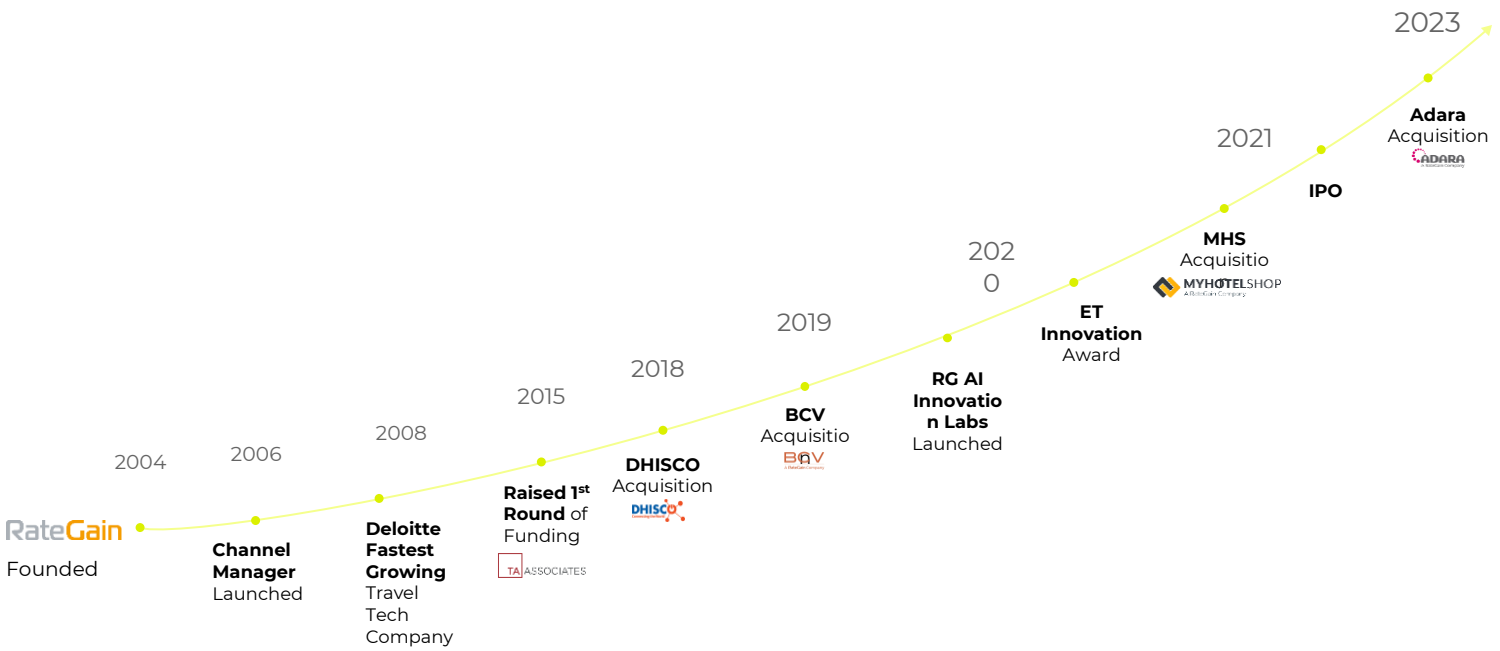
RateGain

Building A Scalable Platform Powered by AI to Solve New Challenges



2,800+
Brands

100+
Countries

99%
Retention Rate

700+
Employees

Trusted by 2,800+ Brands to Unlock New Revenue Everyday

Hotel Chains
23 out of Top 30

OTAs
25 out of Top 30

Car Rentals
7 out of Top 10

Airlines
Fastest Growing

DMOs
200+

RateGain®

A Culture that Creates Award-winning Products and Teams

PARTNER RECOGNITIONS

ELITE CONNECTIVITY PARTNER 2023

Booking.com 2022 Premier partner

PEOPLE EXCELLENCE

2021 Best Company for DIVERSITY

2022 Best Company CAREER GROWTH

Great Place To Work. Certified NOV 2022 - NOV 2023 INDIA

4 Years in a Row

WORLD HRD CONGRESS (SINCE 1992)

INDUSTRY AWARDS

FINALIST BEST MARKET INTELLIGENCE SOFTWARE HotelTechReport 2023

FINALIST BEST CHANNEL MANAGER HotelTechReport 2023

WORLD TRAVEL TECH AWARDS WINNER 2022

HOTELIERS CHOICE AWARD HotelTechReport 2022

FINALIST BEST MARKET INTELLIGENCE SOFTWARE HotelTechReport 2022

FINALIST BEST PARITY MANAGEMENT SOLUTION HotelTechReport 2022

FINALIST BEST CHANNEL MANAGER HotelTechReport 2022

HSMAI ADRIAN AWARDS WINNER

We are in The Middle of an Experience Revolution

OpenAI's ChatGPT

Google's Bard

Microsoft's Bing

Midjourney

However the Experience Delivered by Hotels Continues to Miss Guest Expectations

LOS ANGELES TIMES

Since 1914

World • Technology • Future • Finance • Travel • Sport • Business • Weather

Staycation frenzy: Guest wait for hours to check in at hotels

December 14, 2020

To Meet the Need for New Experiences Hotels Continue to Add Disparate Systems

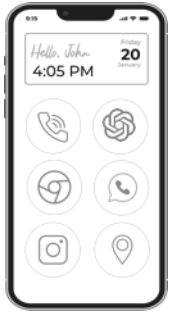
Phone

Multimedia

Messaging

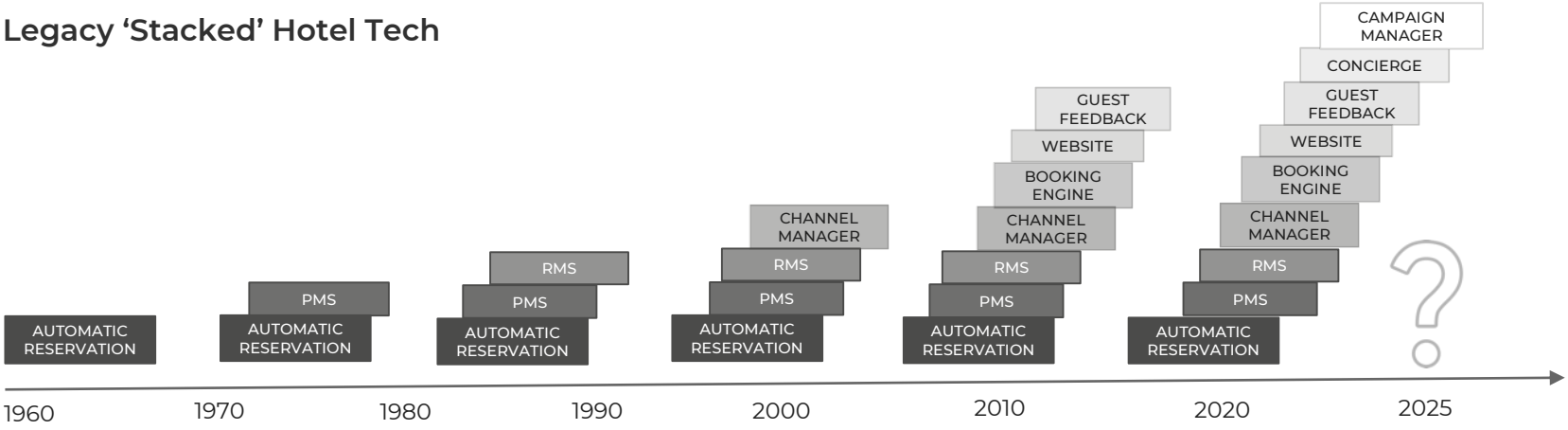
Internet

Maps



Evolving Agile Consumer Tech

Legacy 'Stacked' Hotel Tech



RateGain®

What Challenges Do Hotels Face in Delivering These Experiences

What is Changing?

Thinning margins And rising costs

Increasing CAC

Higher demand for Seamless

How is it Impacting you?

