Cogwheel Analytics Announces Launch of Hotel Digital Marketing Benchmarking Scorecard

FOR IMMEDIATE RELEASE

Denver, CO – We are pleased to introduce our latest innovation, the Benchmarking Scorecard. This enterprise tool is crafted to transform how hotels assess their digital marketing performance. Tailored to meet the needs of hotel management companies, ownership groups and digital marketing agencies for both branded and independent hotels. The Benchmarking Scorecard allows you to compare your hotels' performance indexes against key performance indicators of similar hotels.

The Benchmarking Scorecard leverages the latest advancements in automation technology and integrates seamlessly with our existing business intelligence and descriptive analytics. Cogwheel Analytics ensures that all data, whether historical or real-time, is accurately captured, normalized and analyzed. The Scorecard is designed to be intuitive and user-friendly, providing clear and actionable insights, when reviewing large amounts of data from disparate sources.

Key features of Cogwheel Analytics and its Benchmarking Scorecard include:

- **Comprehensive Metrics**: From channel mix to website statistics to performance marketing to social media, our scorecard covers a broad spectrum of metrics essential for detailed performance analysis.
- **Multiple Monthly Benchmark**s: Compare your hotel's monthly benchmarks to its historical averages, portfolio averages, and averages of the same hotel type.
- **Customizable Reports**: Users can customize the reports to focus on metrics that are most relevant to their specific goals.
- **Seamless Integration**: The scorecard is designed to integrate flawlessly with existing systems, regardless of the marketing agency, hotel size, or market.

Our goal with this launch is to empower businesses to make data-driven decisions to drive forward-looking growth and efficiency. The Benchmarking Scorecard is more than just a tool; it's a part of our commitment to enhancing the analytical capabilities of hotels worldwide.

"We believe that looking at your hotel's data year over year and month over month is a siloed approach to really understanding how well your digital marketing performs," said Stephanie Smith, CEO of Cogwheel Analytics. "Our tool allows us to talk to owners about performance beyond ROAS while also simplifying complex data analysis."

For more information on how to get started with Cogwheel Analytics and the Benchmarking Scorecard, please visit www.cogwheelanalytics.com or watch a short video on the platform go to https://www.youtube.com/watch?v=rut-om9GP5A .

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Cogwheel® Analytics is a hotel digital marketing reporting and business intelligence tool for hotel management companies and ownership groups of both branded and independent hotels. It aggregates data from multiple sources to allow companies to identify trends and opportunities, in both portfolio and individual hotel level views. It provides an online scorecard with benchmarks against other hotels to identify gaps in your total online presence, similar to a STAR report. With one-click reports, owners and operators can understand the efforts made towards gaining more exposure across the customer journey. Unlike most tools in the hospitality industry, Cogwheel Analytics primarily focuses on booked revenue, not consumed, to map the various data points up to the point of conversion. Sample data points include channel mix, website performance, social media and paid efforts including OTA Ads, MetaSearch and Google SEM.