

# Unlocking AI's Potential

Transform Your Digital Marketing Strategy

**NEXT**  
SERIES

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

# Meet the Presenters



**Braeden Flaherty**  
Global Head of Hospitality,  
Aidaptive



**Larry Hoffer**  
Founder/CEO, Rentalz



**Luke Brusletten**  
PPC Specialist II, TrackDMS

# 71%

## The Case for Digital Transformation

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

# 40%

## The Case for Digital Transformation

40% of marketing has immediate  
automation potential.

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**MAR  
TECH**

# 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?



# 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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# Essential AI Components & Requirements



**Dedicated AI Budget**



**Focused Digital  
Strategy &  
Implementation Team**



**AI Testing, Learning &  
Refinement**

# (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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The image displays a comparison of property listings on the Rentals United platform, illustrating the impact of optimization. It shows two columns of listings, each with a 'Health Card' overlay indicating performance metrics.

**Left Column (Optimized Listing):**

- Quality Score:** 57.50% (Yellow star)
- Bedrooms:** 1 | **Baths:** 1 | **Sleeps:** 5 (Yellow star)
- Channels Connected - % Rate Markup:** (Green bar)
- Days Since Last Booking:** (Yellow star)
- This Years Bookings:** Property | Portfolio | % (Green bar)
- Location:** Rockport | United States
- 1st Photo:** (Image of a living room)
- Total Photo Count:** 28 (Yellow star)
- Revenue Outlook:** 3 Month RevPar: 0, Unsellable Nights %: 33.00% (Yellow star)
- Health Card (March):** RevPar: 0, OCC: 0, OCC with Unsellable Nights: 0 (Yellow star), Nights Avail: 30, Unsellable Nights: 0 (Yellow star)
- Top Converting Amenities:**
  - ✓ Air Conditioning
  - ✓ Internet or WiFi
  - ✓ Kitchen
  - ✗ Parking Available
  - ✗ Pets Allowed
  - ✗ Pool
  - ✗ Washer & Dryer

**Right Column (Unoptimized Listing):**

- Quality Score:** 55.00% (Yellow star)
- Bedrooms:** 1 | **Baths:** 1 | **Sleeps:** 4 (Yellow star)
- Channels Connected - % Rate Markup:** (Green bar)
- Days Since Last Booking:** (Yellow star)
- This Years Bookings:** Property | Portfolio | % (Green bar)
- Location:** Bonita Springs | United States
- 1st Photo:** (Image of a living room)
- Total Photo Count:** 26 (Yellow star)
- Revenue Outlook:** (Yellow star)
- Health Card (March):** RevPar: 0, OCC: 0, OCC with Unsellable Nights: 96.80% (Yellow star), Nights Avail: 30, Unsellable Nights: 1 (Yellow star)
- Top Converting Amenities:**
  - ✓ Air Conditioning
  - ✓ Internet or WiFi
  - ✓ Kitchen
  - ✗ Parking Available
  - ✗ Pets Allowed
  - ✗ Pool
  - ✗ Washer & Dryer

At the bottom of each column are buttons for 'RU LISTING' and 'EDIT LISTING'.

# AutoRank

by Otamiser

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GENERATION

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Your search



Amazing pools



Rooms



Countryside



Amazing views



Chef's kitchens



Lakefront



Play



Tiny homes



Cabins



Vineyards



Farms



Trending



Camping



Design



Mansions



Filters

Guest favorite



Home in Central Austin  
★ 4.98 (95)  
Cozy Hideaway in North Central Austin - ...  
Free cancellation  
\$221 \$195 night · \$1,363 total

Guest favorite



Home in East Austin  
★ 4.94 (64)  
East Austin Cozy Corner  
Free cancellation  
\$215 \$190 night · \$1,326 total

Guest favorite



Home in East Austin  
★ 4.94 (64)  
The Overlook near UT & downtown!  
Free cancellation  
\$260 \$240 night · \$1,677 total

Guest favorite



Guesthouse in Central Austin  
★ 4.97 (136)  
Guesthouse w/ Pool and Spa  
2 beds · 1 bedroom  
Free cancellation  
\$247 \$228 night · \$1,592 total

Guest favorite



Home in Central Austin  
★ 4.95 (4)  
Walk to eateries/bars/coffee in North Loop  
Free cancellation  
\$201 night · \$1,406 total