Outsourced customer acquisition

Guest ownership

Disjointed digital and physical experience

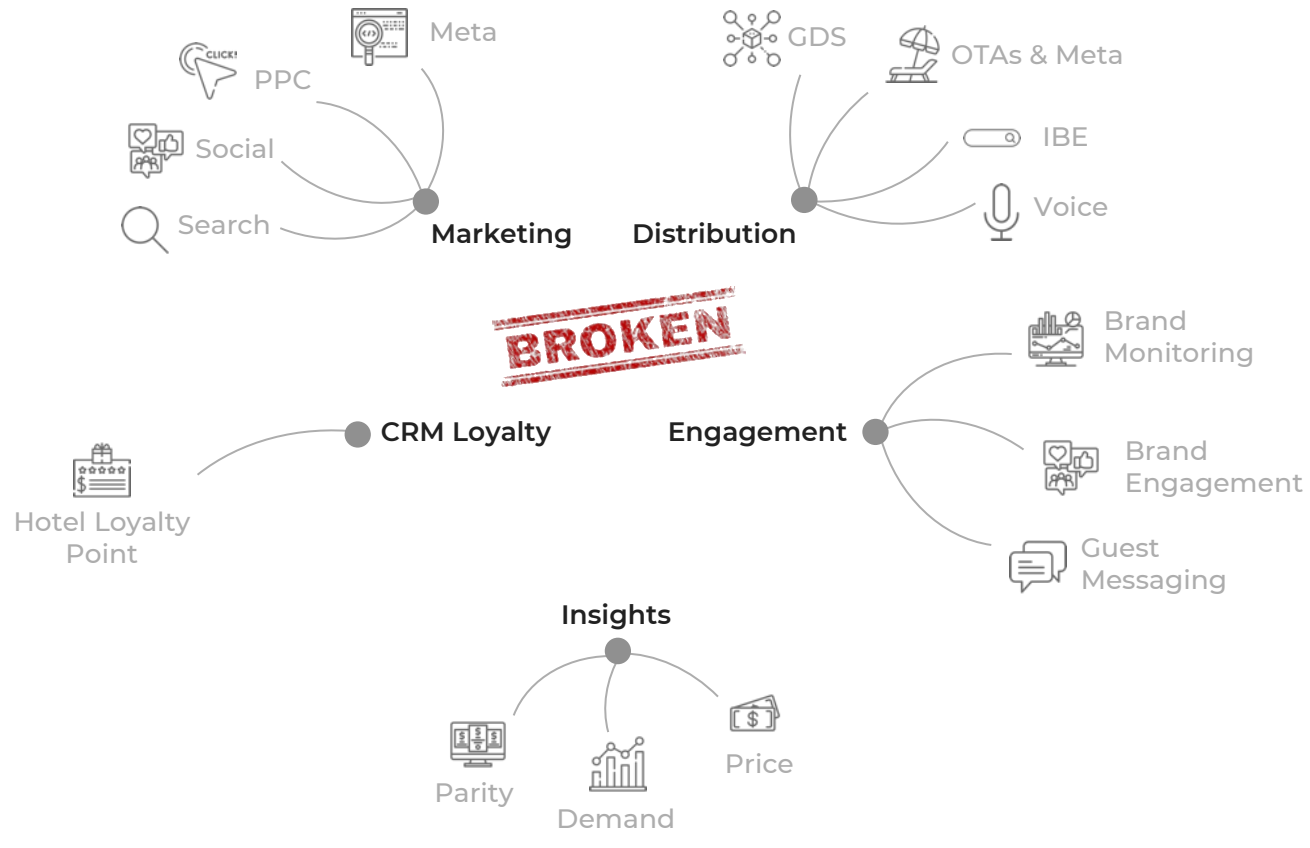
Technological Challenges

Silo'd data

Data security

Poor data synthesis

How Can Hotels Deliver a Seamless Experience With A Broken Technology Stack?

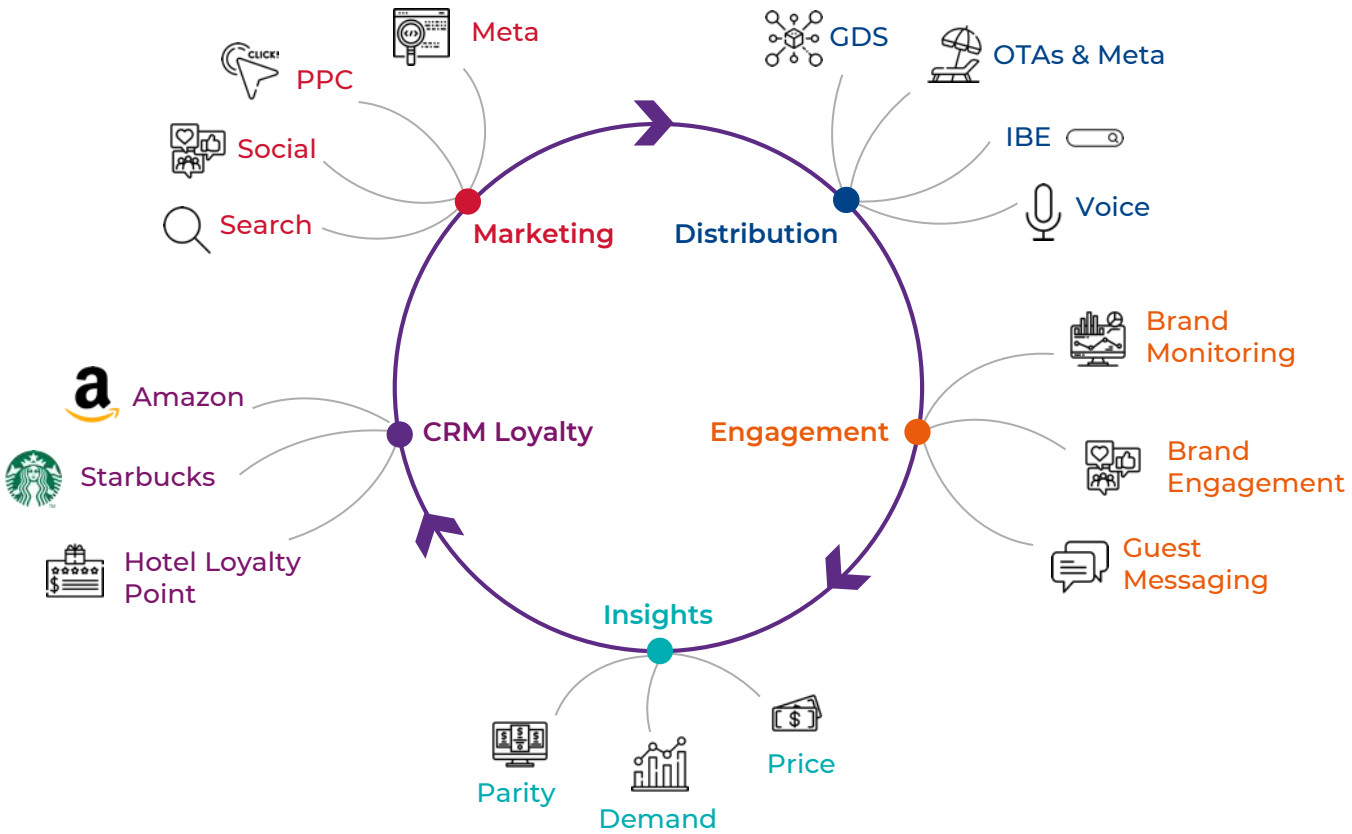


Problems are Many, the Answer is one:

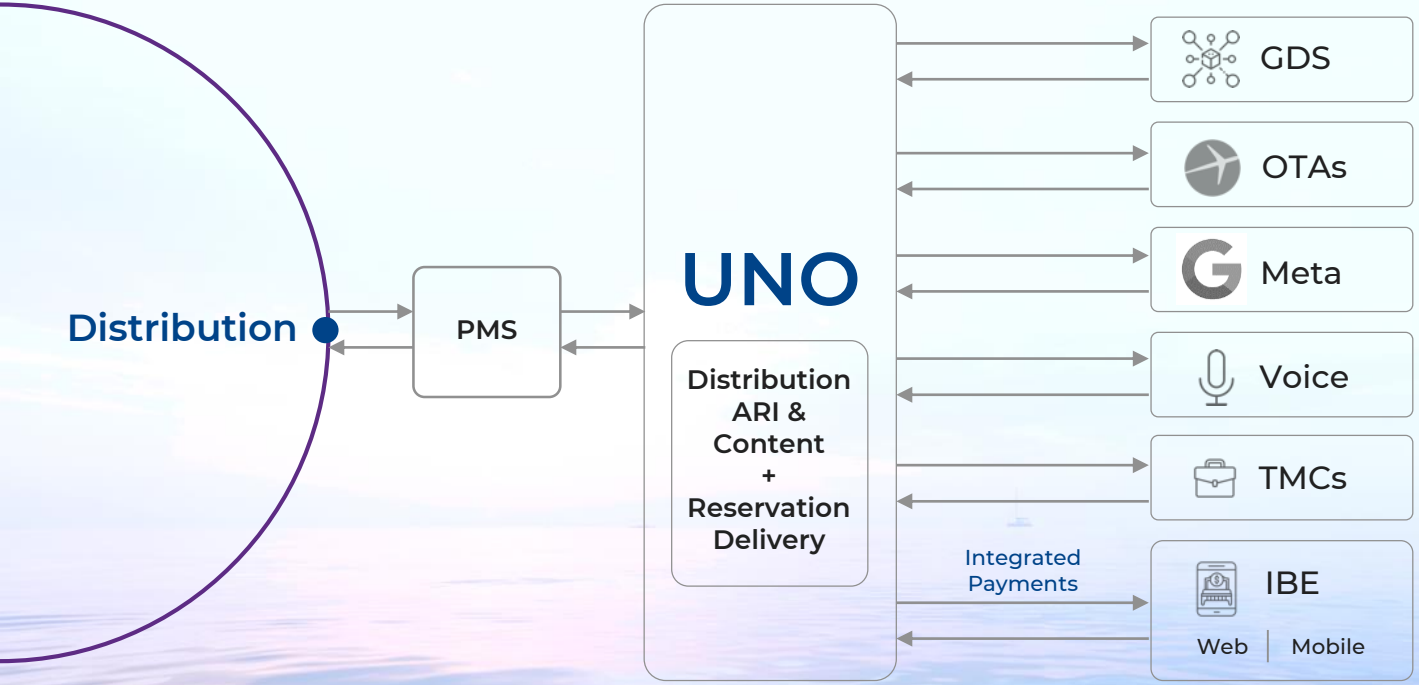
UNO

The revenue maximization platform that uses AI to provide your teams with interoperable and unified experiences to deliver customer delight and unlock new revenue

