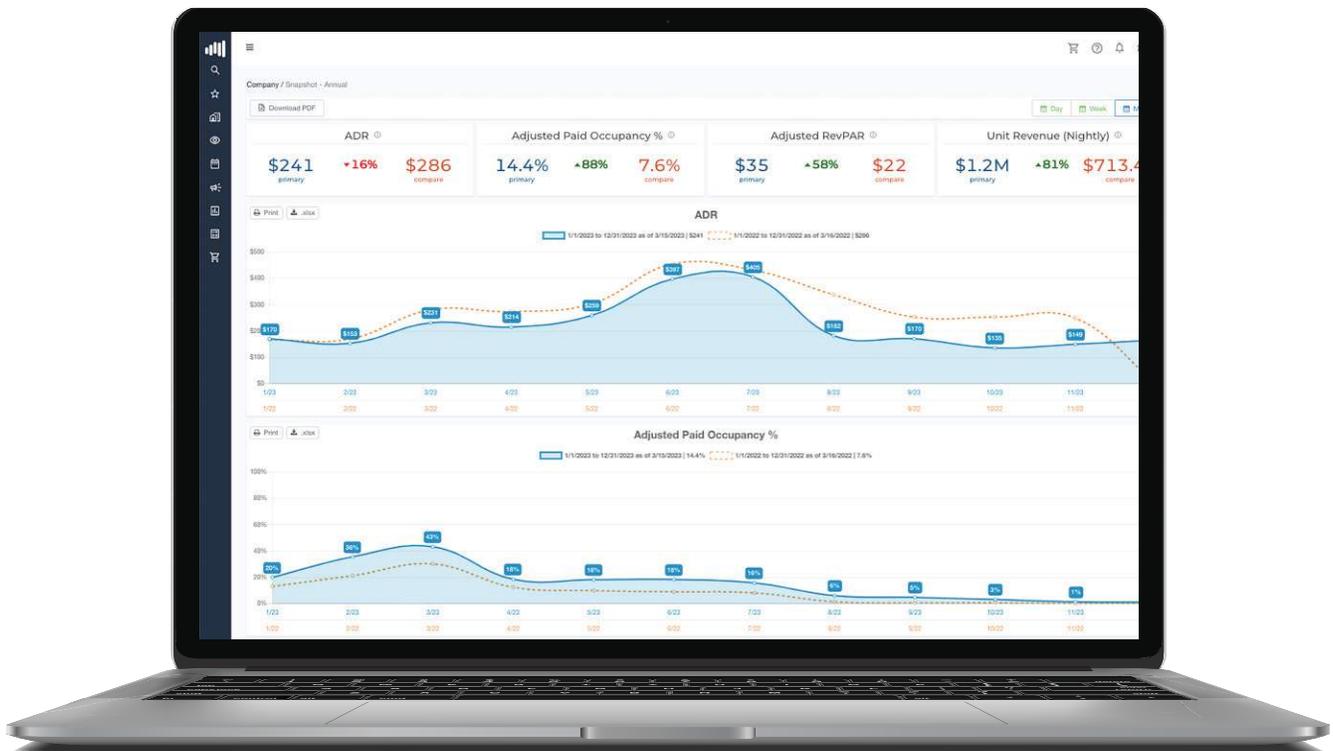


The Key to Unlocking Trusted Market Data

Managing the ups and downs of the economy along with the ups and downs of the housing market and vacation rental industry is challenging. We're grateful to be part of your journey and leading the industry with an ever-deepening commitment to your success. **Our exciting Key Data partnership gives you new tools with data-driven insights to help you analyze the market and optimize rates to achieve your revenue goals—at no cost.**

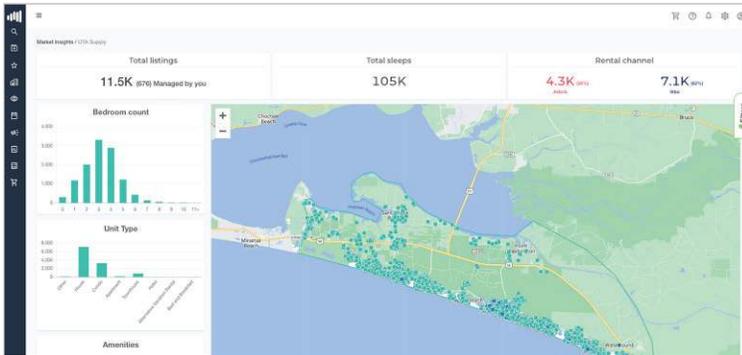
ProData Dashboards are now an added value so that historical trends and forecasting data help you visualize your performance across more than 30 KPIs. Visualization of your core metrics helps you pull the right levers at the right time to maximize revenue.

Because customer data is anonymous, along with VRBO and Airbnb data, you can be confident in Key Data's unbiased, accurate, and up-to-date reporting.



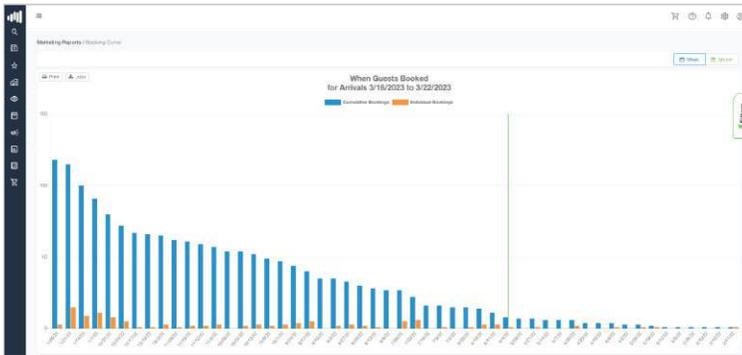
Your company snapshot includes Average Daily Rate, Adjusted Paid Occupancy, Adjusted RevPar, and Unit Revenue, but a variety of filters lets you customize and visualize what is most important to you.

Trusted Historical and Forward-Facing Insights



You'll not only be saving time with Key Data insights, but robust and elegant reports allow you to see:

- Detailed, filtered views of year-over-year or even for the next 90 days for reporting on occupancy, RevPar, or how booking windows might be shifting.
- A leaderboard view of unit-level occupancy, pacing, and owner stays.
- Market data for benchmarking and comparison.
- Data trends regarding booked-on dates vs arrival dates.
- Visitor-origin analysis allows you to see the feeder markets and zip codes for where your guests are coming from so you can drive targeted marketing efforts.



Are you ready to unleash the power of real-time reporting on your business?
Book time with our team to see how Key Data partners seamlessly with Track.