Superhost



Home in Central Austin  
★ 4.95 (4)  
Tulum Inspired Villa in the heart of Austin  
Free cancellation  
\$434 \$384 night · \$2,688 total

Available dates

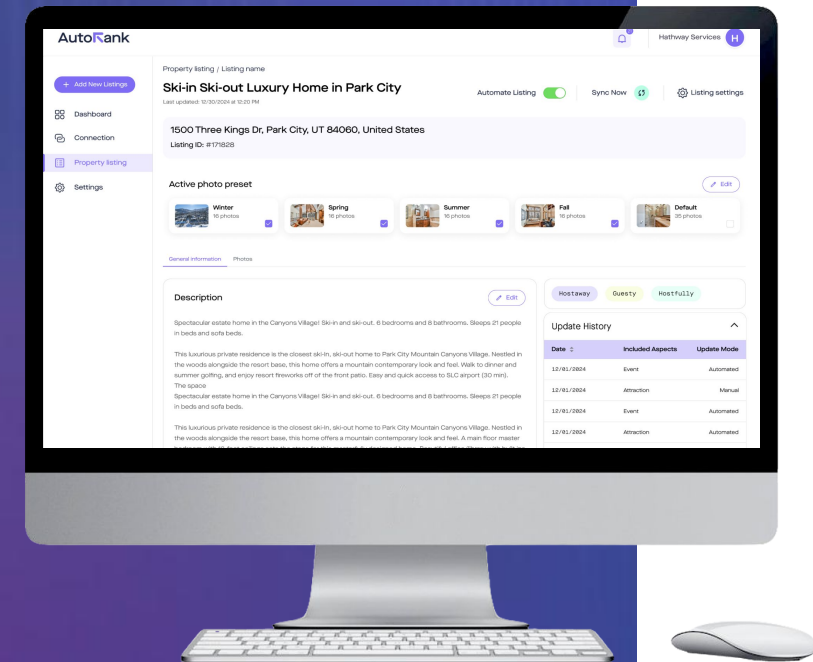
NEXT

1 / 2

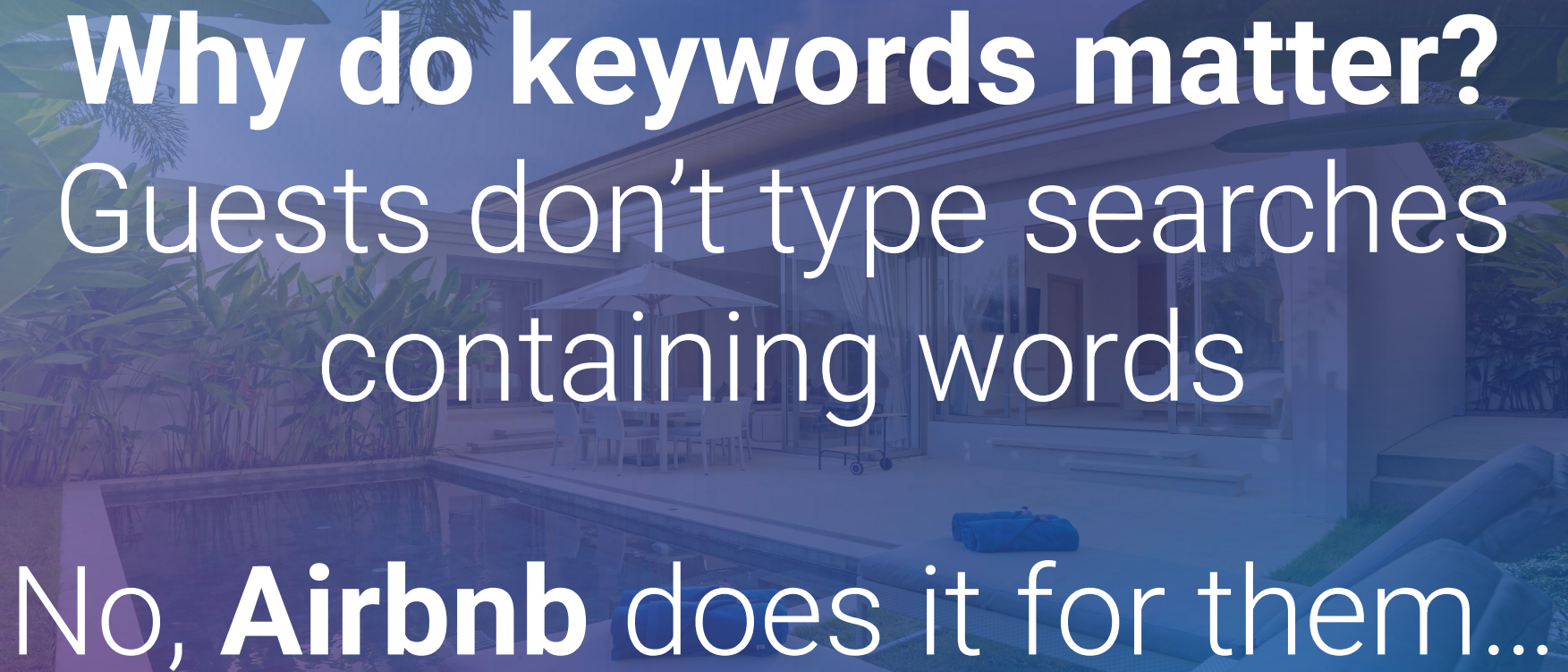
# AutoRank by Otamiser

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

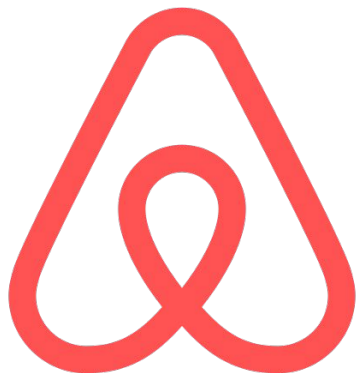
*This means we do the analysis and the implementation while you sleep*



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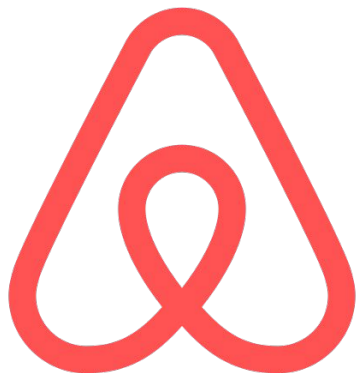


**Why do keywords matter?**  
Guests don't type searches  