Get A Single View of Every Revenue Opportunity Across the Customer Lifecycle



Manage Distribution Across Your Best Performing Channels with A Few Clicks



99.99% Uptime

Unlimited ARI Updates/day

3-Step Checkout on brand.com

RateGain®

Make Your Website Easy to Use and Drive Faster Conversions

Dubai

Check in
Thu, 30-03-2023

Check out
Fri, 31-03-2023

Search Hotels

- 3-Step Checkout on brand.com
- Intuitive and self serve UX
- Open Search Location for quick and seamless experience
- Yield rates by Device to run mobile only campaigns
- Set up discounts and promotions dynamically
- Multichoice and map location on search results

RateGain®

Improve Your Decision Making and Execution Efficiency

- GDS, OTAs, Meta, Voice, TMCs connectivity
- Unlimited ARI Updates/day
- Chain/brand/cluster view of properties
- Auto create room types and rate plans
- Real time performance analytics
- Curated insights across all properties/brands/ clusters and chains

RateGain®

Connectivity That Solves for your use-cases

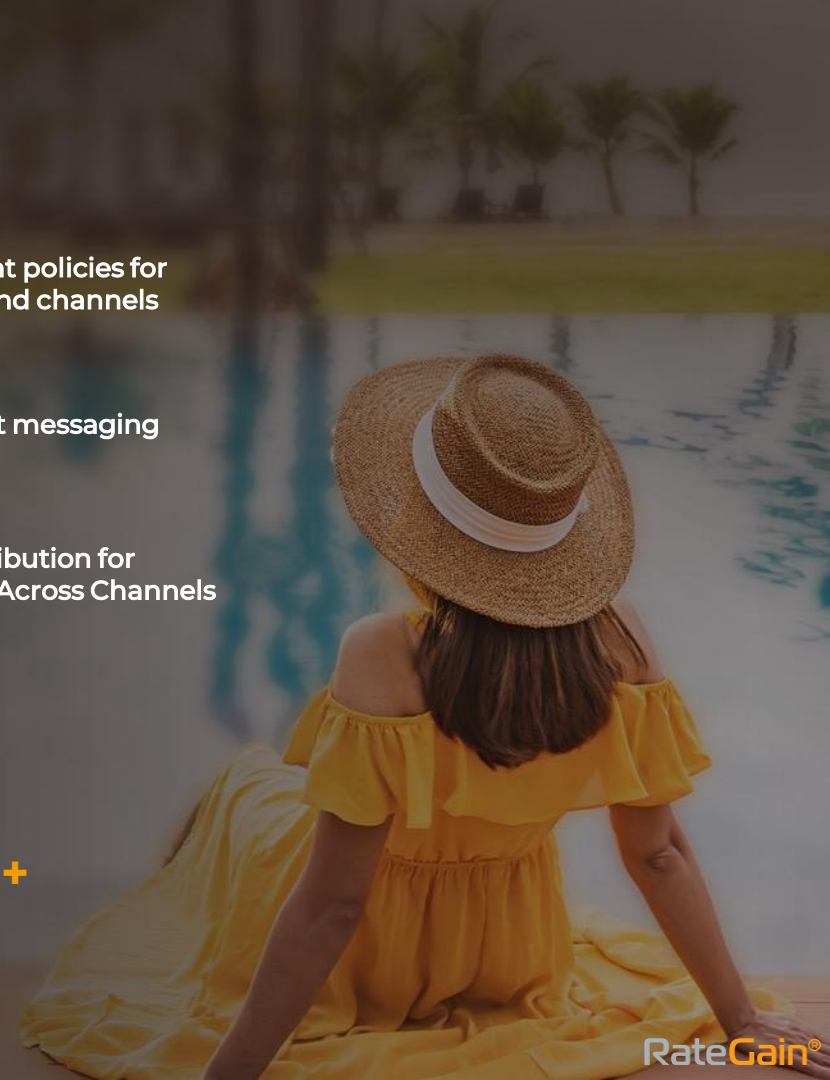
- Save 99% of your bandwidth and time. Map channels in hours and not days
- Choose different policies for different demand channels
- Quick “Stop Sell’ option to avoid overbooking
- Update without messaging limitation
- Elite connectivity on Expedia and Premier connectivity on Booking.com
- One-Click Distribution for Content Parity Across Channels

99.99%
system uptime

200 Bn+
ARI processed per year

>99.3%
ARI success

200,000+
hotels



RateGain®

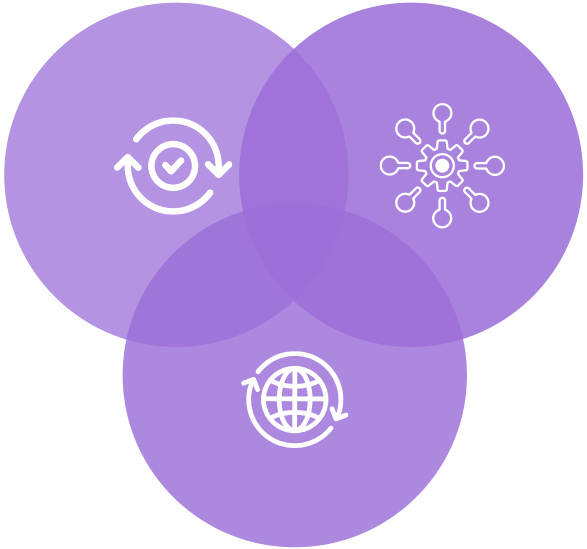
Content-AI

Hospitality's First AI-powered Content Platform to Improve Conversions and Maximize Revenue

The current process of hotel content management limits the hotels to create impact with content

Completeness

- Collating content is manual
- Audit is manual and laborious
- No understanding of gaps
- No capability to assess quality



Consistency

- No defined standards for quality
- No central storage capability
- Content Disparity with partners
- No capability to Auto-tag

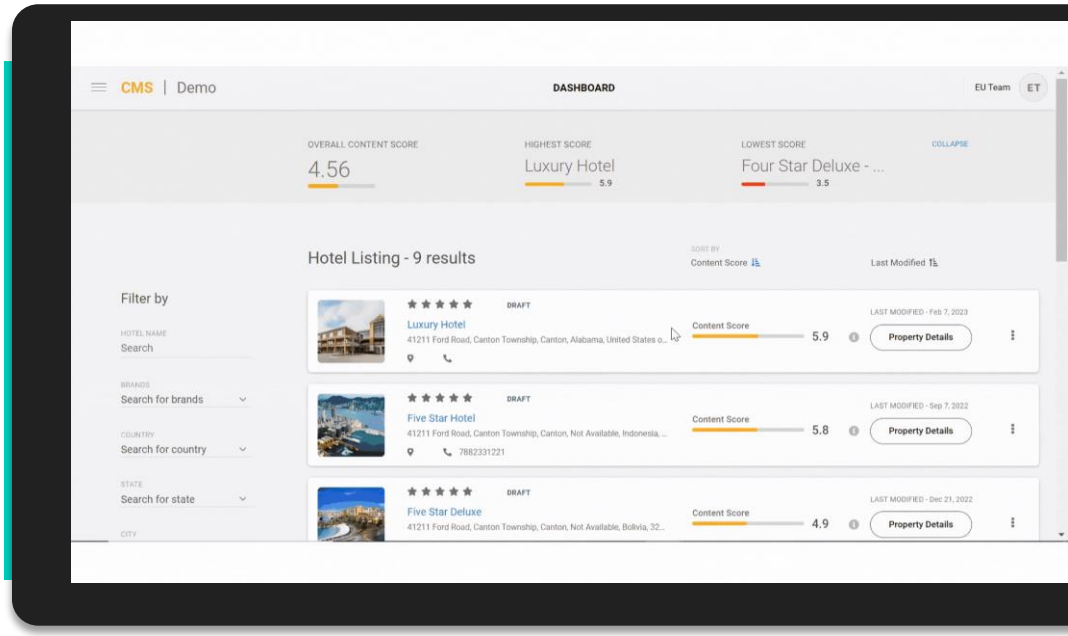
Conversion

- No capability of enhancing images
- No agreed metrics to measure success
- No best practices defined

The solution lies in simplifying the content journey with a single solution

Transform data into insights with AI-backed content augmentation platform

- Image Auto Tagging
- Auto Image enhancement
- Property level content scoring
- Content Enrichment
- Built-in image editor



50% effort saving every time content is updated

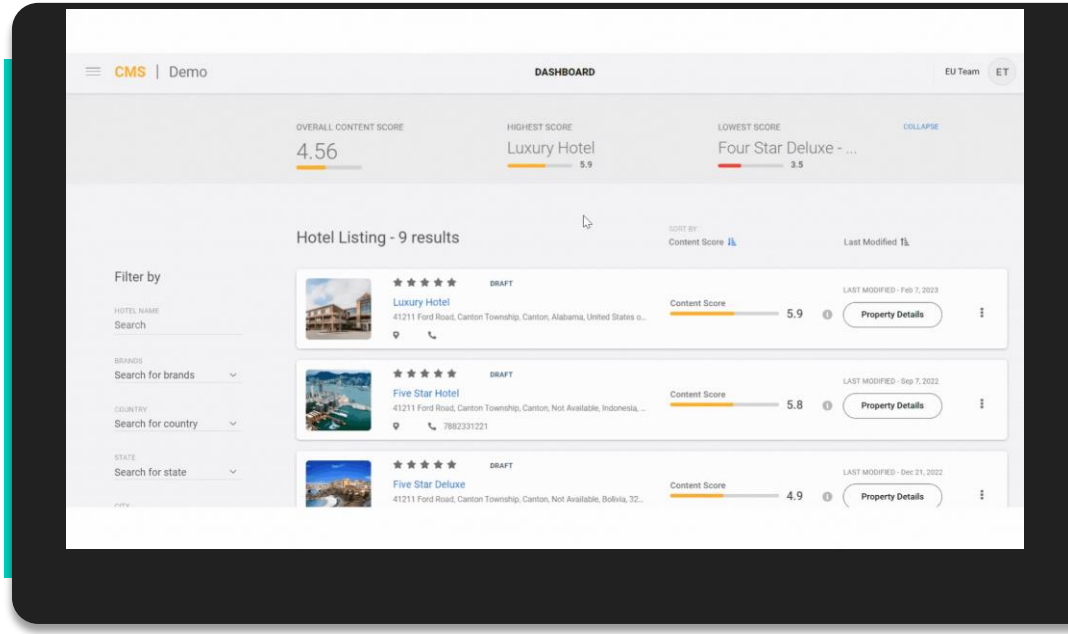
Instantly identify gap or missing information

