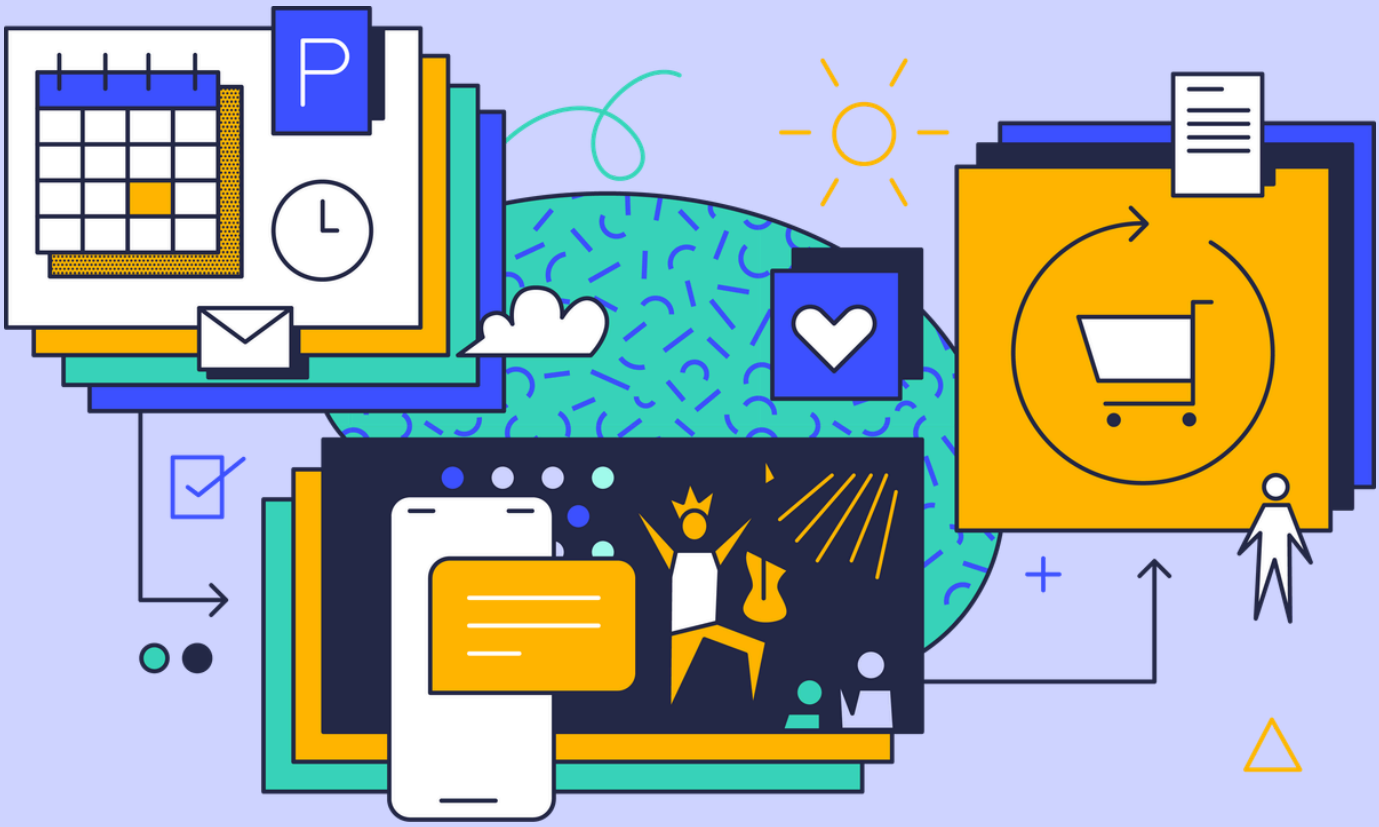
THE MARKETHYPE PLAYBOOK

Automations

Hype your guests before, during, after and between visits.



MarketHype

ABOUT MARKETHYPE

This playbook (second edition) was created in June 2026, by MarketHype Sweden AB.

MarketHype is the audience development platform for events, experiences, and hospitality. We help marketers turn ticketing, booking, and behavior data into audiences they actually know – and reach them at exactly the right moment.

Every purchase, booking, order, and contact flows in automatically through our integrations with leading ticketing and booking systems. The data stays accurate, every day.

Everything lives in one place: audience analytics, segmentation, email, SMS, automations, surveys, signup forms, and Meta advertising for Instagram and Facebook.