containing words  
No, **Airbnb** does it for them...

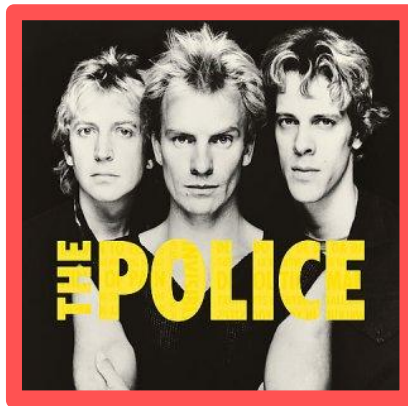


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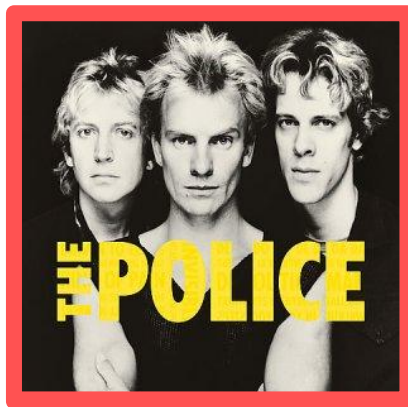


“ Every breath you take  
And **every move you make**  
Every bond you break  
Every step you take  
**I'll be watching you**

Every single day  
And **every word** you say  
Every game you play  
**Every night you stay**  
I'll be watching you... ”



=



**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.

“ 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... ”