Auto-match attributes of the demand partners

RateGain®

Create, organize, and maintain hotel's descriptive content with a centralized content platform

- Create and manage brands & properties
- Upload descriptive content and images
- Bulk image upload & categorization
- Wizard to showcase missing information
- Image management, tagging and quality scoring

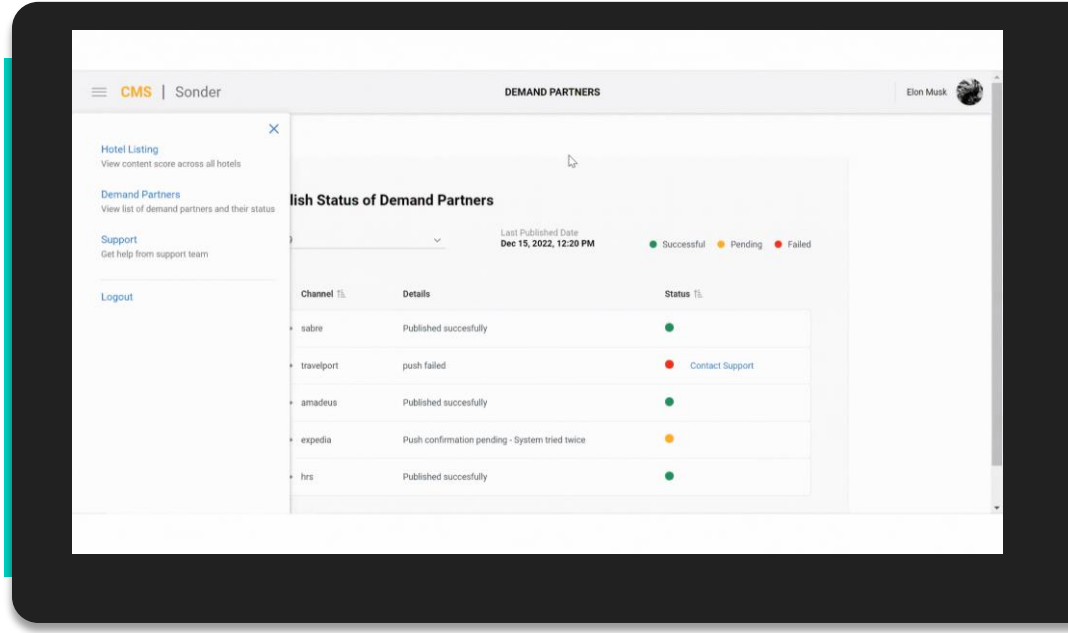


One location for all content | **Keep all demand partners in sync** | **Centralized update tracking**

RateGain®

Distribute accurate, consistent content across all demand partners with a single click

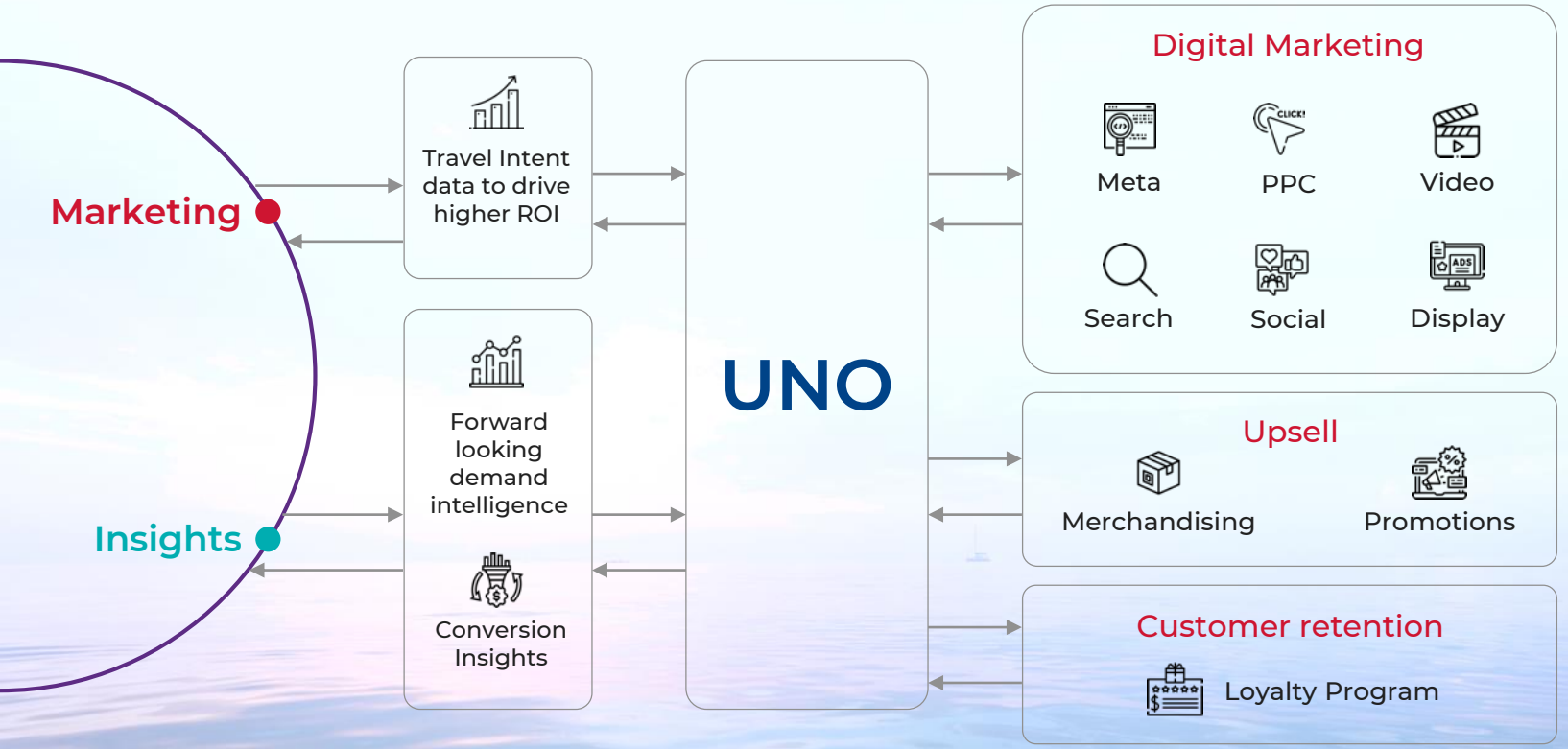
- One-click distribution
- Distribute to top OTA, GDS and demand partners
- Error reporting of connected demand partners
- Real-time data exchange
- Open APIs for demand consumption



Update all demand partners from a single platform

Hassle free content updates

Combine the Power of Data with Marketing to Drive Higher ROI



RateGain®

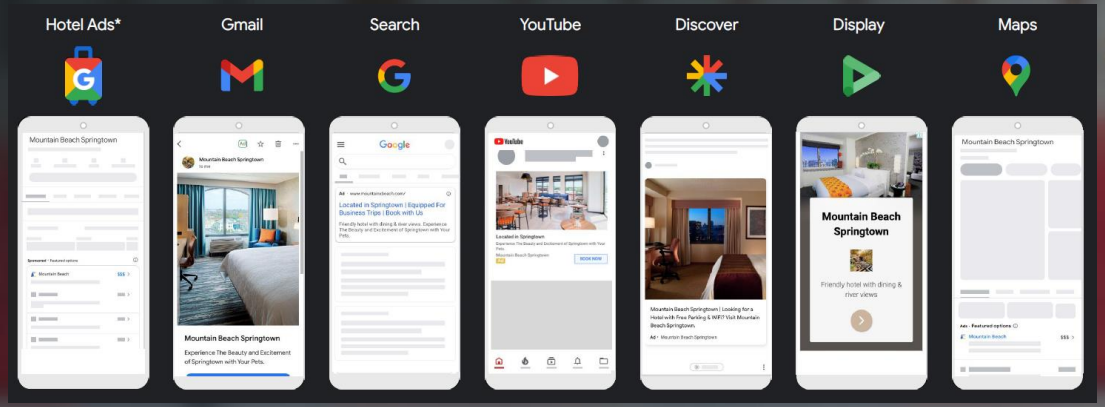
One set up for across 7 Google channels combined with insights give you higher ROAS

Forward looking demand intelligence

Travel and Business intent data

Validate every violation with closed loop rate parity

Save up to 50% time in tracking market changes



RateGain®

Apply In-depth Insights to Execute Your Decisions and Improving Your Results

Paid advertising on meta searches like Google Hotel Ads, Trivago & Co.