MarketHype

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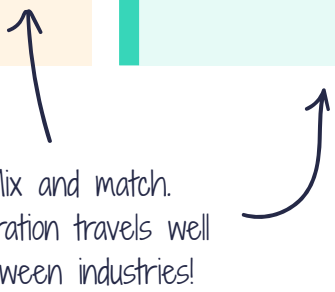
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What do the colors on the pages mean?

General tips
General tips and automation examples – whether you run events, hospitality, or a bit of both.

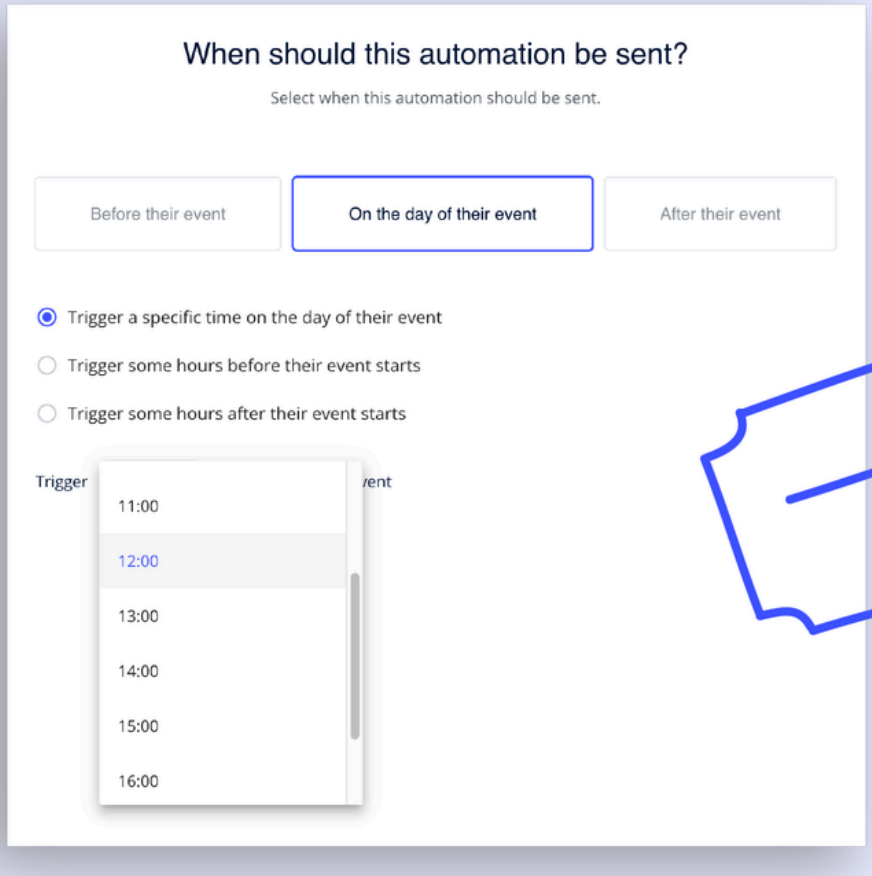
Event-specific
Tips and examples for the events industry – theaters, orchestras, concert organizers, and more.

Booking-specific
Tips and examples for the hospitality industry – hotels, resorts, destinations, and more.



A great event or stay gets you liked.

The right automations can get you loved.



PREFACE

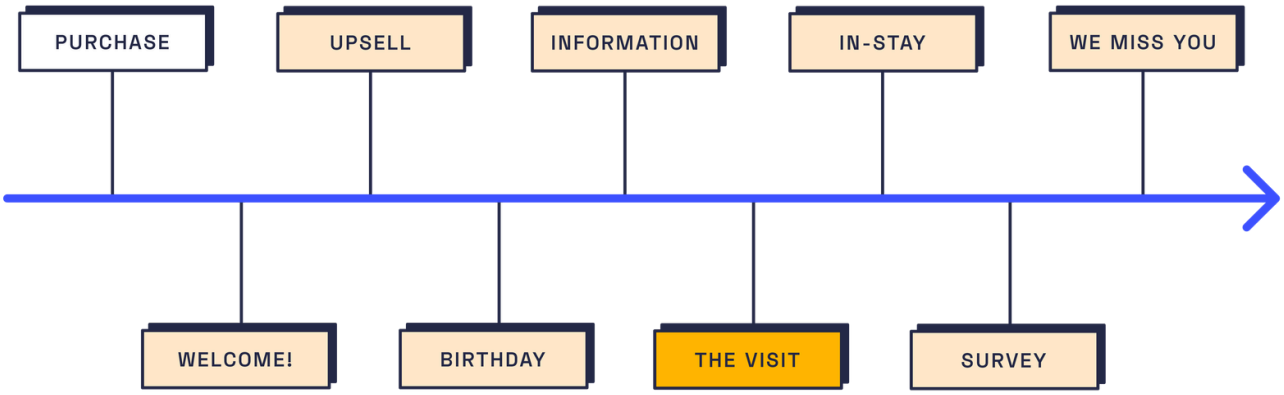
Automations – your new best friend

Here's the thing about events and hospitality: every guest, booking, and ticket needs context. Information before they arrive. A welcome when they do. A thank-you when they leave. Multiply that by a full calendar of shows, stays, and sold-out weekends, and the math gets ugly fast. That's a lot of communication.

