



# BLASTNESS

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GROWING YOUR BUSINESS

# Blastness

## Growing your Business

Blastness provides technologies, services, consultancy, training and support for the development of independent accommodation facilities.



**Turnover increase  
of the official website**

reduction of intermediation costs



**Optimization  
of Revenue Management**

increased profit margin



**More than 16 years of experience  
and a team of over 70 professionals**  
for disintermediation and revenue optimization



**No.1 CRS provider in Italy for 5-star hotels**  
for 9 consecutive years



**Over 800 facilities in portfolio**  
independent hotels, guest houses, farmhouses,  
resorts, business hotels, historic residences,  
groups and hotel chains



**Over 130 hotel websites created every year**  
with an average of 1 new site every 3 days



**Google Strategic Partner**  
selected amongst the agencies with greatest  
development potential in the EMEA area



**Google Premier Partner**  
for business specialization and the high level of investment



**Microsoft Advertising Partner**  
for the excellent results generated by the Pay Per Click  
campaigns on Microsoft platform



**Over 620 million euros  
handled by Blastness systems**  
in over 1,5 million reservations



CRS



Booking Engine



Channel Manager



Central  
Reservation Office



GDS Manager



PMS Manager



Metasearch  
Manager



Rate Shopper



Market  
Intelligence



Revenue  
Management  
System



CRS Business  
Intelligence



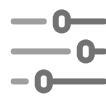
PMS Business  
Intelligence



Bid Management  
System



Content  
Management  
System



Integrated  
Management  
System

Systems



Web



SEO &  
Web Marketing



SEA &  
Social Advertising



GDS Distribution



Revenue  
Management



Branding  
& Communication



Development  
& Consulting

Services

# Partnership model

Blastness contractually guarantees its clients a return on the investment by financing their development projects and by linking the payment for supplied services and technologies to the achievement of shared and agreed goals.



Production data gathering and performance audits



Establishing and sharing a multi-year activity plan

R.O.I. Return On Investment contractual formula



Defining and sharing goals

# Pay Per Click campaigns

with no risk and no fixed costs

Google Ads Google Hotel Ads  Microsoft Advertising  Microsoft Bing  
 Verizon media  Yandex  yahoo!  Tripadvisor  trivago  facebook  Instagram

Over 31,000 reservations and over 21 million Euros of direct reservations handled by Blastness campaigns in 2020



## Setup, management and cost per click at Blastness expense

variable payment according to the value of the tracked reservations



## Bid Management System

Artificial Intelligence & Machine Learning for campaign optimization

# BI, RMS & IMS



## Business Intelligence

automated reports from CRS and PMS



## Revenue Management System

dynamic pricing and availability



## Integrated Management System

interactive management & control panels



**#ibookonthehotelwebsite**

Help  Italy. Save money.



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