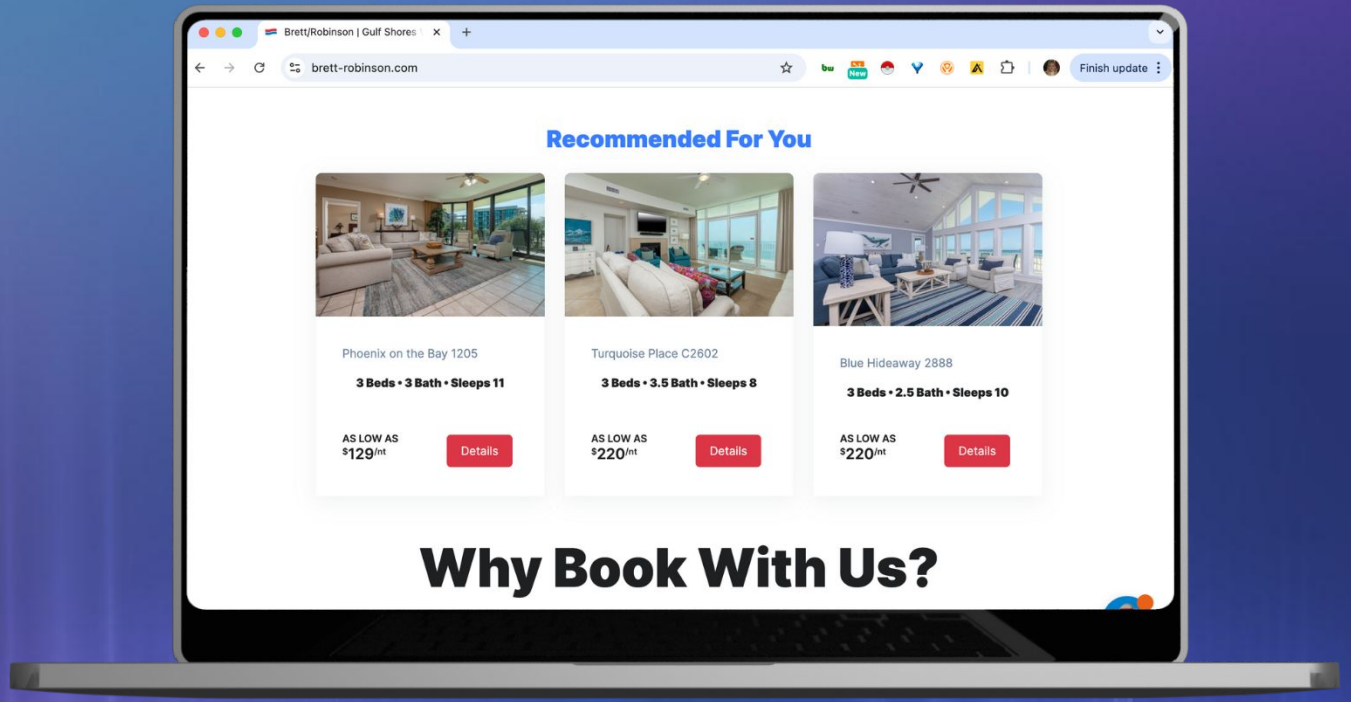

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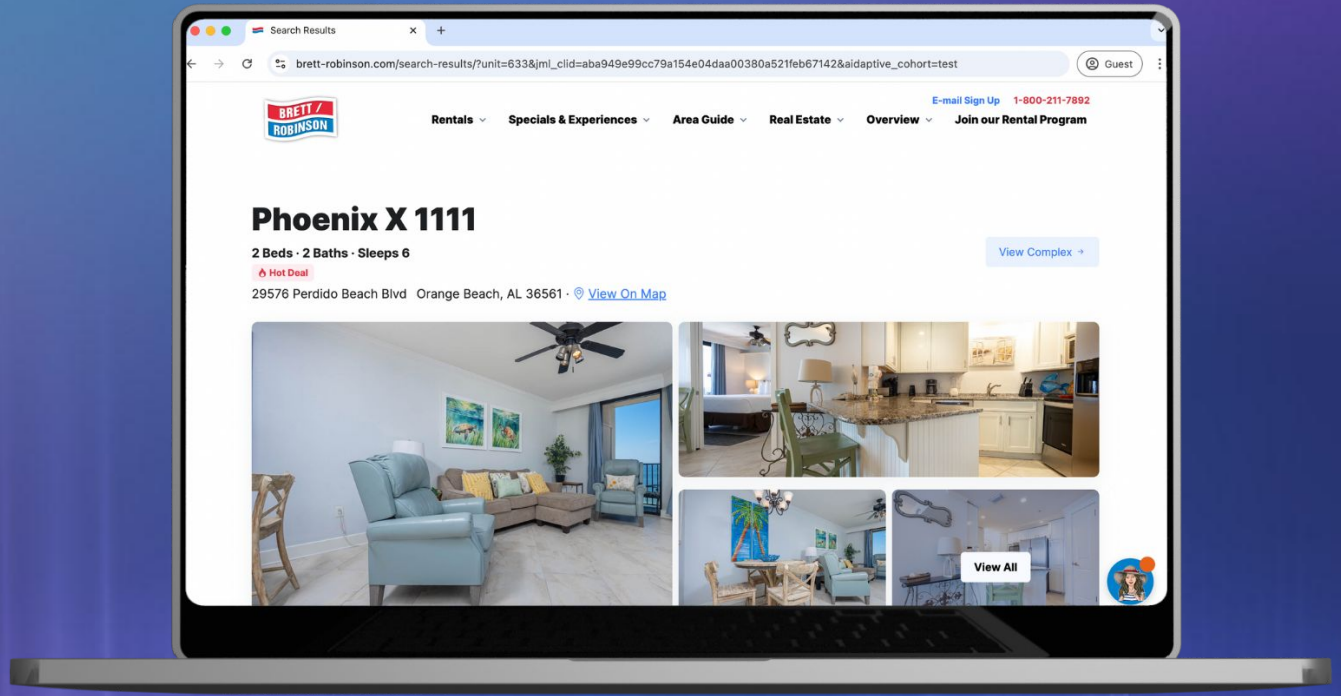

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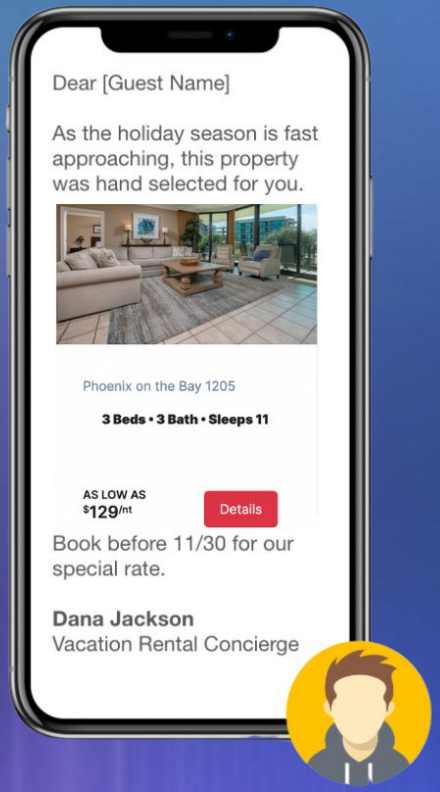

