DigitalMule

Digital Marketing Tools for Leisure Businesses

RATEUS .xyz

Target guests before the decision-making process of posting a review

tripadvisor® yelp trivago® zoover Hotelbewertungen +100 More Review Sites

HolidayCheck.com feefo Holiday Watchdog™ Expedia®

So what exactly is **RATEUS** .xyz ?

A tool that triggers guest-interaction with your own branded rating page before posting online.

Prevention Tool

A tool that incentivizes guests to give negative feedback directly to you before turning to online review websites.

Encouragement Tool

A tool that incentivizes guests to give you positive feedback by sharing their experience online and on review websites.

Online reviews are of absolute importance
90% of consumers read reviews but only 6% write them

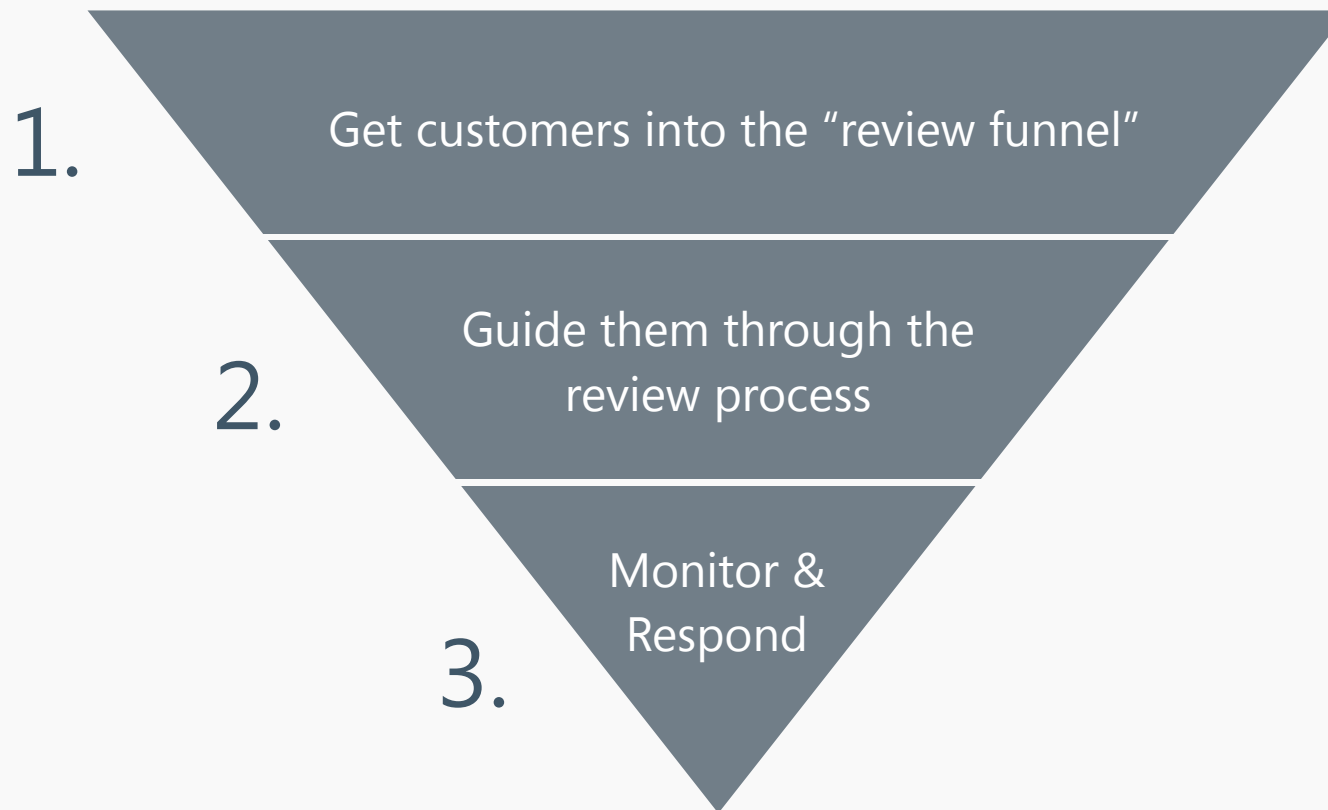| 81%	61%	52%	46%
Find reviews to be important	Likely to visit review website before booking	More likely to share a bad review than a good one	Will post hotel reviews online

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The problem with bad reviews

4 out of 5 people have reversed a purchase decision based on negative reviews.

Negative reviews can lead to a decline in bookings

Brands are highly sensitive to negative comments

More likely to share a bad review than a good one

They are retrospective i.e. only show the past

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Create a "Review Funnel" to guide guests

1.

Get customers into the "review funnel"

2.