Automations do the math for you. Set them up once, and the right email or SMS reaches the right person at the right moment – every single time. Whether they bought their ticket six months ago or six minutes ago (yes, late bookers are taken care of too!). No imports. No exports. No manually scheduling Tuesday's send on a Monday night.

You get to focus on the experience. Automations take care of the administration. And the money keeps rolling in without you having to lift a finger (over **€1000** a week, per automation, on average!).

In this playbook, we'll walk you through the automations that make the biggest difference for events and hospitality marketers. The ones that drive sales, save hours, and make your guests feel genuinely seen.

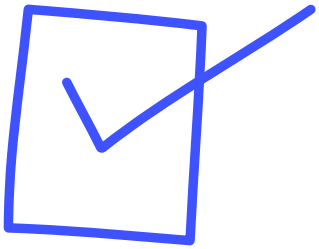


Introduction

In the following chapter, we introduce you to automations. How do they work? What are they good for? And what triggers are there?

This is the chapter to start with to truly understand the benefits and possibilities of automations. Let’s go!

5 reasons to use automations



1. Save time

No more manual imports and exports before every event. Set up your automations once and let them run in the background – like a self-playing piano!

2. High reach

Automations connected to events and hospitality experiences naturally attract more interest. Context-based communication is highly relevant and often achieves significantly higher engagement rates. Take a look at the numbers below.

71.7%

Average open rate for all automations in MarketHype.

15.1%

Average click rate for all automations in MarketHype.

3. Increase sales

Automations don't just save time – they bring in money. On average, a single MarketHype automation generates **€1008** in sales per week. Multiply that by the number of automations you run, every week of the year, and you've got something that looks a lot like passive income: set up once, paying back forever.

Use automations to drive additional revenue. Promote cloakroom services, food and drinks, merchandise, afterparties, or special offers. Send targeted emails based on previous purchases or attendee behavior, and the numbers climb.

4. Build stronger relationships

Personalized communication makes guests feel seen and valued.
With automations, you can tailor messages using names, event tags, interests, and behaviors. Continuous communication before and after the experience helps build anticipation, strengthen emotional connections, and extend the overall experience beyond the visit itself.

5. Reduce confusion

Automations help attendees stay informed with reminders and practical information delivered at the right time. Because nobody likes showing up unsure of where to park. They also reduce repetitive support questions about schedules, locations, parking, agendas, and links. Clear and structured communication creates a smoother guest experience and reinforces a professional, trustworthy brand.



How do automations really work?

Think of an automation like a self-playing piano. You set it up once, press start, and the right note plays at the right moment – every single time. Here's what's actually happening under the lid.

Every automation in MarketHype is built around three things: a **trigger**, a **wait**, and a **message**.

Trigger

The trigger is what wakes the automation up. It's the moment something interesting happens in your data – a guest books a stay, an event date is set, someone signs up to your newsletter, a birthday rolls around. MarketHype is constantly listening to these signals across your audience, so you don't have to.

Wait

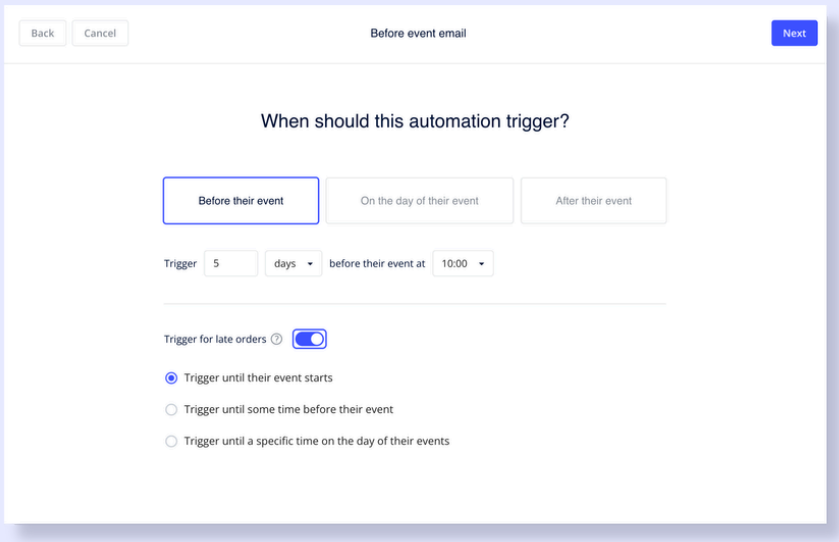
The wait is your timing. It's the gap between the trigger and the send: 10 days before the event, on arrival day, 6 months after the last order, on the morning of someone's birthday.

