

Content Monitoring Technology in Marketing: A Case of PropertyVIEW



Source: Pexels (2017)

Background

In today's world of E-commerce, the quality of digital marketing content plays a crucial role in shaping brand image and influencing sales. Content monitoring technology allows hotels to keep a close eye on the accuracy and effectiveness of their digital content across various platforms. At the same time, content monitoring technology also facilitates data collection for the hotel, which can guide further marketing strategies and improve service quality.

By combining advanced technology like artificial intelligence and machine learning with human intelligence, PropertyVIEW is a powerful tool designed for hoteliers to monitor and maintain accurate and consistent listing information across various distribution channels (TTG Asia, 2022). The software proactively audits descriptive information, amenities, and photos listed on local directories, search engines, and online travel agencies, then compiles a **Detailed Content Accuracy Scores** that reflect the current state of a business's content, considering all inaccuracies, errors, and omissions (HotelPORT, n.d.). The software also provides a **Multi-Level Data Views** showing content accuracy by chain, by brand, or individual property within the organization. Moreover, advanced **Photo Matching AI** technology in the software detects whether the content displayed on other distribution channels matches the ones displayed on the official channels (HotelPORT, n.d.).

After integrating with the hotel's existing property management system, the software will also be able to cross-reference the hotel's official offerings with the listings found online and alert the management of any inconsistency detected.

Challenges

Although the implementation of PropertyVIEW allows hoteliers to streamline their online marketing and sales activities, the initial integration with existing property management systems may be complex and require significant amount of time and technical expertise, it may also lead to disruptions in operations. Furthermore, over-reliance on AI scanning may result in undetected errors due to the fact that AI detection does not come without errors and glitches.

Discussion Questions

1. How can Detailed Content Accuracy Scores and Multi-Level Data Views provided by PropertyVIEW help in maintaining a positive brand image?
2. What are the potential risks of over-relying on AI for content accuracy, and how can these risks be mitigated?
3. Do you think PropertyVIEW is a worthy investment for hotels? Why or why not?
4. Do you think this technology can be applied to other sectors in the hospitality industry? Explain with an example.

References

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Keywords

- Artificial Intelligence
- Data-driven marketing
- Hotel
- Technology
- Content marketing
- Accuracy

Acknowledgement

This case study is based on and adapted from the work of Master's student Hadeel Fkeeh from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University