

# Say Hello To Vizly



## A Complete Digital Marketing System

Vizly is a cloud-based **Multi-Channel Digital Marketing System** that makes it easy for hospitality professionals to create and publish websites, mobile websites, social media apps and digital brochures for third party travel websites, all using a single cloud-based software system.

As the only Digital Marketing System of its kind, Vizly enables you to reach millions of travel shoppers on the channels and devices they're using to research and book travel with compelling visually driven stories of your property.



*"Vizly is really exciting.  
It's very easy to  
navigate and use.  
I love the interface!"*

Emily Drennen, Marketing Specialist,  
Lancaster DoubleTree Resort by Hilton

**Book a Demo**

[leonardo.com/contact-us](http://leonardo.com/contact-us)  
1-877-593-6634

## Publisher

	Multi-Channel	DMS	DMS+
Cloud based hosting on web pages, embeddable widgets and multimedia content through Amazon S3 Cloudfront CDN		✓	✓
Publish websites		✓	✓
Create website from multiple themes for non-branded and branded properties		✓	✓
Optimized themes for desktop devices		✓	✓
Responsive themes for all devices		✓	✓
Multi language support for website, pages and SEO descriptions		✓	✓
Publish content items, offers, room types and unique feature stories to websites through drag and drop		✓	✓
Publish Story Description on website page		✓	✓
Schema.org compliant content snippet to inject SEO metadata to be indexed by search engines		✓	✓
User friendly multi language supported 404 page		✓	✓
Multi language supported sitemap.xml		✓	✓
Integrated with Google Maps automapped to hotel address or latitude/longitude		✓	✓
Booking widget integrated with existing Internet Booking Engine		✓	✓
Customize SEO website and page titles and descriptions		✓	✓
Connect Google Analytics account for website tracking		✓	✓
Connect Google Webmaster Tools account for website search optimization		✓	✓
Auto-generated website sitemap for search engine indexing		✓	✓
Integrate social media accounts		✓	✓
Preview mode and one click go live capabilities		✓	✓
Header and Footer code section to add functionality from 3rd parties		✓	✓
Publish web widgets		✓	✓
Create embeddable widgets for Room Type presentations, promotion items and multimedia galleries		✓	✓
Publish Story Description in web widget		✓	✓
Multi language support for widgets		✓	✓
Schema.org compliant dynamic or manual Widget Content snippet to inject SEO metadata to be indexed by search engines		✓	✓
Autogenerated javascript for integration of embeddable widgets in websites managed by separate CMS		✓	✓

## Publisher

	Multi-Channel	DMS	DMS+
Publish tablet optimized website and multimedia gallery		✓	✓
Create website from customizable theme for non-branded and branded properties		✓	✓
Multi language support for tablet website and multimedia gallery		✓	✓
Create tablet unique website or clone from existing		✓	✓
Publish content items, promotions, Room Type and unique feature stories to website through drag and drop		✓	✓
Booking widget integrated with existing Internet Booking Engine		✓	✓
Create tablet optimized multimedia gallery for integration with separate tablet website		✓	✓
Integrated with Google Maps automapped to property address		✓	✓
Preview mode and one click go live capabilities		✓	✓
Autogenerated code for integration with standard browser website		✓	✓

	Multi-Channel	DMS	DMS+
Publish to smartphone website		✓	✓
Create website from customizable theme for non branded and branded properties		✓	✓
Multi language support for smartphone website and multimedia gallery		✓	✓
Create smartphone unique website or clone from existing		✓	✓
Publish content items, promotions, Room Type and unique feature stories to website through drag and drop		✓	✓
Booking widget integrated with existing Internet Booking Engine		✓	✓
Create smartphone optimized multimedia gallery for integration with separate tablet website		✓	✓
Integrated with Google Maps automapped to property address		✓	✓
Preview mode and one click go live capabilities		✓	✓
Autogenerated code for integration with standard browser website		✓	✓
Click-to-call integration		✓	✓

	Multi-Channel	DMS	DMS+
Publish Facebook Apps		✓	✓
Create Facebook Apps from templates		✓	✓
Multi language support for Facebook Apps		✓	✓
Five Facebook App Templates - Take a Tour, Rooms, Promotions, Events & Celebrations, Meetings		✓	✓
Publish content items, promotions, Room Type and unique feature stories to Apps through drag and drop		✓	✓
Publish Story Description in Facebook App		✓	✓
Booking widget integrated with existing Internet Booking Engine		✓	✓
Publish to Multi-Channel Network	✓		✓
Easily publish "Digital Brochures" from feature stories by drag and drop	✓		✓
Multi language support for "Digital Brochures"	✓		✓
Syndicate Digital Brochures to Multi-channel travel site network	✓		✓
Unlimited media syndication	✓		✓
Segmented Syndication - publish and syndicate topic-focused digital brochures to different channels and different categories	✓		✓
Syndication categories GDS and Intermediaries; Online Travel Agents; Corporate and Group Travel Tools and Sites; Research and Review Sites; Meta Search Sites	✓		✓