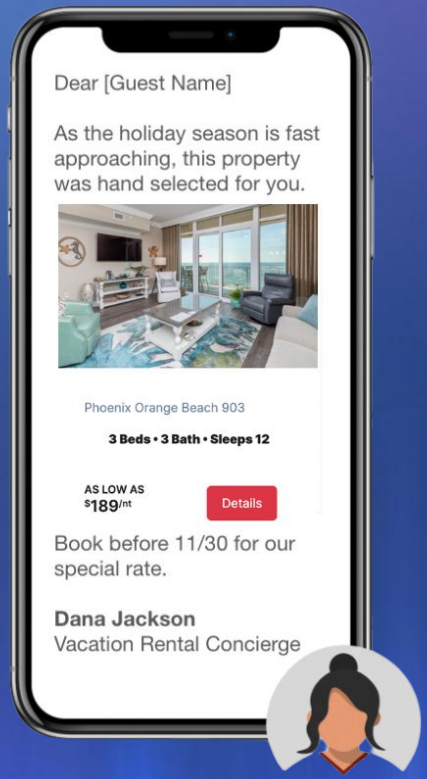

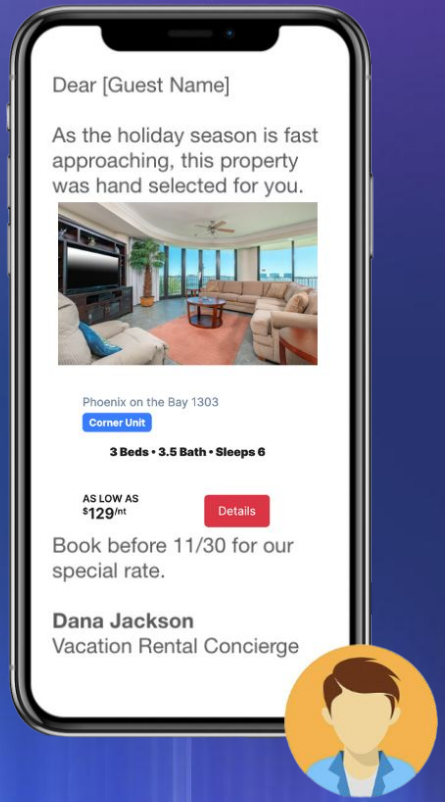

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Unlocking AI for Property Managers: Smarter, Faster, More Efficient

AI is Changing the Industry – But is it Working for Property Managers?

- AI has transformed many industries, but adoption in property management has been slow.
- The right AI tools can save time and improve marketing efforts.
- Jini is designed specifically for property managers—no tech expertise needed.

Jini

Why Haven’t More Property Managers Adopted AI?