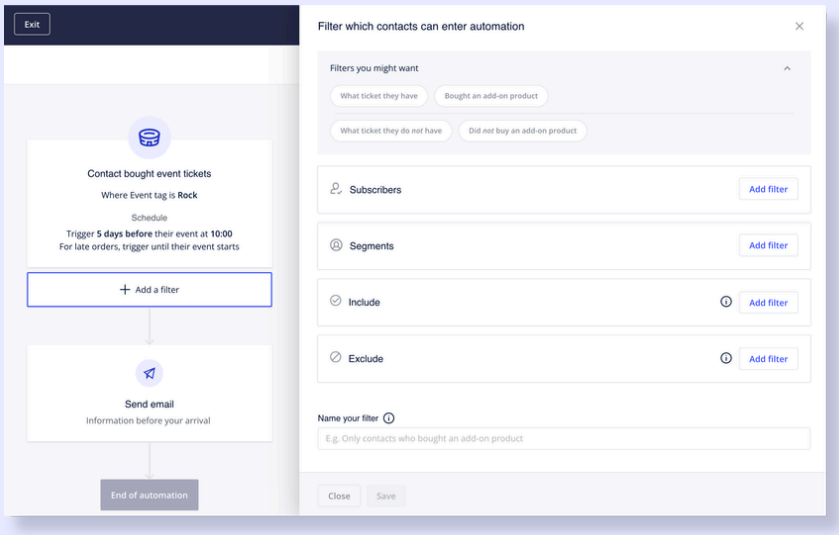
Message

The message is what your guest actually receives – an email or an SMS, designed by you, personalized with merge tags, and filtered down to exactly the right people.

Once those three are in place, you press start. From that moment on, MarketHype watches the data, matches each contact to the right moment, and sends. No one to remind. No calendar to manage. Just the right message, every single time.

(And yes – you can pause, edit, and tune the keys whenever you want. The piano keeps playing.)





Setting up an automation in MarketHype is easy.

Choose the moment, design the message, press start.

Get started in MarketHype



Creating an automation in MarketHype is as easy as pie. Depending on the type of automation you want to create, you'll be guided through various questions and suggestions from the very first click all the way to setting it live. Here are some examples of choices and settings you can configure during the setup process.

Automation recipes

Every automation starts with a recipe – the shape of the journey you want to build. Some examples:

- Before event email
- In-stay SMS
- Convert email subscribers to buyers
- Birthday email

The recipe sets the trigger for you, so you can focus on the message.

Communication type

Marketing, or important information? This affects who can receive the message under their subscription settings, and it's worth a moment of thought.

Email or SMS design

The fun part. Write it, style it, drop in merge tags like {{person:firstName}} or {{event:venueName}}. Send yourself a test. When it looks the way you want it to – press start.

Recipients

Who should enter this automation? A specific event, a signup form, a subscription type, contacts with a certain ticket type or booking. This is where you pick your audience.

Filters

Optional, but powerful. Filters let you narrow the audience further. Include only a certain ticket type, exclude contacts with an upcoming booking, target those who haven't re-ordered. This is how you go from "the right kind of people" to "exactly the right people".

Timing

When should the message go out? A week before the event, on the day of arrival, 6 months after the last order, on someone's birthday. You decide the moment, and MarketHype keeps the clock for every contact.

Ready for some inspiration? Check out 20 examples starting on the next page!

Signup automations

Did you know that welcome email automations have an average open rate of **81.1%**? In other words: a person's attention is never higher than right after they sign up.

Signup automations are how you make the most of it – and turn that early attention into a lasting relationship. In this chapter, you'll find three examples of signup automations. Magic!