Guide them through the review process
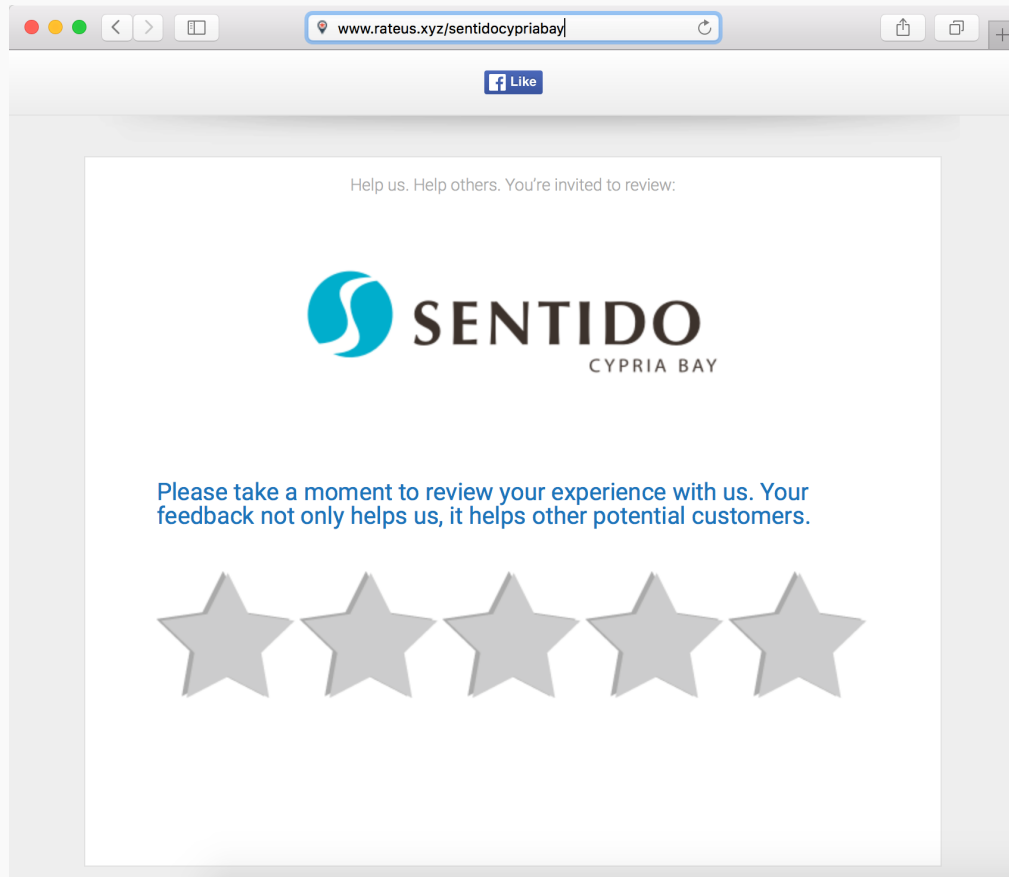
3.

Monitor & Respond

How our "Review Funnel" works?

- Ask and remind guests to share their experience

- Drive guests to a destination designed to convert them into positive reviewers

- Guide the reviewer according to their initial rating to post a positive review publically

- Guide the reviewer to post a negative comment to you privately

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Guide the guest to rate their experience

Help us. Help others. You're invited to review:

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.
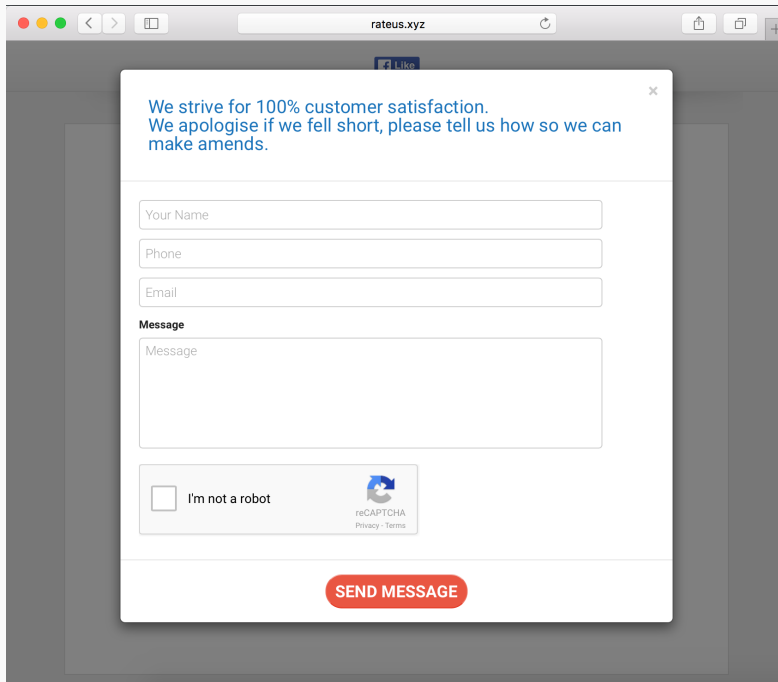
Custom domain name: www.rateus.xyz/hotelname