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



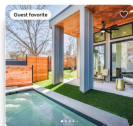
OPEN FLOOR PLAN GROUP ACTIVITIES ANTONE'S LAKE AUSTIN

MODERN NEWLY BUILT AIRY TRANQUIL VIBE SMART TV

COOKING FOR CROWD LOFT LOUNGE CHAIRS NATURAL LIGHT

SUNSET WALK STAINLESS STEEL APPLIANCES BOARD GAMES

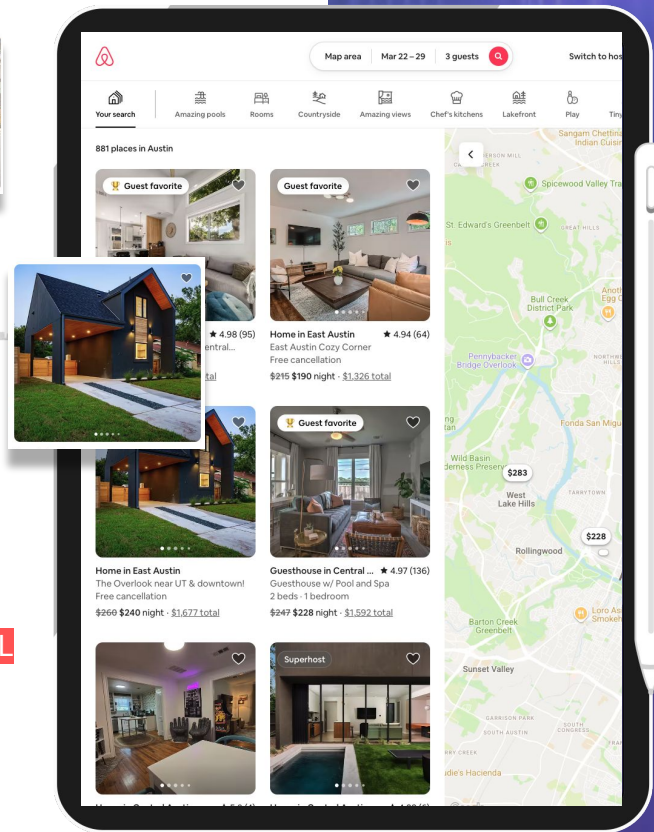
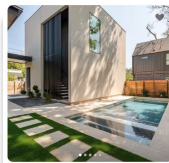
STUBBS TACOS BBQ LIVE MUSIC INFINITY POOL GRILL CHILL



TWO STORIES VERACRUZ TACOS

CONTINENTAL CLUB ZEN GARDEN

BARTON SPRINGS



NEXT

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Unfortunately Sting won't be staying at  
your home in Austin because you're on  
**page 12**

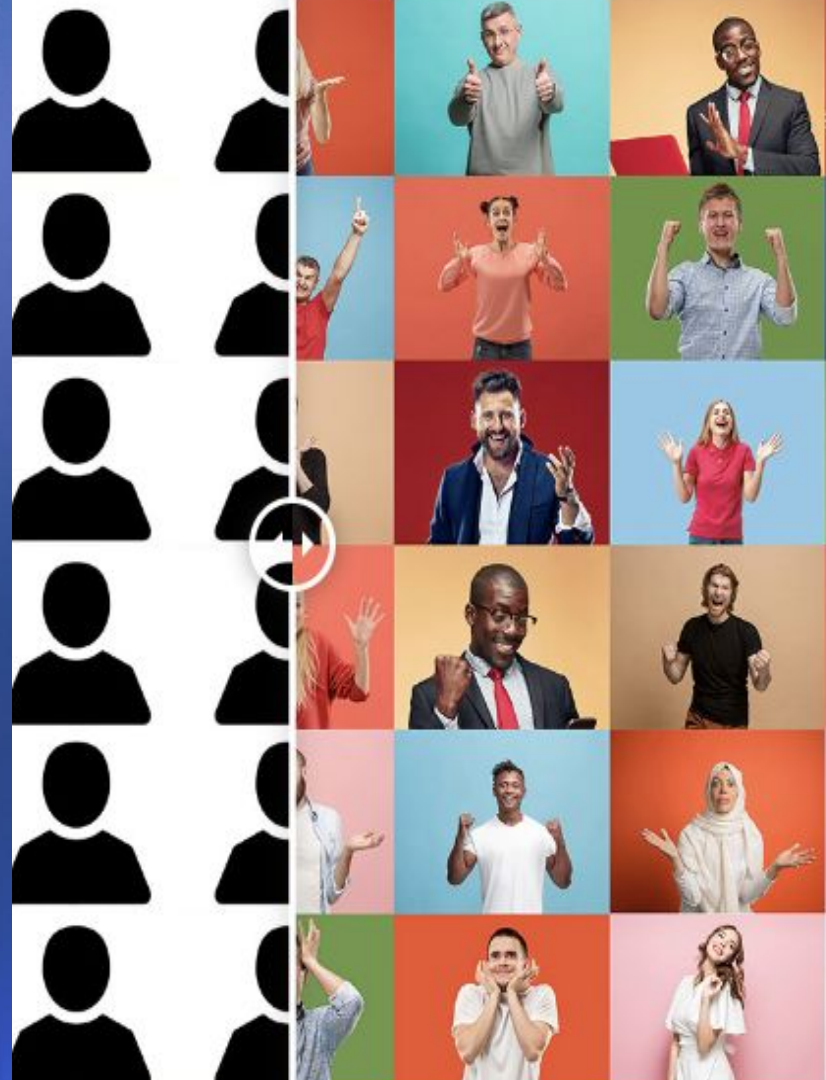
Get more bookings from 1970's Rock  
bands with **AutoRank**