Content analysis & optimization on Trivago, TripAdvisor and Google

Dynamic ads powered by real-time demand and customer data

Automated Bidding solution to optimize budgets

Recognitions Across International Forums

39x Winner
HSMAI Adrian Awards

2x Winner
Travel + Leisure SMITTY Awards

21x Winner
HOTELS Magazine Social Media Awards

12x Winner
PR Daily's Social & Digital Media Awards

RateGain®

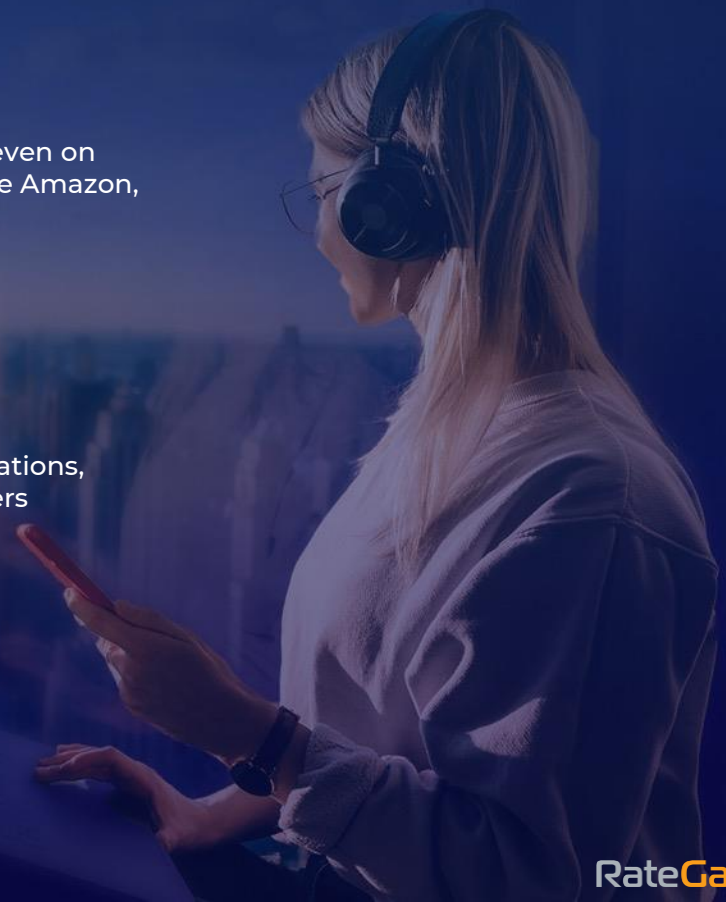
Engage Guests Within and Beyond Your Hotel Property to Drive Retention

Loyalty Program

- Inbuilt Loyalty Program customized on brand and chain level with payment integrated
- Ability to redeem even on third party sites like Amazon, Uber, Adidas etc.

Upsell

- Personalized messages to generate interest from pre-arrival
- Sends push notifications, reminders and offers
- Bid Management and Meta Invoicing right from UNO



Improve Profitability and achieve your vision of selling the right room for the right price at the right time to the right guests, and deliver personalized experiences to create everlasting customer delight.

