

### Anvil Media, Inc.

Digital marketing agencies find success through Revinatē.



Anvil Media, Inc. is a search engine marketing agency specializing in search engine optimization, pay-per-click management, search engine marketing public relations, online reputation management and social media marketing services.

Ever since Anvil's first introduction to Revinatē, the agency has been recommending it to their hospitality clients. Rachel Freeman, Anvil's Director of Strategy says, "We have long believed in the power of online reviews. We know that higher review volume and quality leads to more visibility, which certainly impacts the bottom line. From the first time we saw the power that it gave hotels, we knew it would be great for our clients, including Grand America Hotel and Provenance Hotels, to effectively manage their online reputation."

What Rachel and the Anvil Media team saw in Revinatē was a software solution that helps hotels dramatically save time monitoring reviews and mentions from across the Web, makes reporting much faster and simpler, and provides uniquely valuable competitive analysis that

would otherwise be nearly impossible to obtain given the time and resources necessary to do it manually. In addition, the team loved the streamlined approach to responding to reviews made possible by Revinatē's intuitive solution.

With Revinatē, hotels are alerted to new reviews across the leading online review sites and OTAs via email. In addition, Revinatē's intuitive ticketing system allows the team at Anvil Media to assign reviews to General Managers and provide recommendations for management responses. Rachel says, "The ticketing system works really well for agency/client teams. It makes communication easy and efficiently streamlines what can be a complex process."

Anvil Media uses Revinatē's sentiment analysis and keyword search features to get a quick snapshot of what guests love about properties and what might need improvement. They use this invaluable 'voice of the customer' data to provide both strategic and tactical recommendations that help hoteliers increase satisfaction and loyalty, and ultimately drive incremental revenue.

In addition, Revinatē reports are routinely used in monthly strategic reviews. Rachel says, "Revinatē's trend analysis reports are perfect for showing our clients how they are doing month over month and against their competitors. What would normally take hours to assemble is now done automatically for us. Our clients really appreciate seeing these reports each month."

Moving forward, Anvil Media hopes that all its hospitality clients become Revinatē customers. Rachel says, "We can be so much more effective and provide much more value when we're able to focus on strategy while everything else is automated. With Revinatē, the manual aggregation and data analysis is done for us so we can focus on higher value tasks, which is a win-win for everyone involved."

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**- Rachel Freeman, Director of Strategy**

#### About Revinatē

Revinatē helps hotels and restaurants compete with a user-friendly software solution for managing and tracking reviews and media mentions on OTAs, review sites, and social networks. Developed exclusively for the hospitality industry, Revinatē allows hotels and restaurants to turn online guest feedback into actionable plans to quickly respond to competition and market demands, increase customer satisfaction and drive revenue. Revinatē is based in San Francisco and has over 10,000 hotel and restaurant clients worldwide. To learn more, visit [revinate.com](http://revinate.com).