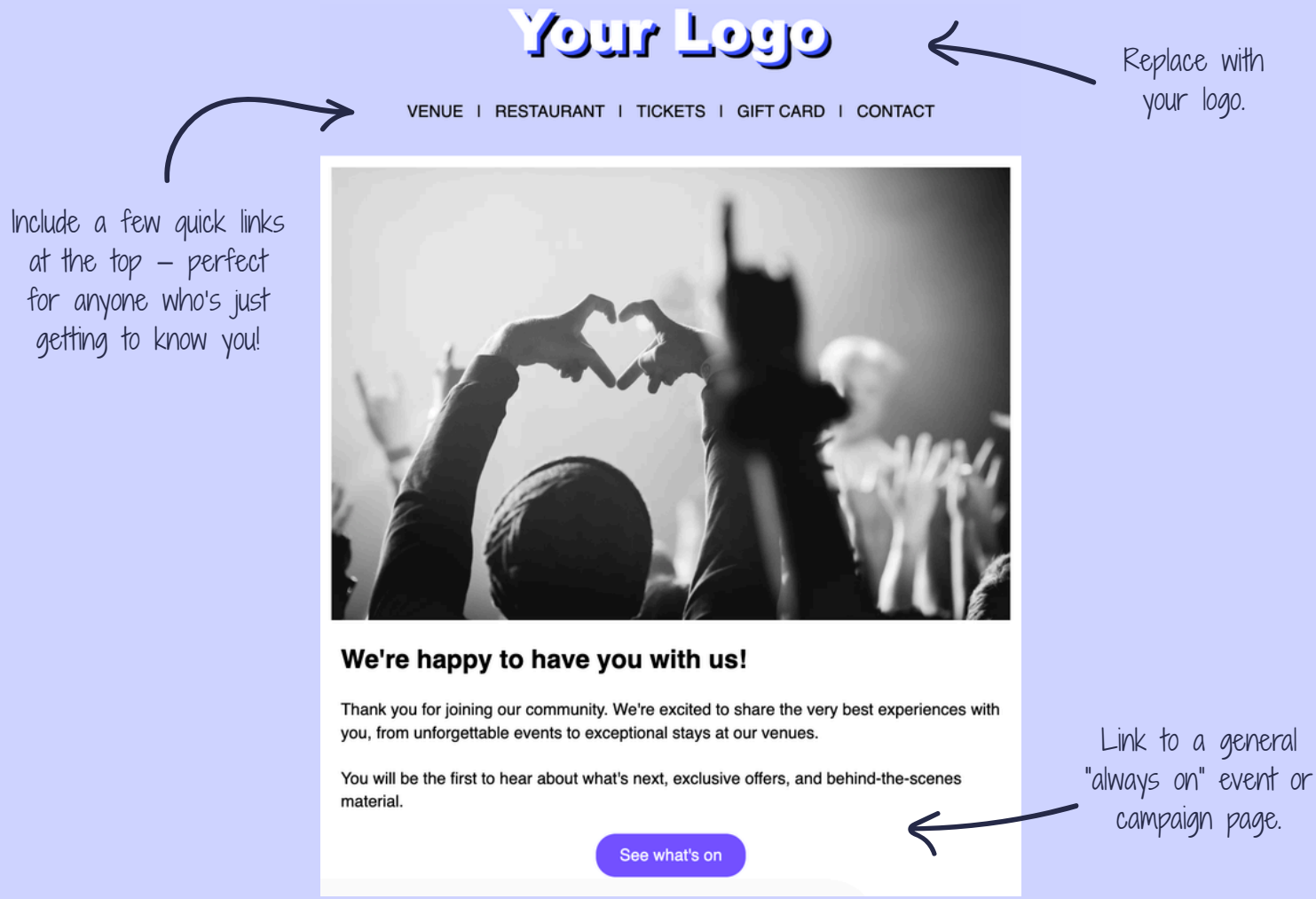
SIGNUP AUTOMATIONS

Welcome new subscribers

When: As soon as possible after signup.

Why: To welcome and celebrate your new subscriber, set expectations for what they'll get from you, and start the relationship on the right note.

What to include: A warm hello, a quick intro to what your newsletter brings, a glimpse of what you do, and links to your social media accounts.