RateGain®

UNO

Internet Booking Engine

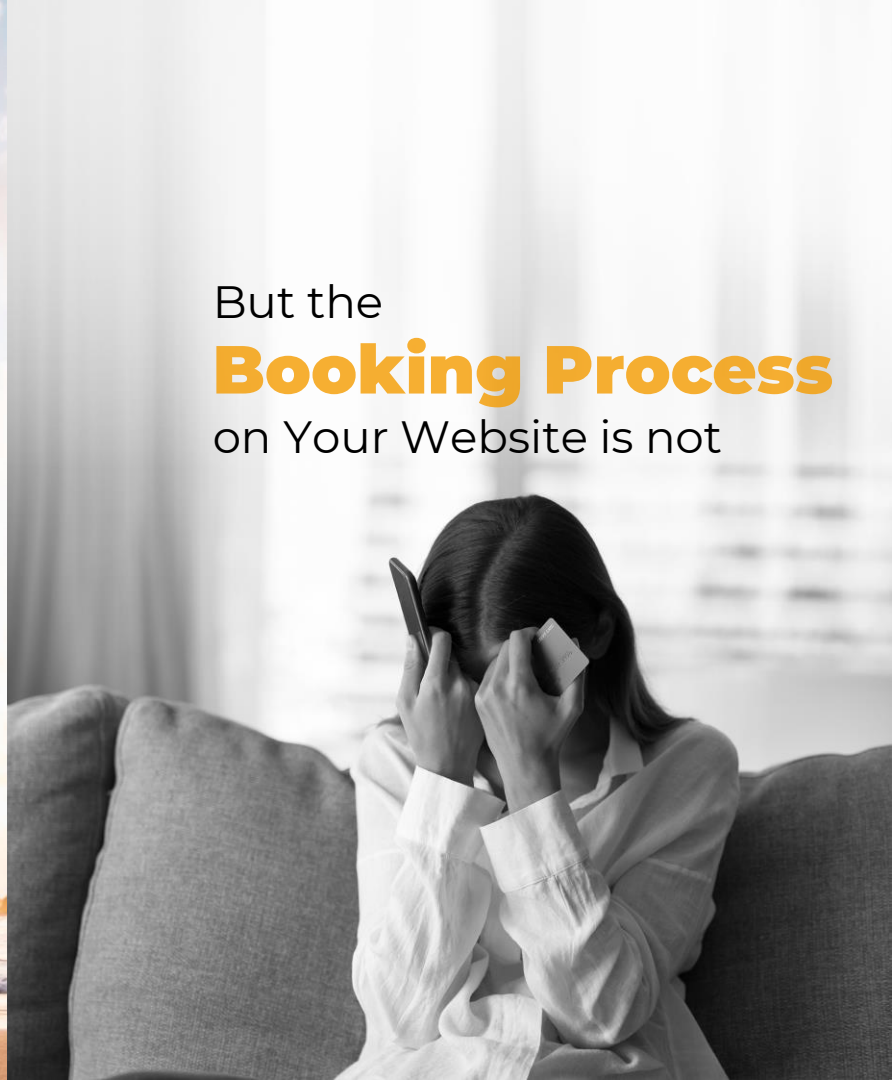
Travel is

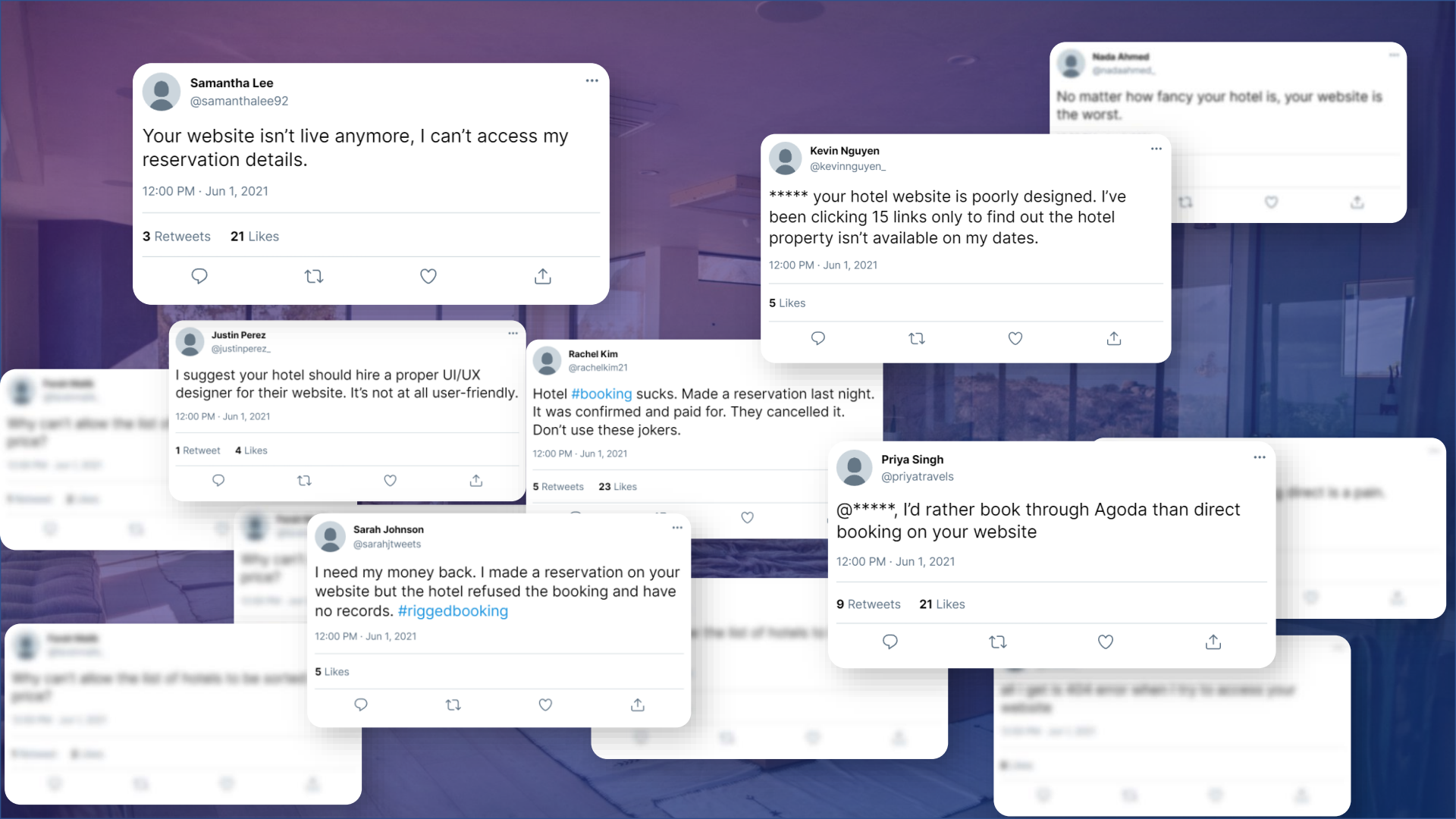
Delightful

But the

Booking Process

on Your Website is not



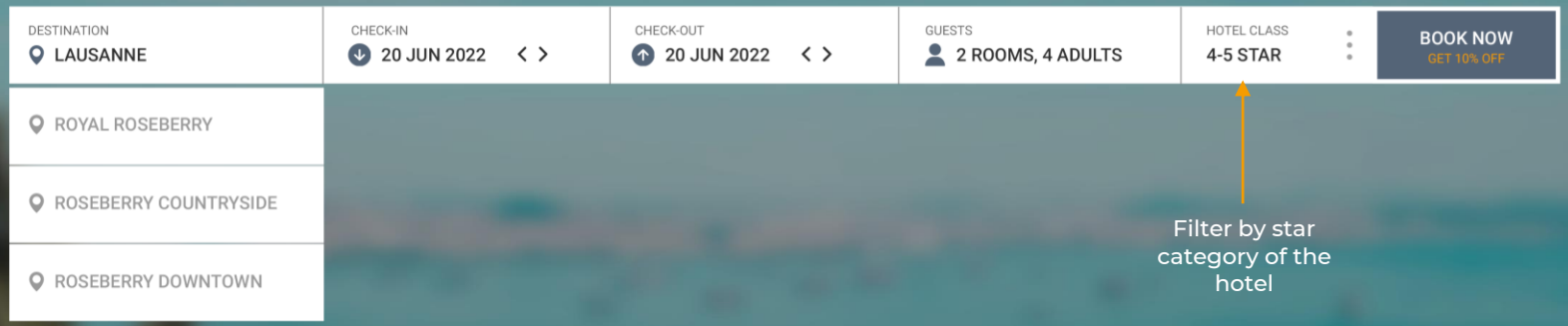

Samantha Lee
@samanthalee92
Your website isn't live anymore, I can't access my reservation details.
12:00 PM · Jun 1, 2021
3 Retweets 21 Likes
Nada Ahmed
@nadaahmed_
No matter how fancy your hotel is, your website is the worst.
Kevin Nguyen
@kevinnguyen_
***** your hotel website is poorly designed. I've been clicking 15 links only to find out the hotel property isn't available on my dates.
12:00 PM · Jun 1, 2021
5 Likes
Justin Perez
@justinperez_
I suggest your hotel should hire a proper UI/UX designer for their website. It's not at all user-friendly.
12:00 PM · Jun 1, 2021
1 Retweet 4 Likes
Rachel Kim
@rachelkim21
Hotel #booking sucks. Made a reservation last night. It was confirmed and paid for. They cancelled it. Don't use these jokers.
12:00 PM · Jun 1, 2021
5 Retweets 23 Likes
Priya Singh
@priyatravels
@*****, I'd rather book through Agoda than direct booking on your website
12:00 PM · Jun 1, 2021
9 Retweets 21 Likes
Sarah Johnson
@sarahjtweets
I need my money back. I made a reservation on your website but the hotel refused the booking and have no records. #riggedbooking
12:00 PM · Jun 1, 2021
5 Likes

We are in the
Middle of an
Experience
Revolution

People Book Experiences and Not Properties...

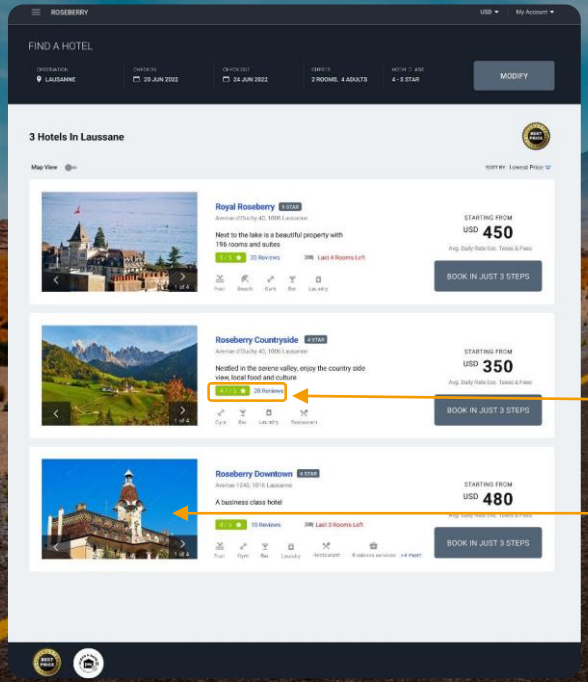
Search by city/country/zip/propert y

Integrated loyalty program for additional discounts on direct booking



Filter by star category of the hotel

...that take them to **a road less travelled**



Toggle for map view

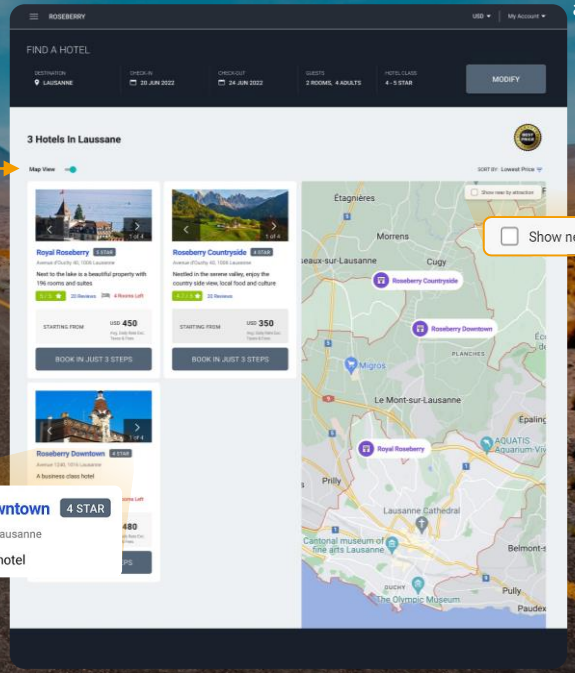
List View

Map View

Google reviews and ratings for quick and easy decision

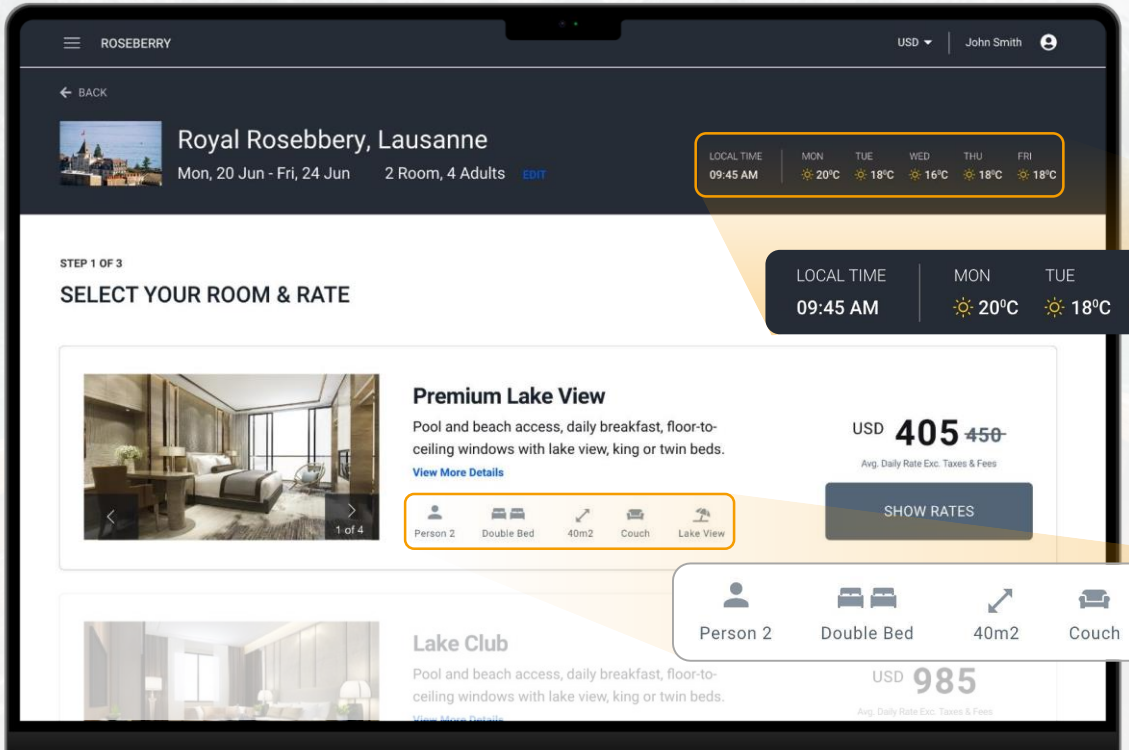
View property and room images from a single screen

Map view with nearby attractions



Where Everyone Speaks

The Language Of Travel...