## StoryMaker

	Multi-Channel	DMS	DMS+
Create visually-rich stories about hotel accommodations, offers, and unique features of the hotel	✓	✓	✓
Feature Stories	✓	✓	✓
Associate Media Items to create multimedia stories	✓	✓	✓
Drag and drop content items from the Library	✓	✓	✓
Support Images, Virtual tours and Video	✓	✓	✓
Create simple stories by grouping media items into custom categories	✓	✓	✓
<b>Multi language support for Feature Stories</b>	✓	✓	✓
Create complex stories by grouping multiple stories	✓	✓	✓
Add SEO compatible rich-text description to Feature Story	✓	✓	✓
Offer Stories	✓	✓	✓
Create visually-rich offer items with images, titles, descriptions and terms & conditions	✓	✓	✓
Create multiple offer items	✓	✓	✓
Create multiple booking types	✓	✓	✓
Set and integrate promotion specific booking url	✓	✓	✓
Set permitted stay, black out dates, and terms & conditions	✓	✓	✓
Integrate promotion codes from CRS or PMS	✓	✓	✓
Media autosized and cropped for improved delivery	✓	✓	✓
Create simple stories by grouping offer items into custom categories	✓	✓	✓
Create complex stories by grouping multiple offer stories	✓	✓	✓
Add SEO compatible rich-text description to offer item	✓	✓	✓
Multi language support for offer items and offer stories	✓	✓	✓

## Analytics

Rank all content (e.g. images, videos, stories) by number of visits and time on page	✓	✓	✓
Report on the highest ranking call to action items	✓	✓	✓
Show the languages of choice of your visitors	✓	✓	✓
Measure and monitor the performance of all your Stories	✓	✓	✓
Gain valuable insight into your 3rd party channels	✓	✓	✓

## StoryMaker

	Multi-Channel	DMS	DMS+
Room Type Stories	✓	✓	✓
Create Room Type Items	✓	✓	✓
Drag, drop and associate image for thumbnail to Room Type Items	✓	✓	✓
Drag, drop and associate images, videos and virtual tours to Room Type Items	✓	✓	✓
Add meta-data to Room Type Items including occupancy count, room size, rate range and smoking designation	✓	✓	✓
Add descriptive text to Room Type Items	✓	✓	✓
Add GDS text to Room Type Items	✓	✓	✓
Add OTA Bed Type Category to Room Type Item	✓	✓	✓
Add OTA Room View Type and custom view types to Room Type Item	✓	✓	✓
Add OTA Amenity Types and custom amenity types to Room Type Items	✓	✓	✓
Supports PMS, CRS and IBE Room IDs	✓	✓	✓
Create simple stories by grouping Room Type Items into custom categories (i.e. suites)	✓	✓	✓
Create complex stories by grouping multiple Room Type Stories	✓	✓	✓
Add SEO compatible rich-text description to Feature Story	✓	✓	✓
Multi language support for room type items and room type stories	✓	✓	✓

## User Interface

Visual first navigation and user interface design	✓	✓	✓
Quick link dashboard home page	✓	✓	✓
Customer Community Integration	✓	✓	✓
Help and Support Integration	✓	✓	✓
Rich Text Editor - SEO compatible supporting H1, H2, text, internal and external linking		✓	✓

## Library

	Multi-Channel	DMS	DMS+
Cloud-based media upload component	✓	✓	✓
Unlimited media storage	✓	✓	✓
Supports images, virtual tours, videos, complex objects	✓	✓	✓
Upload in multiple file formats	✓	✓	✓
Upload multiple files in single upload	✓	✓	✓
Download high resolution version of uploaded image, virtual tour and video	✓	✓	✓
Prepopulated with certified brand content for participating chains	✓	✓	✓
Add and Associate Metadata to media items such as:	✓	✓	✓
OTA (PIC) Categories	✓	✓	✓
Caption	✓	✓	✓
Short Description	✓	✓	✓
Long Description	✓	✓	✓
Multi language support for media item metadata - Caption, Short Description and Long Descriptions	✓	✓	✓
Associate Copyright and Ownership information with media items	✓	✓	✓
Synchronize images with chain/repco instance of VScape	✓	✓	✓
Media autosized and cropped for improved delivery and device	✓	✓	✓
Multiple view formats of content in Library	✓	✓	✓
Filter content by OTA Category, content type, stories and status	✓	✓	✓
Filter content by property name	✓	✓	✓
Preview, edit and delete details of content items	✓	✓	✓
Store and View Special Offer Items and Stories	✓	✓	✓
Store and View Room Type Items and Stories	✓	✓	✓
Store and View Feature Stories	✓	✓	✓

## Administration

	Multi-Channel	DMS	DMS+
Add new users	✓	✓	✓
View list of properties	✓	✓	✓
Select pre-defined user roles	✓	✓	✓

## Services and Support

	Multi-Channel	DMS	DMS+
Dedicated Customer Success Representative	✓	✓	✓
Smartstart Online Set up and Training Program	✓	✓	✓
Vizlly Best Practices and Learning Community	✓	✓	✓
Online support	✓	✓	✓
Email support	✓	✓	✓
Telephone support	✓	✓	✓
BestStart Professional Services	\$	\$	\$

### Legend

- Included
- Available for an additional fee

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