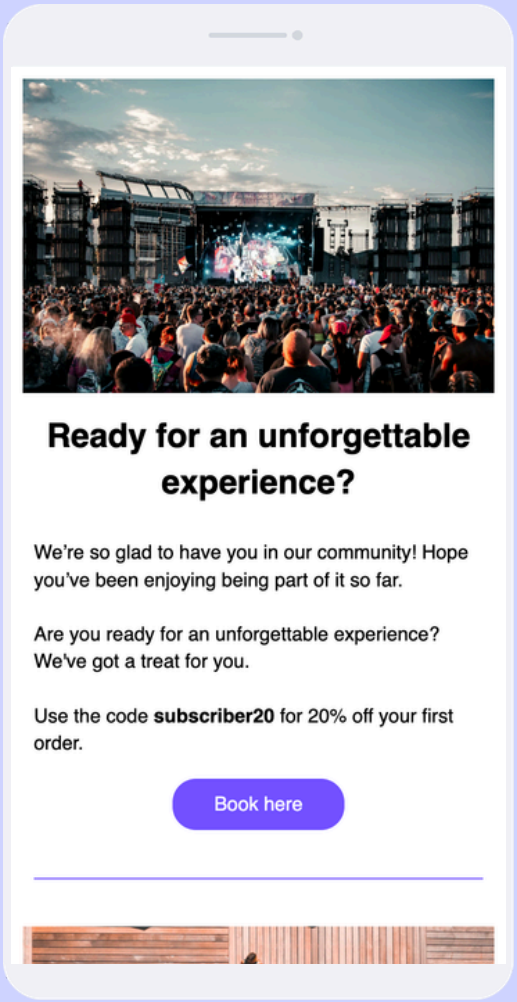
Convert into buyer

When: 3 months after signup. If you send emails and newsletters less frequently, you can set this automation to run 4–5 months after signup.

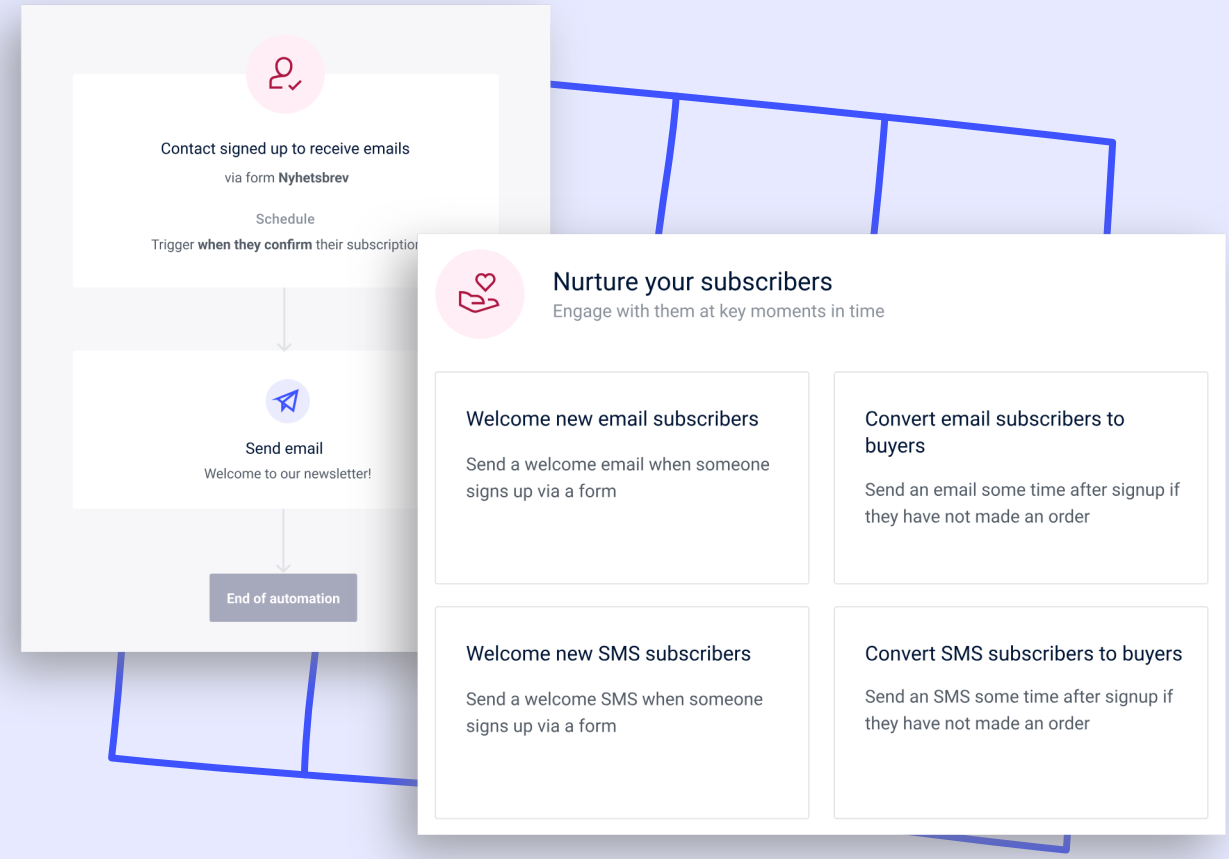
Why: To turn an engaged subscriber into a paying customer. They've shown interest – here's where you give them a reason to take the next step.

