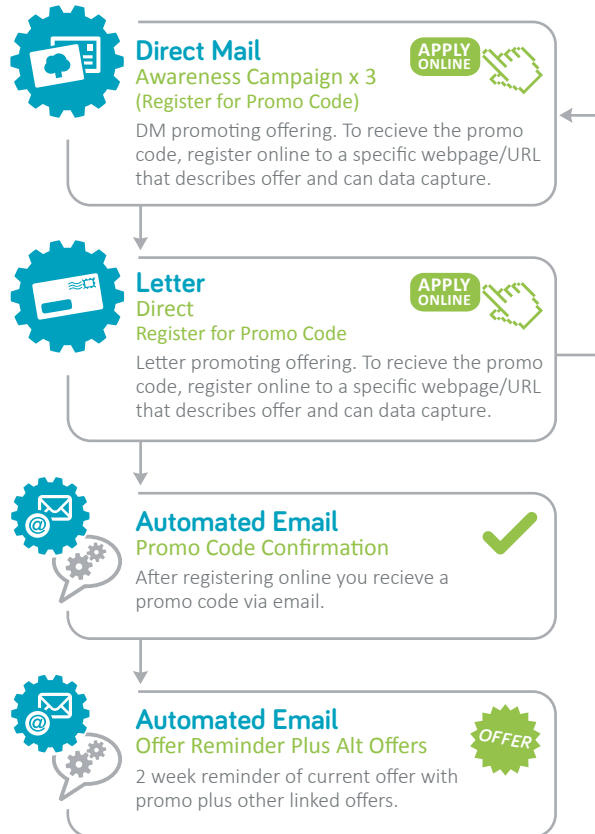
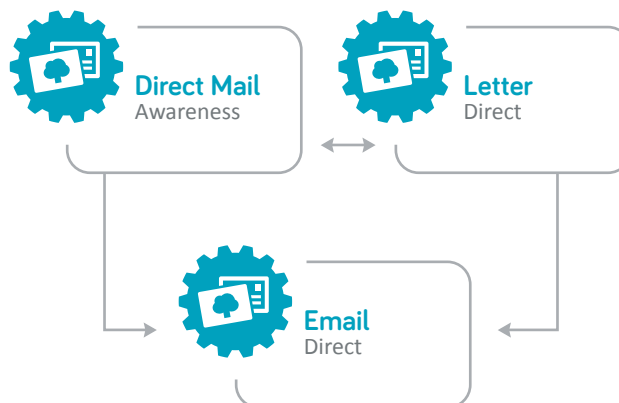




Path 1: BYM New Data - Name & addresses only

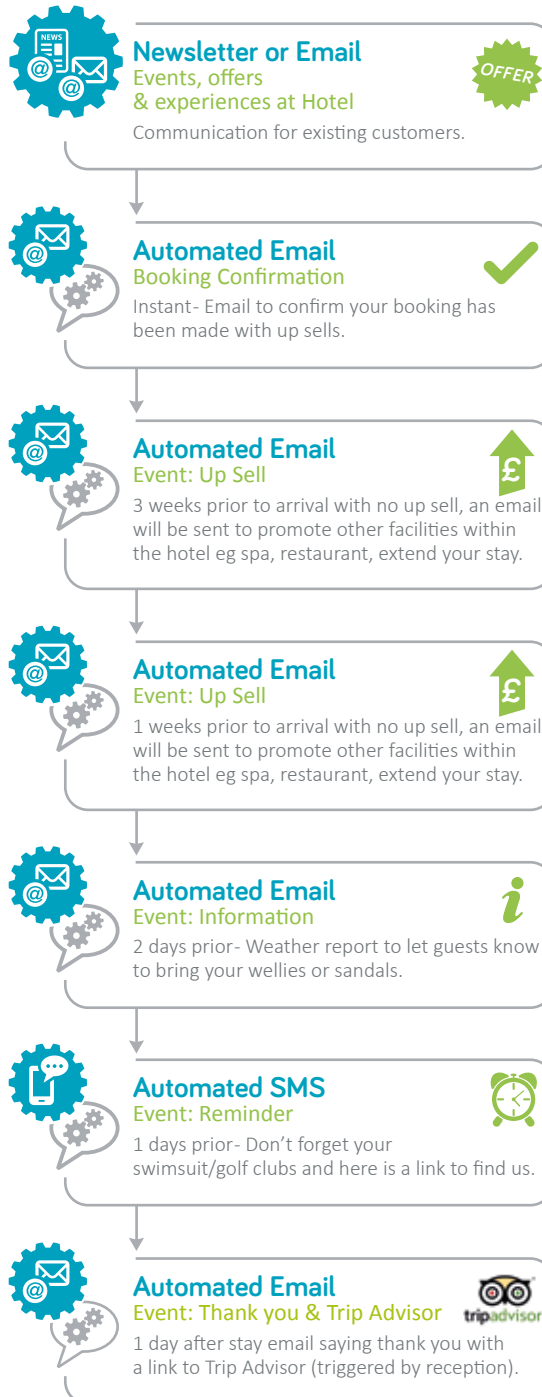


Ongoing Activity - Non Bookers





Path 2: Existing Prospect & Client Data - All fields





Hospitality Customer Journey

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Retention Campaigns