Local weather while booking

Modern UI elements for easy understanding

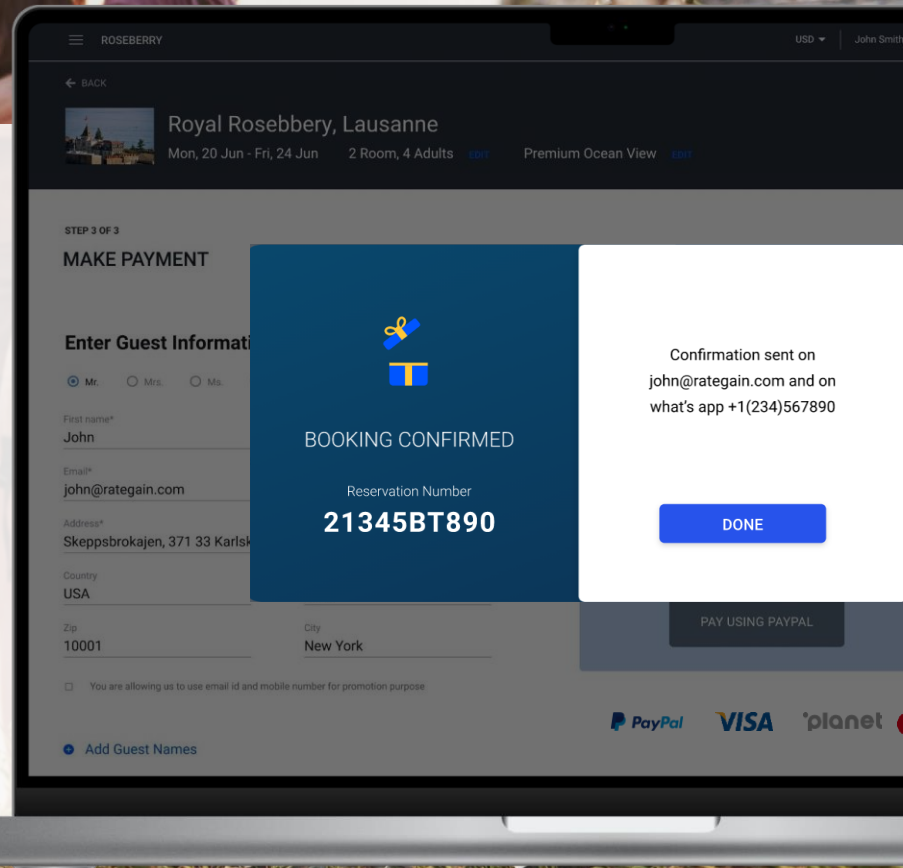
And feel **secured** at every step of the booking