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# Aidaptive

## DATA INPUTS



PMS



Listings



CRM



Analytics



Marketing



Reviews



High budget

Likes beach

Large family

Leisure



Not seeing

holiday

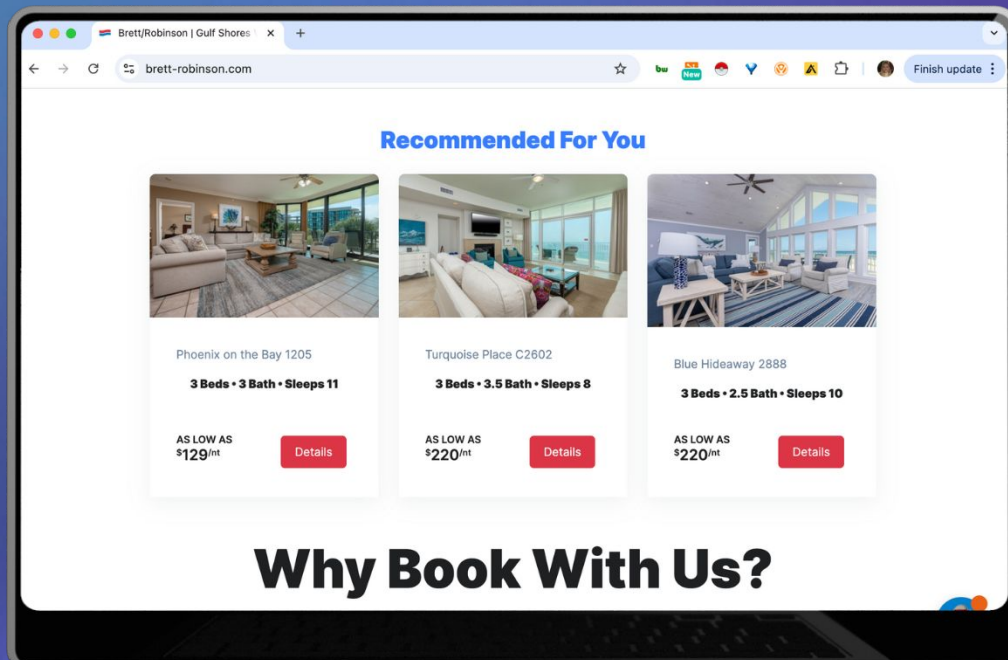