Barriers to AI Adoption

ZPoint

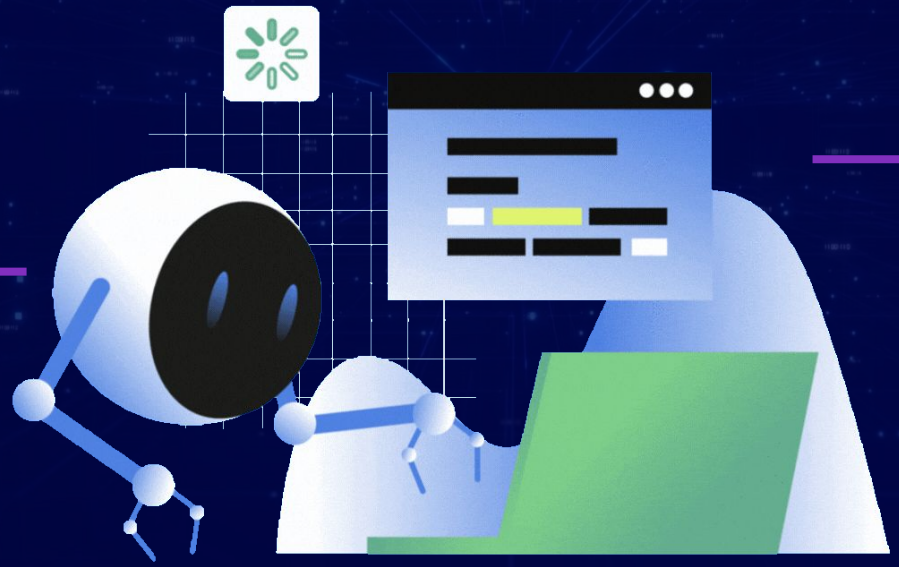
Rentalz
Breakthrough Growth Solutions

AI Should Work for You—Not the Other Way Around

User - Friendly

Custom Configured

Saves Time & Effort

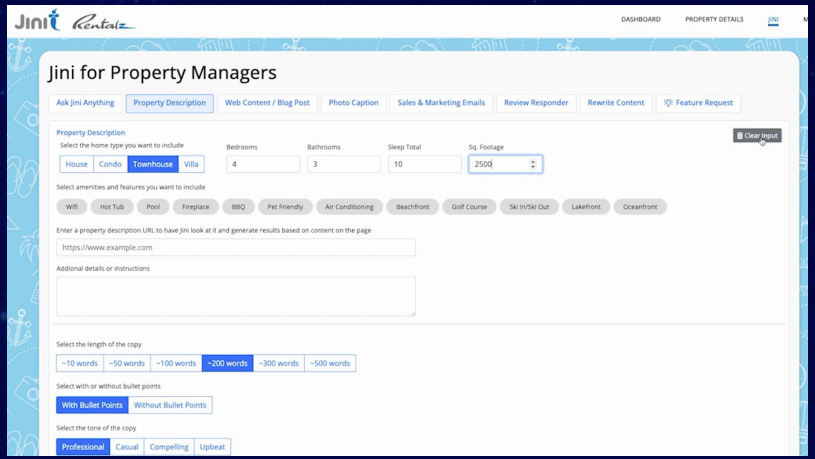


See What Jini Can Do

- Property Listings Optimized for OTAs
- Engaging Marketing Content
- Review Responses
- Sales Emails That Convert
- Enhance Existing Content

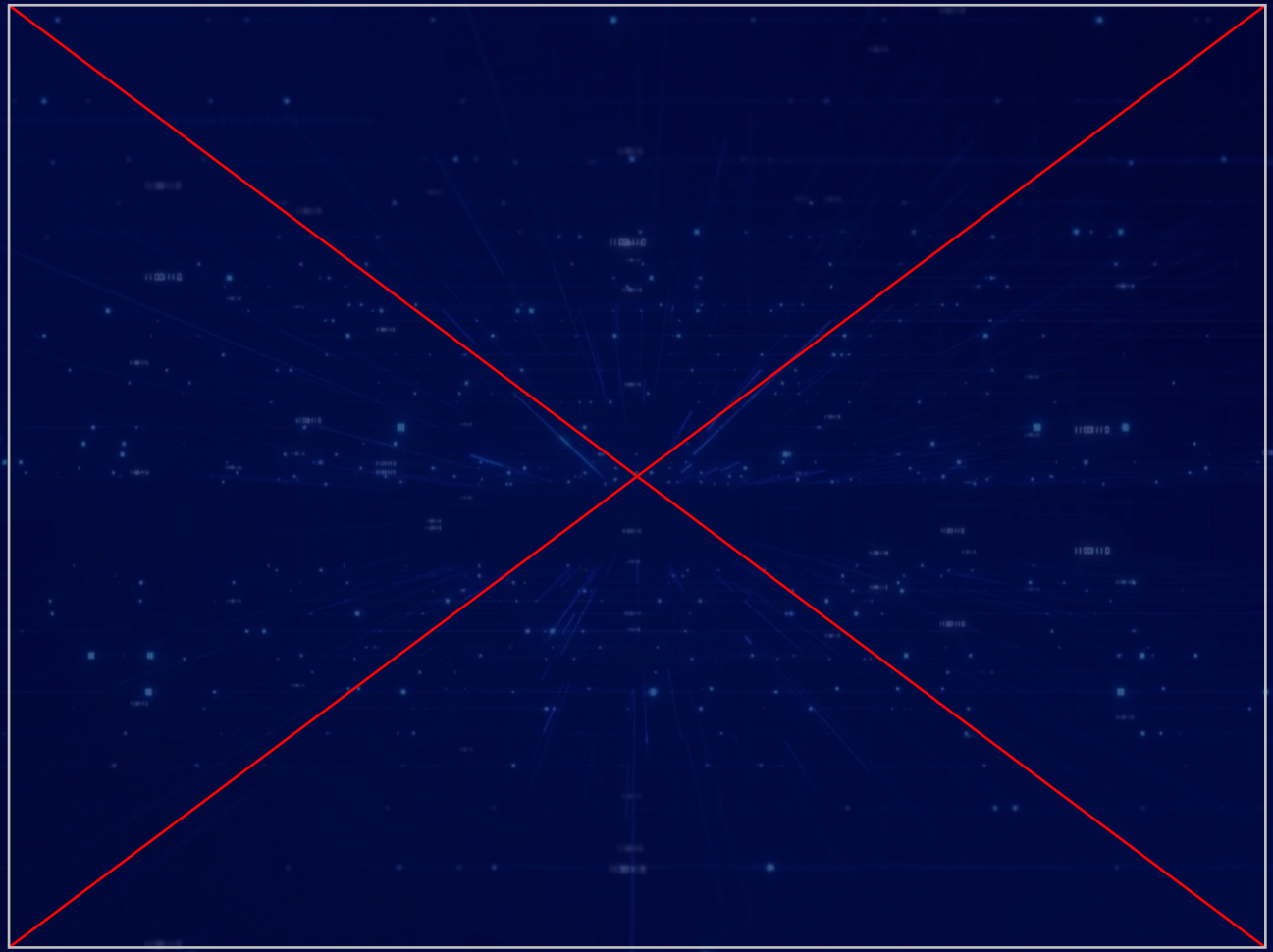
A Custom AI Platform Built for Property Managers