01 Secure, reliable and hassle -free booking and payment experience

02 PayPal, Planet, Apple Pay integration

03 Confirmed booking with guaranteed reservation details emails

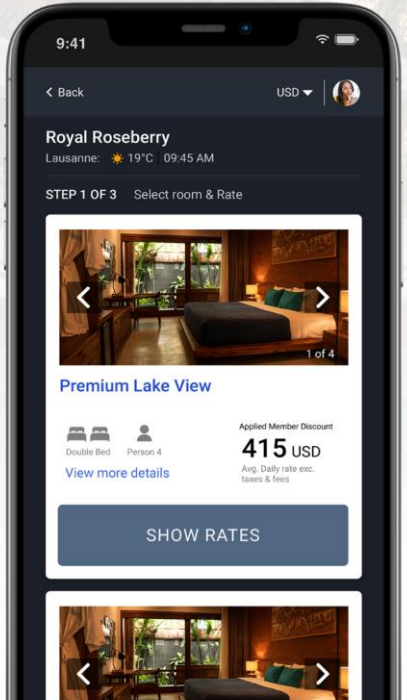
04 PCI and SSL compliant



Booking a unique experience is now as easy as 1-2-3

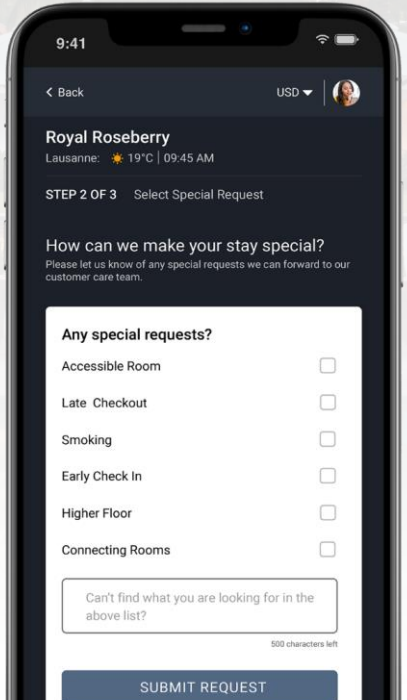
01

Select
Room and rate



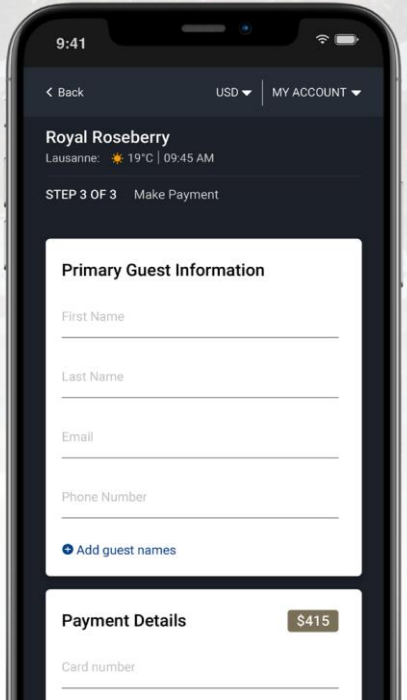
02

Add-ons and special
requests

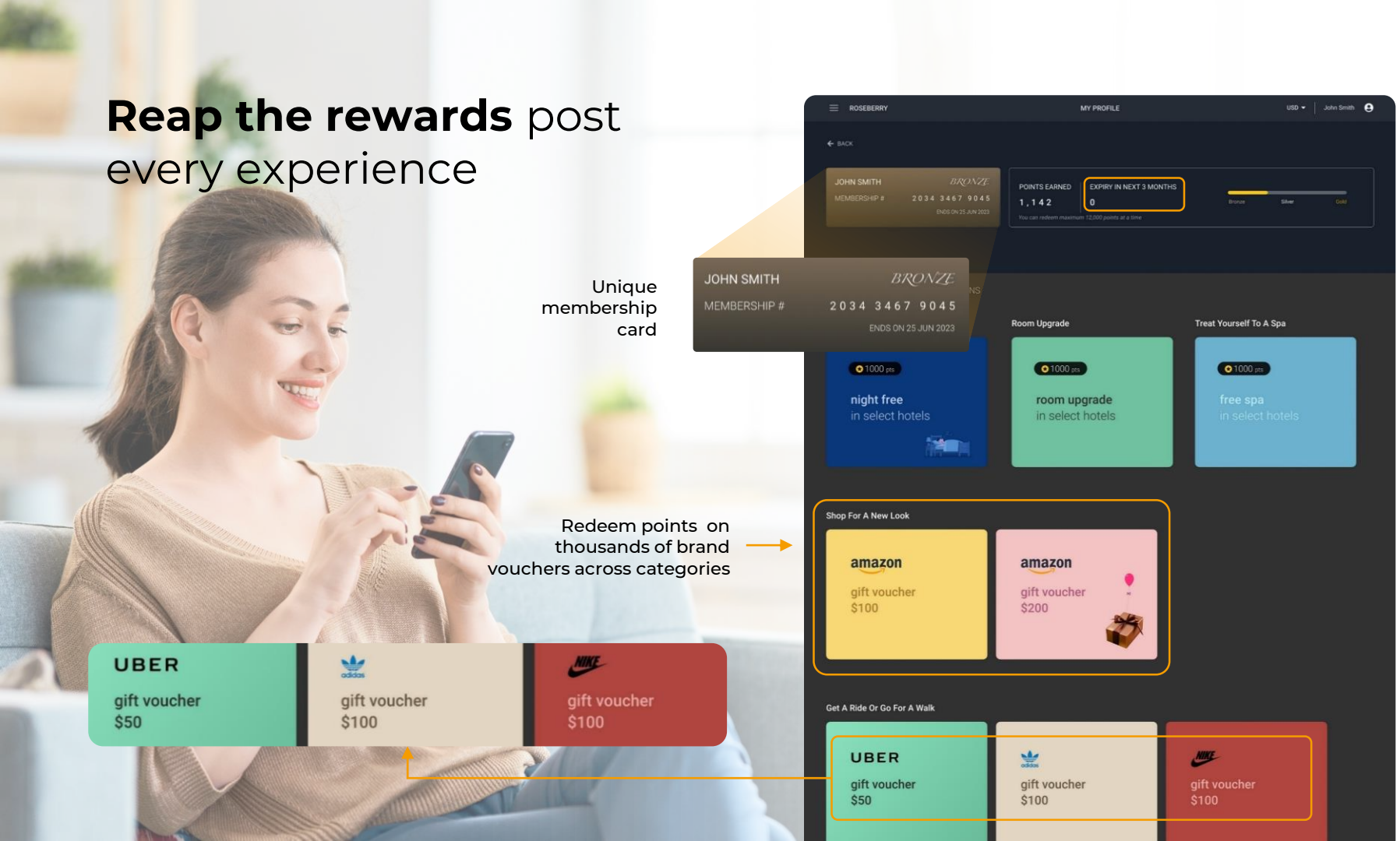


03

Guest details
and payments

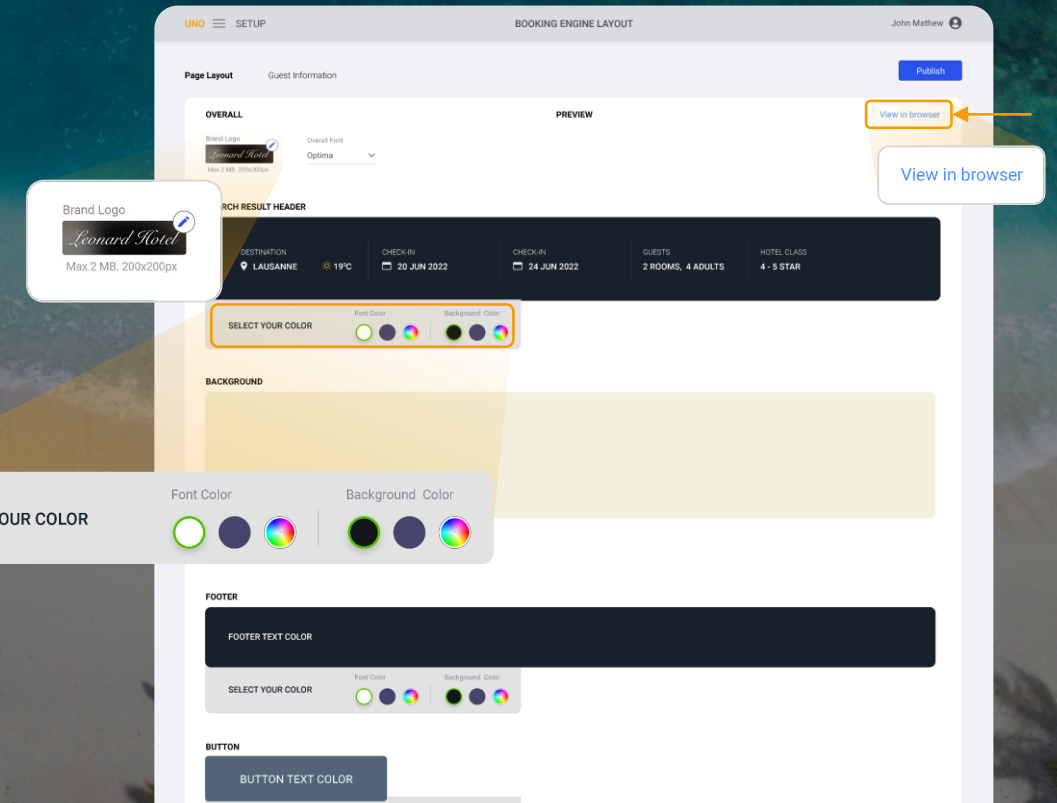


Reap the rewards post every experience



Easy implementation and integration

Get started in 2 hours and not weeks



URL masking and domain personalization

Add your brand logo for personalized branding

Brand Logo

Leonard Hotel

Max 2 MB. 200x200px

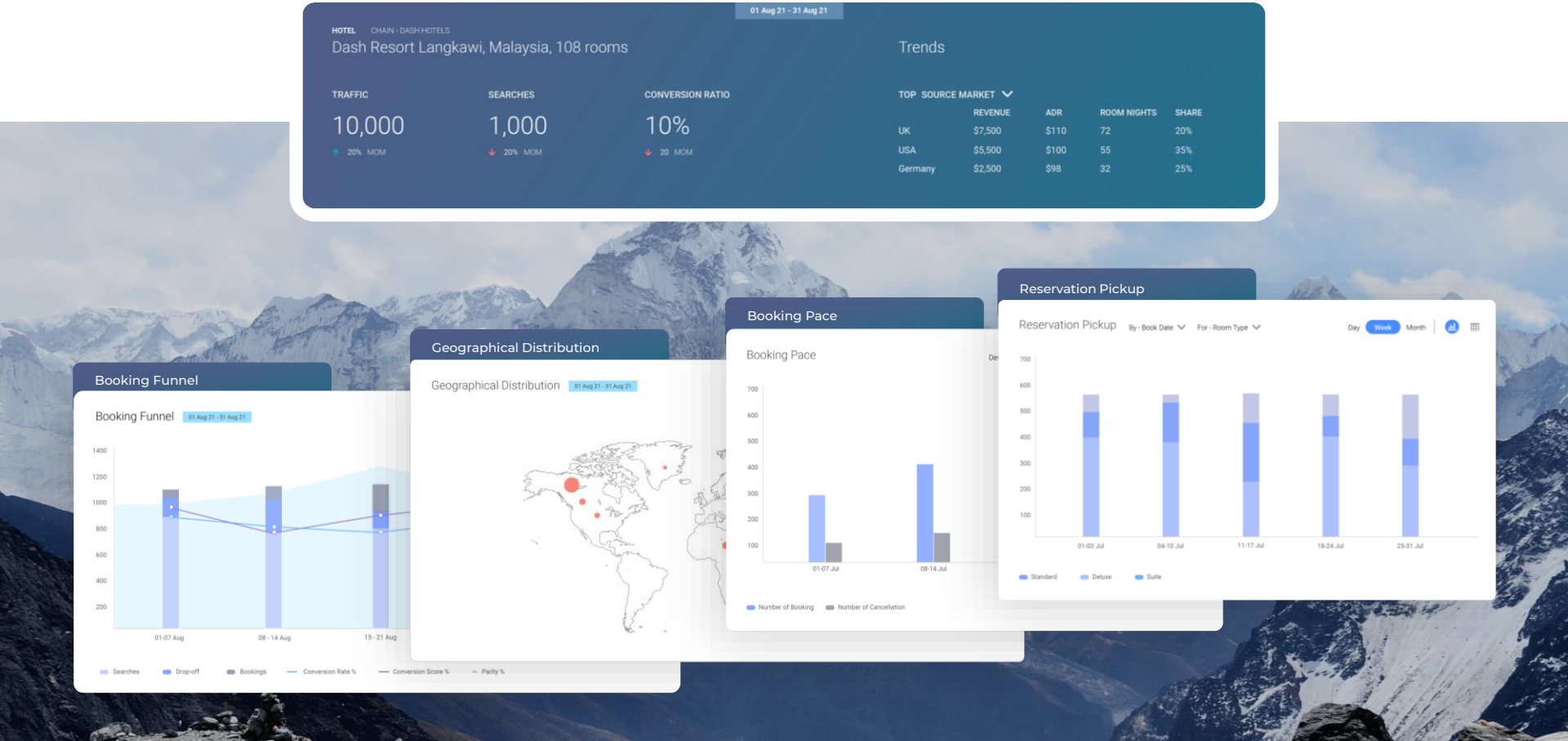
Customize the booking engine layout with your brand colors, font

SELECT YOUR COLOR

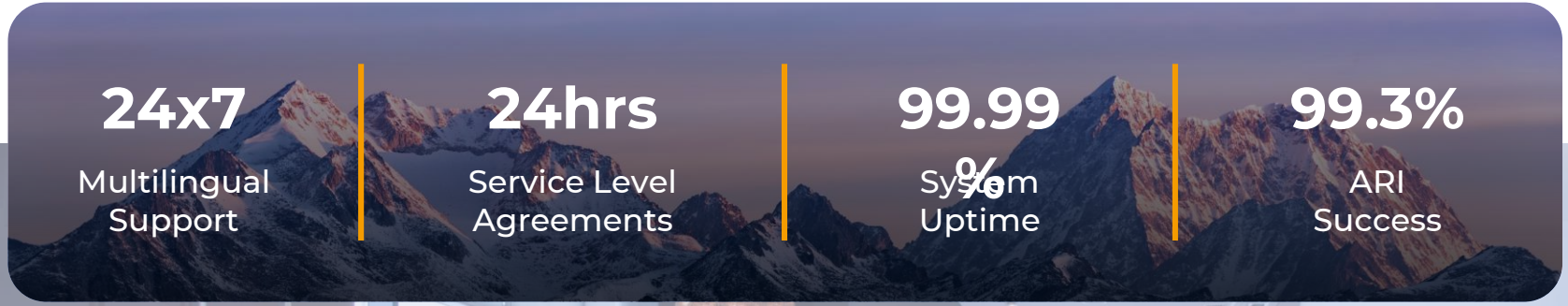
Font Color

Background Color

Advanced, Enterprise-Grade Analytics



Performance you can rely on



PALM YARD

RAMADA BY WYNDHAM MANILA CENTRAL

RIYAZ GROUP

Conversion engine to power your bookings

Yield rates by device

100% System Uptime so you don't lose revenue

Domain personalization for secure bookings

24x7, multi-lingual customer support

Analyze to forecast

100% customizable IBE

User-friendly interface for hassle-free booking

3-step checkout

Redeem loyalty points on brands

Secure & Guaranteed payment processing

Hassle-free modification of bookings

Multichoice & map location on search results

Now

Drive Delight

With RateGain's
Conversion Engine

Authorized
Distributor

THE NETWORK GUIDE INTERNATIONAL CO.