What to include: A warm reminder that you're glad to have them along for the ride, plus a tempting first-time offer or a curated pick of what's coming up.

Always make sure the mobile version looks good!



Tip! Use a filter to exclude subscribers who've already made a purchase.



Welcome email automations in MarketHype average an 81.1% open rate.

Get yours running today!

One-year celebration

When: 12 months after signup.

Why: To celebrate a full year together and stay top of mind – an indirect, warm reminder that you're still here.

What to include: A heartfelt "we've been together for a year" message and something that reflects the journey.



Cheers to one year together!

It's been a full year since you joined our community, and we wanted to take a moment to say thank you.

Whether you've been following along for inspiration, planning future celebrations, or simply keeping us on your radar, we're glad you're here.

Here's to another year of memorable moments ahead.

Let's create new memories together

Tip! Use a "display filter" to show different content to subscribers who have already visited vs. those who haven't.

Order automations

A purchase isn’t the end of the conversation – it’s the start of a new one.

In the following chapter, you’ll find three order automations that meet your customers right after they buy, invite them to buy a little more, and bring them back when it’s been a while.

Thanks & information

When: As soon as possible or shortly after the purchase.

Why: To confirm what your customer just bought, share what's included, and make them feel taken care of from the very first moment.

What to include: A warm thank-you, practical information about the purchase (perks for season ticket holders, what their ticket type includes, what happens next) and a nudge to subscribe to your newsletter.



A warm welcome as a subscriber!

{{person:firstName}}, we are delighted that you have chosen to become a subscriber and look forward to welcoming you time and time again.

What's included in your season ticket?

As a subscriber, you not only receive a 25% discount compared to single-ticket prices for your concert series, but also several other benefits, such as:

- Priority access to ticket sales
- Special offers during the season
- Discounts on products in the shop
- 10% discount in the restaurant upon presentation of your season pass
- Surprises throughout the season



What is relevant to your specific buyers and guests?

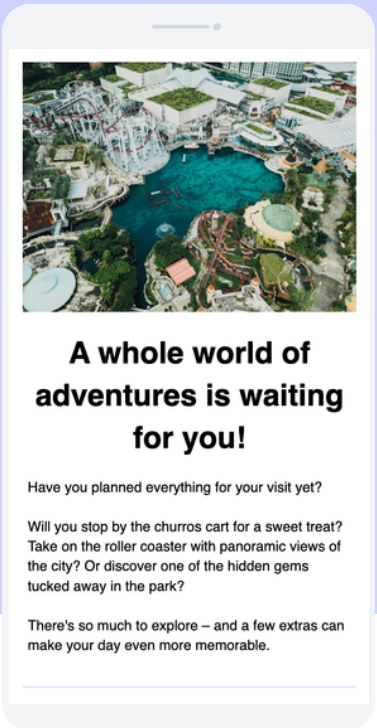
Upsell

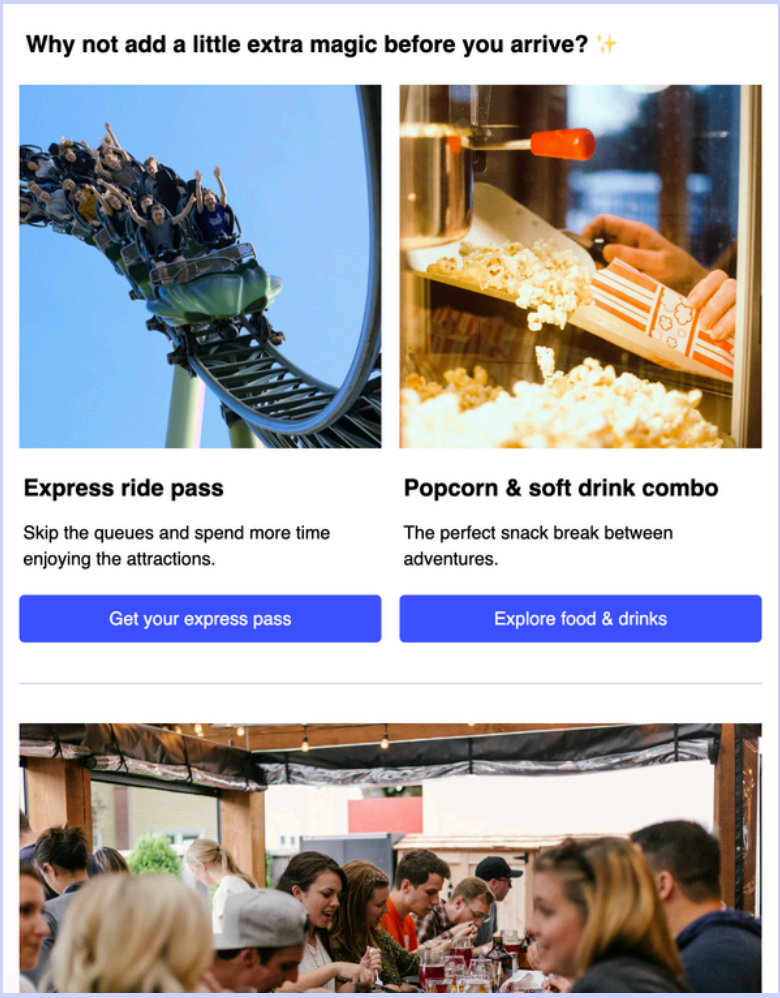
When: 7–14 days after the purchase.

