

Your competitors are eating your lunch.

ZenMarket keeps you informed of what is happening in the marketplace...

Stay ahead of your competition with ZenMarket.

ZenMarket enables revenue managers to exploit changing market conditions by delivering the information required to make informed pricing decisions. By combining price and rank with the product evaluation and availability metrics reduces the chance that revenue managers will be tempted to lower prices before it is necessary.

ZenMarket is accurate.

Room type and rate type mapping can be easily administrated guaranteeing that all data in the reports is accurate and easily verifiable. Detailed rate views are provided for transparency on taxes, fees, meals, cancellation, etc. as well as screenshots of all rates that are captured.

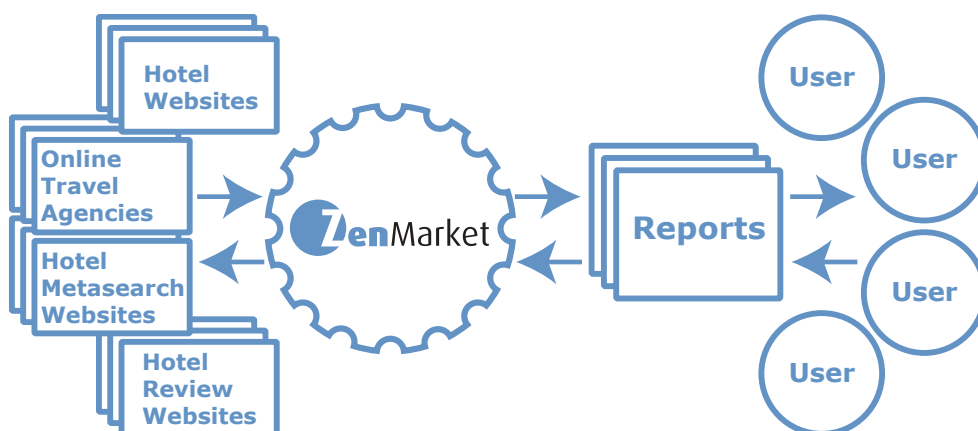
ZenMarket is customizable.

Clients can define their own competitive sets and make changes to the competitive set as required. Clients can also directly influence the shopping schedule to ensure that reports are always relevant.



- Competitor pricing information
- Rate-parity enforcement
- Configurable alerts, automated eMail reports
- Product positioning, page rank and customer ratings
- Product and market availability

ZenMarket delivers



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We **make it easy**
for hotels to
sell more rooms
at **higher rates.**