- Simple, intuitive interface—no learning curve.
- Generates high-quality content in your brand's voice.
- Custom-configured to fit your business needs.



ZPoint

Rentalz
Breakthrough Growth Solutions



Automated Paid Advertising Strategies

Google Ads
Smart Bidding

Google Ads

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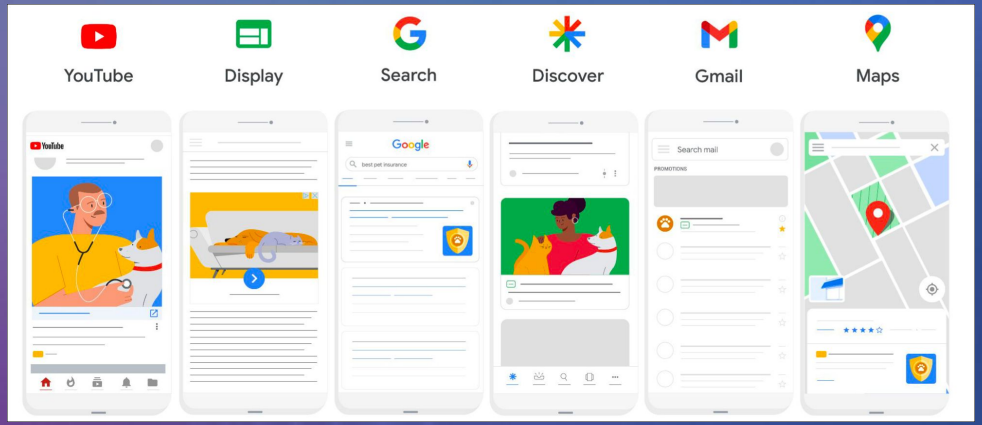
Automated Paid Advertising Strategies

Performance Max Campaigns (PMax)