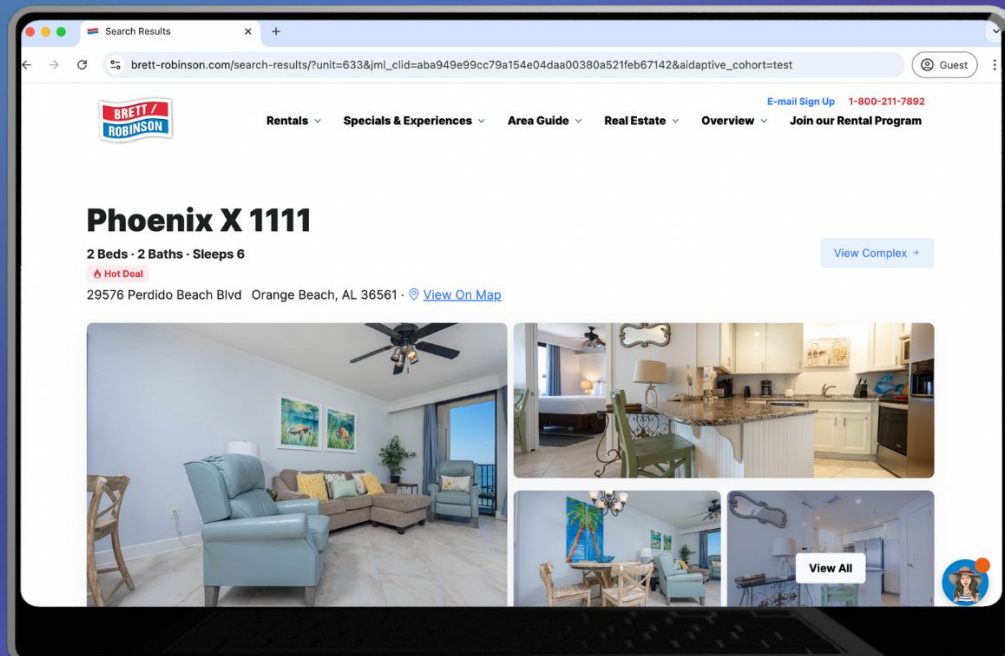
es city

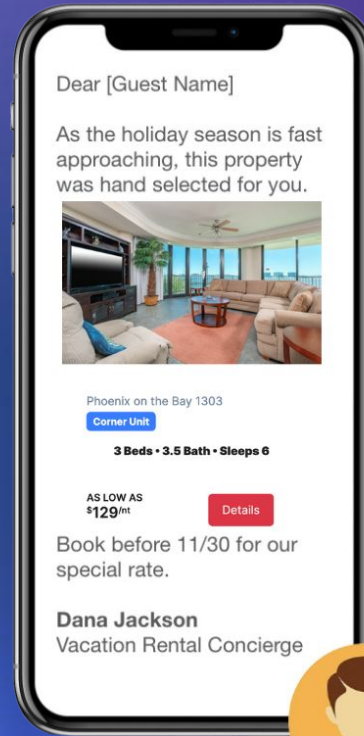
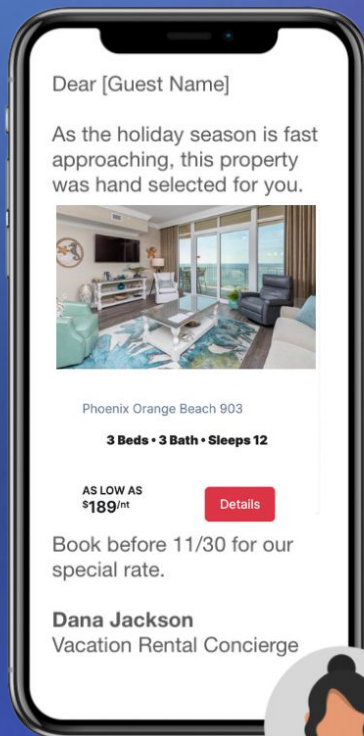
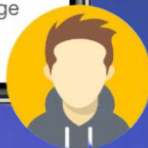
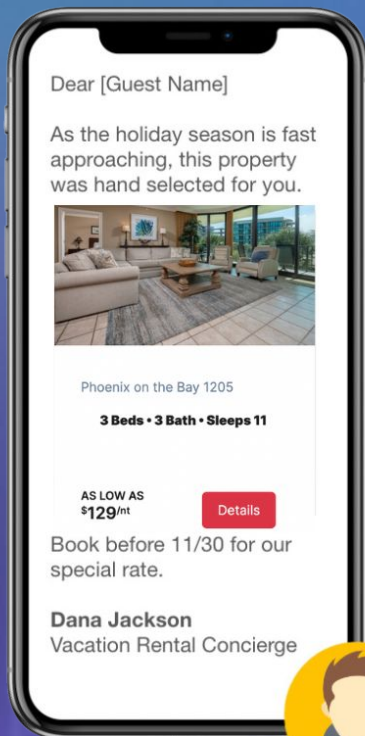
omad



## NEXT









● **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.

