

SIMPLEVIEW AND MINT+

# Prospect intelligently

The logo for 'mint' is displayed in white lowercase letters inside a blue circle. To the right of the circle is a white square icon with a blue plus sign.

MINT+ is a sales professionals' most valuable business development and relationship management resource for meetings and events.

LET'S TALK



A joint venture between Destinations International and Simpleview, the MINT+ database is the DMO industry's exclusive shared repository of information on organizations and their meetings and events that repeat and rotate. **This powerful tool enables destinations to prospect intelligently using both historical data and information on future bookings to identify similar ones for consideration.**



## Automated reporting: MINT+ all-in

Automated reporting eases the burden while capturing more complete and accurate meeting data in MINT+. Build account knowledge for direct outreach and benefit from a larger pool of profiles to pull from in query building.



## CRM integration

Identify a record in MINT+ and pull it into your CRM without having to enter the information manually. The integration provides the best balance of getting new information and updates while maintaining control of your records.



## Standardized market segmentation

The North American Industry Classification System (NAICS) and the National Taxonomy of Exempt Entities (NTEE) databases have been applied to all organizations in MINT+. Standardized and objective market segmentation is a central component in the system that makes the meeting data more searchable and thus more useful to users in both their search and query.



## Query builder

The query builder helps you build a comprehensive prospect list customized to your destination based on the parameters you choose – such as meeting preferences, organization types, meeting location, a customer event, and need period.

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simpleview

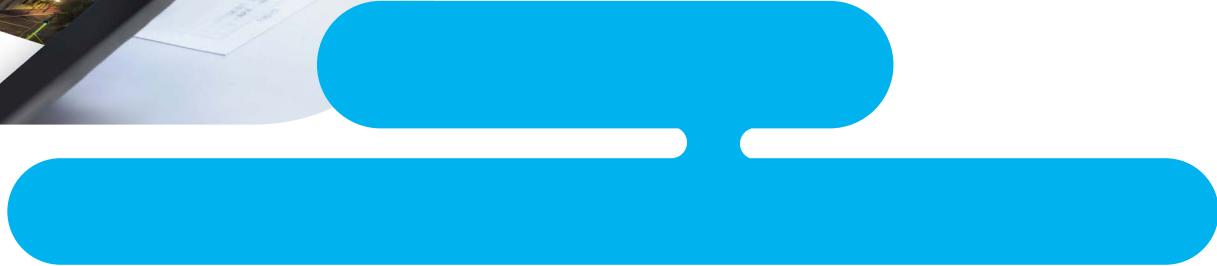


DESTINATIONS  
INTERNATIONAL

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With more than 170,000 organizations, 80,000 Meeting Profiles, and 300,000 histories and futures, **MINT+ enables destinations to prospect intelligently for group business, armed with valuable information about historical meeting details and future bookings.**



### Event scoring profile (ESP)

The ESP gives destination sales leaders and their teams the ability to proactively score events based on specific criteria. Using the ESP calculator is a complimentary value to MINT+ subscribers.



### Recommended meetings

MINT+ includes the first iteration of recommended meetings. The recommendations are unique to each destination marketing organization; users can sort the recommendations by key market classification, region, or size. The more subscribers accept or reject the recommended meeting profiles, the more intuitive (and thus stronger) the recommended meeting functionality becomes.



### Key classifications

A simplified way of grouping data based on the new NAICS and NTEE market classification systems, these common industry groupings can be used to quickly find organizations for prospecting or getting familiar with the new market classifications.

## Give your destination the prospecting tool it deserves.

Simpleview, now part of [Granicus](https://www.granicus.com), is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents. For more information, please visit [simpleviewinc.com](https://simpleviewinc.com).



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