Google Ads

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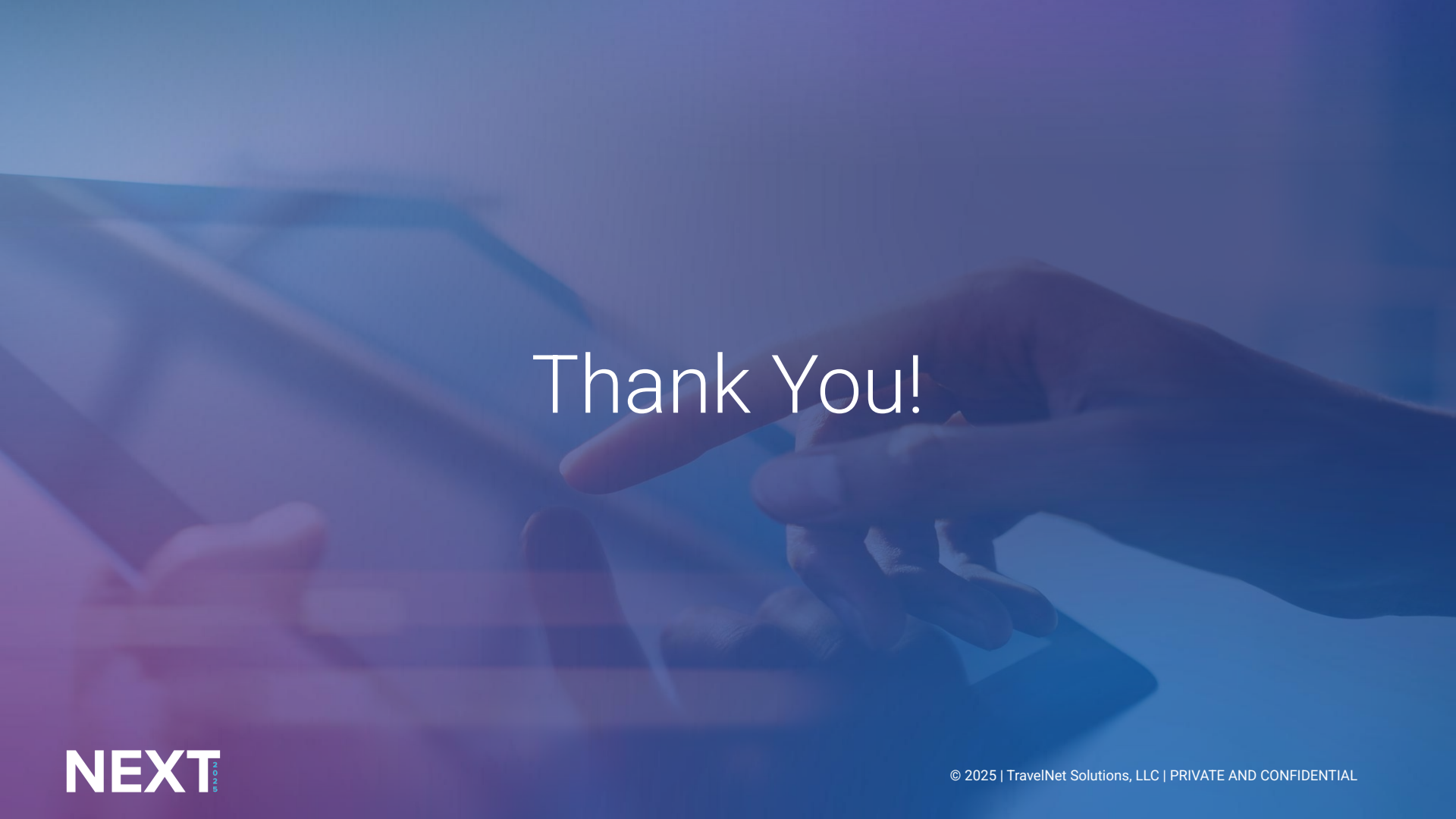

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