

Unlock unique data for **powerful destination insights**

Our business intelligence suite and data warehouse bring all your data into one highly reliable, accessible, and understandable platform for DMOs. Simpleview Data Engine is the only platform that gives you direct access to products within the Simpleview ecosystem. That means daily updates with the most accurate data in the market.

LET'S TALK

Your data solution is simple. **It's Simpleview.**

Dive into your data: Utilize powerful data exploration features that allow you to break down your data even further to find answers.



Collect, connect & explore — a wealth of data at your fingertips

Collect your data into a centralized data warehouse and leverage its capabilities to blend and model your data like never before with Simpleview Data Engine. Once your data is stored, you can connect it to our trusted reporting partners like Tourism Economics (Symphony), and other data providers such as Zartico and STR, or explore it using our BI platform specialized for DMOs.



Elevate sales efforts with need period analysis and lead scoring

Enhance your sales team's effectiveness by prioritizing leads that genuinely matter. Simpleview Data Engine utilizes historical transient occupancy rates from STR and other relevant data sources, leveraging machine learning to provide a need period specific to your destination. Combining this information with your sales data allows you to score your leads in Simpleview CRM, optimizing your team's efforts.



Compare your DMO's analytics with others in the industry

Use Simpleview Data Engine's aggregated data to see how your DMO is performing regionally and nationally. Integrated platforms include Google Analytics 4 (GA4).



(continued from previous page)



Unlock valuable insights

Simplify your data analysis and reporting with Simpleview Data Engine. Gain meaningful insights quickly by accessing pre-built core reports created by industry experts. Seamlessly integrate with Simpleview CRM to efficiently manage your data and have direct access to all of your user-defined fields (UDF). Dive into your data using breakdowns and other powerful features.

Welcome to your **business intelligence solution.**

Simpleview Data Engine is a comprehensive business intelligence suite and data warehouse that provides DMOs with a **reliable, accessible, and understandable source of data.**

- **A single source of truth** for all of your data, optimizing your team's time and workflows

- **Future-proof your DMO** by giving your team the right tools to create reports and make smart, data-based, business decisions
- **Get set up for success** with best-in-class support from Simpleview's data science and engineering teams



Simpleview Data Engine has been a game-changer for Visit Raleigh, providing us with a comprehensive and reliable source of data that's easy to access and understand. We can now quickly identify trends, measure performance, and adjust our strategies in real time. It's quite simply the future of DMOs."

VIMAL VYAS | Vice President of Data, Security, and Digital Innovation, Visit Raleigh



Give your destination the **data solution it deserves.**

Simpleview, part of Granicus, 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.

LET'S TALK

+1 520.575.1151
[SIMPLEVIEWINC.COM/DATA-ENGINE](https://simpleviewinc.com/data-engine)