



## The New Scrigno Online Booking engine Fully integrated with a CMS. Created for Revenue Management and Web Marketing.

From now the new Online Booking of Scrigno innovatively integrates a CMS (content management system) with a booking engine. Fully integrated through web services, it offers a more accurate setting of the contents, and a customized layout.

The booking engine is also fully integrated into the Scrigno management software, with the advantage that bookings, availability and rates are managed in real time by the PMS (Property Management System).

### ADVANTAGES:

- Thanks to the global integration of the booking online into an evolved CMS (content management system), it is possible to fully customize the lay-out
- Multi-tariff management and multi-room booking
- For the hotel chains, the facility to display several hotels on just one page
- Total integration of the booking process into the website of the hotel, avoiding access other domains
- Greater effectiveness in the communication and in SEO thanks to the possibility of personalizing the offers with texts, photos and videos
- Complete integration with Scrigno for managing room rates, discount formulas, payments, deposits, including managing subsequent payments
- Analysis and optimization of all the booking process through integration with Google Analytics