## Barriers to AI Adoption



## 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**



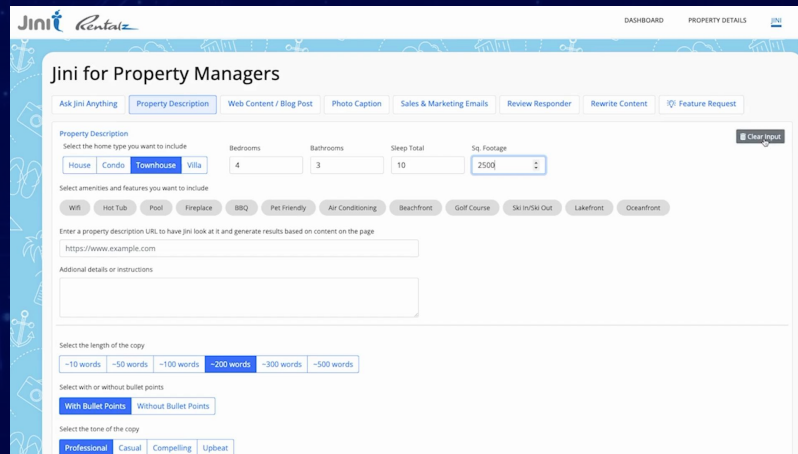
**Sales Emails  
That Convert**



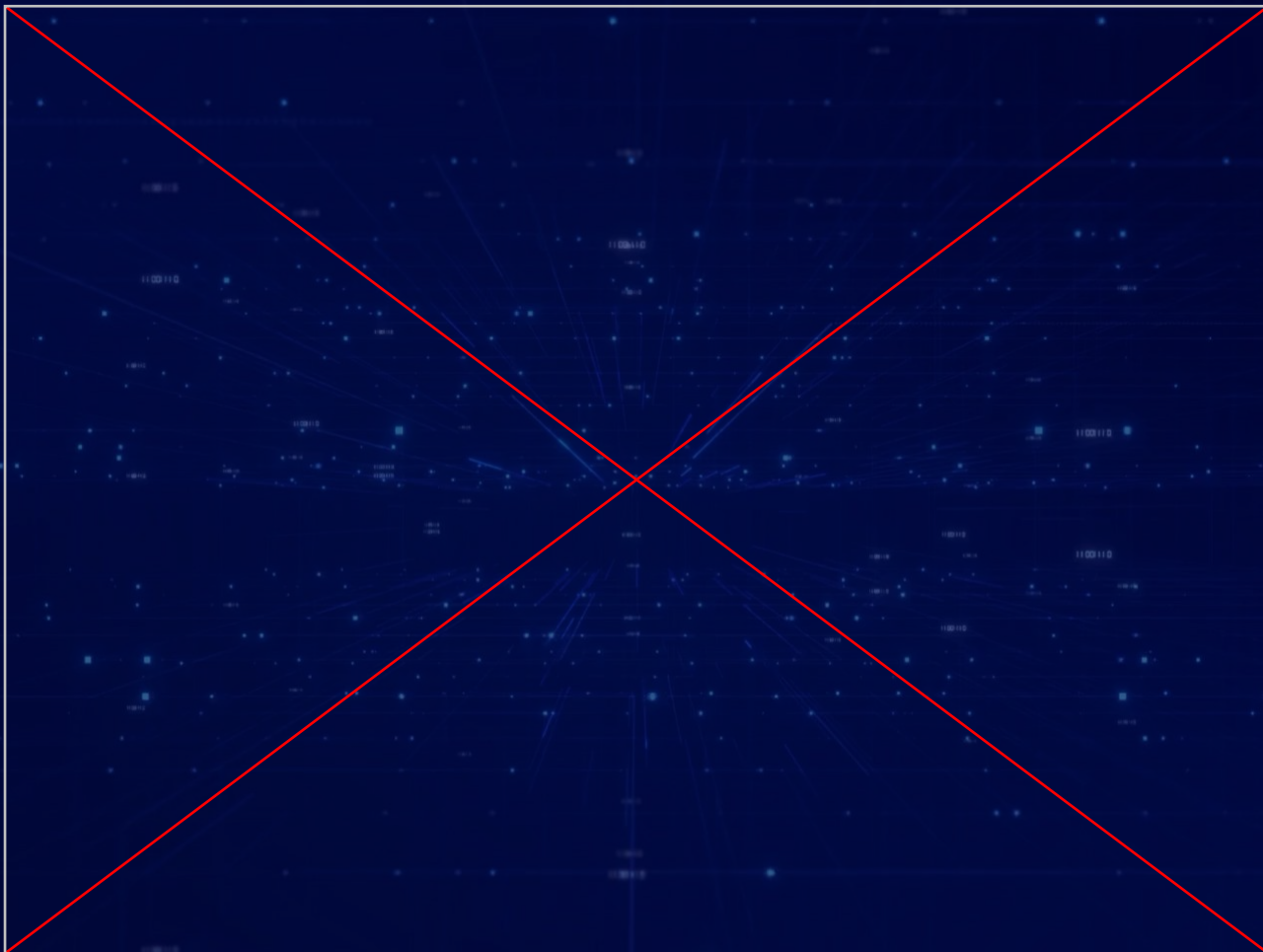
**Enhance  
Existing  
Content**

## 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.



The screenshot shows the 'Jini for Property Managers' interface. At the top, there's a navigation bar with 'Jini' and 'Rentalz' logos, and links for 'DASHBOARD' and 'PROPERTY DETAILS'. Below this is a sub-header 'Jini for Property Managers'. A row of tabs includes 'Ask Jini Anything', 'Property Description' (which is active), 'Web Content / Blog Post', 'Photo Caption', 'Sales & Marketing Emails', 'Review Responder', 'Rewrite Content', and 'Feature Request'. The 'Property Description' section has a 'Select the home type you want to include' dropdown with options: House, Condo, Townhouse (selected), and Villa. To the right are input fields for 'Bedrooms' (4), 'Bathrooms' (3), 'Sleep Total' (10), and 'Sq. Footage' (2500). Below this is a 'Select amenities and features you want to include' section