We add any social-media websites

We add your logo and brand name

Guest responds with rating

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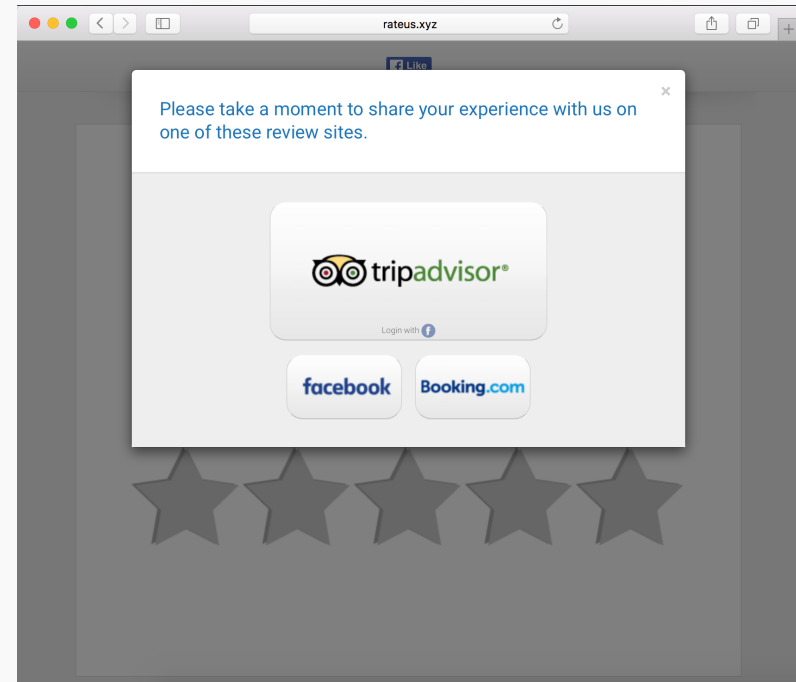
DEMO

Depending on guest rating different options are presented

★★★☆☆ ...or less   ★★★★☆ ...or more

We strive for 100% customer satisfaction.
We apologise if we fell short, please tell us how so we can make amends.

Your Name

Phone

Email

Message

Message

☐ I'm not a robot
reCAPTCHA
Privacy · Terms

SEND MESSAGE

Please take a moment to share your experience with us on one of these review sites.

tripadvisor®
Login with

facebook   Booking.com

⏵ Apology page presented to guest

⏵ Divert attention from review websites

⏵ Guest contacts hotel directly & privately

⏵ Incentivize guest to leave review

⏵ Select top review sites to present guest

⏵ One-click-link to your public review page

- Access password protected page for sending e-mail campaigns to guests; bulk e-mail option available.

- QR codes & Leaflet Templates for printing and distributing to guests

- Unique link, branded with your logo. www.rateus.xyz/hotelname
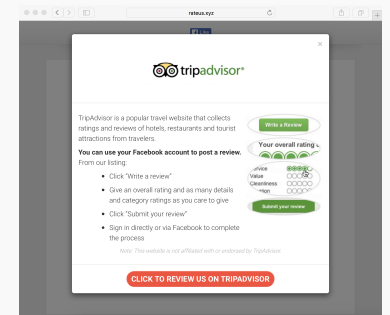
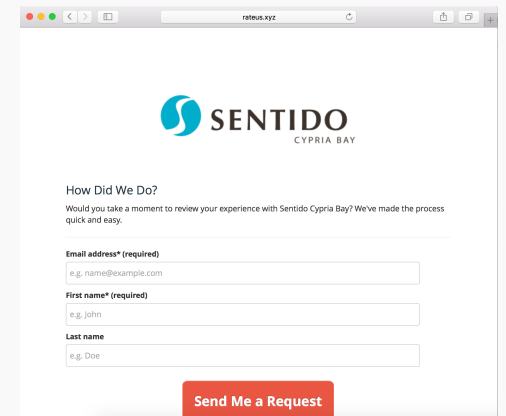- A variety of widgets: html tags, buttons and email signatures

Mobile-responsive branded pages with minimal clicks to conversion
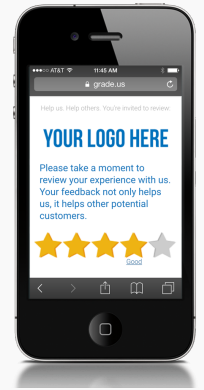
Guide guests on how to leave positive review depending on type of review site.

Ready opt-in forms to be displayed at kiosks or public computers

How much does a negative review cost you?
How much is a positive review worth?

€ 349
12 month subscription

All features &
templates inclusive

Includes set-up fee
of €49

For more information get in touch: info@digitalmule.net