with a row of buttons: With, Hot Tub, Pool, Fireplace, BBQ, Pet Friendly, Air Conditioning, Beachfront, Golf Course, Ski In/Ski Out, Lakefront, and Oceanfront. A text input field for 'Enter a property description URL, to have Jini look at it and generate results based on content on the page' contains 'https://www.example.com'. Below that is a text input field for 'Additional details or instructions'. The 'Select the length of the copy' section has buttons for '~10 words', '~50 words', '~100 words', '~200 words' (selected), '~300 words', and '~500 words'. The 'Select with or without bullet points' section has buttons for 'With Bullet Points' (selected) and 'Without Bullet Points'. The 'Select the tone of the copy' section has buttons for 'Professional' (selected), 'Casual', 'Compelling', and 'Upbeat'. A 'Clear Input' button is located in the top right corner of the form area.



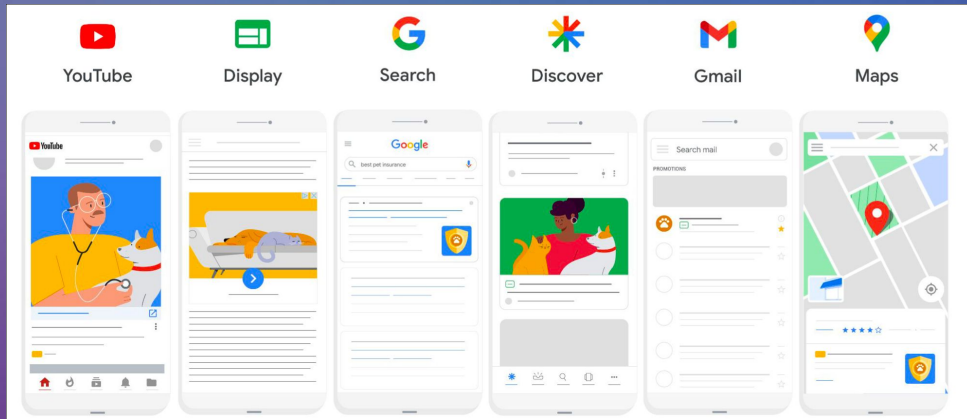
# Automated Paid Advertising Strategies

## Google Ads Smart Bidding



# Automated Paid Advertising Strategies

## Performance Max Campaigns (PMax)





# Thank You!