Why: To drive additional sales and show off the full range of what you offer. Your customer has already said yes once – here's where you give them something more to say yes to.

What to include: Relevant add-ons: a ticket upgrade, a pre-show drink, a Swedish fika in the interval, merch, or whatever fits your business.

Tip! Use specific, benefit-driven CTAs that match each offer.





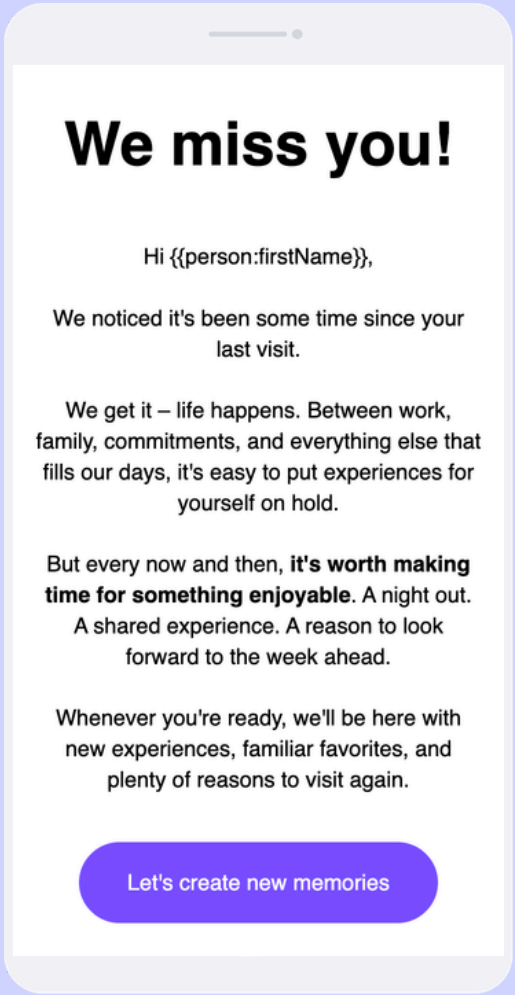
Activate & win back

When: 12, 18 and/or 24 months after the last purchase.

Why: To remind inactive customers that you're still here – and give them a reason to come back. A simple greeting at the right moment can turn into a new booking.

What to include: A "we miss you" message, a peek at what's happening at your venue right now, or a tempting offer.

Want to include an offer? Go for it!



Exclude anyone who's already made a new purchase or visit.

Event automations

In the following chapter, we'll walk you through five automations that cover the core moments of an event – from the upsell email two weeks before the doors open, to the follow-up two weeks later.

Five moments, five messages, all running on their own. Let's dive in!

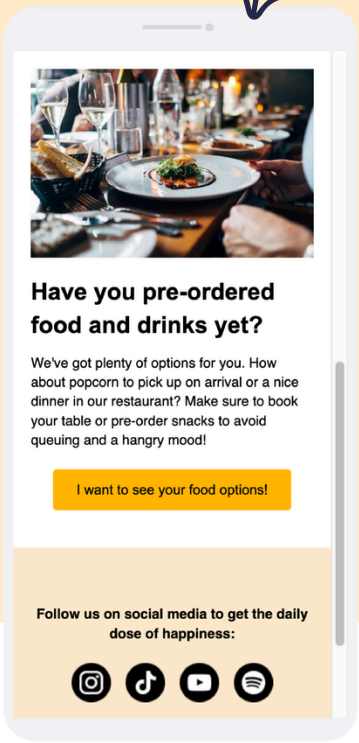
Pre-event: Upsell

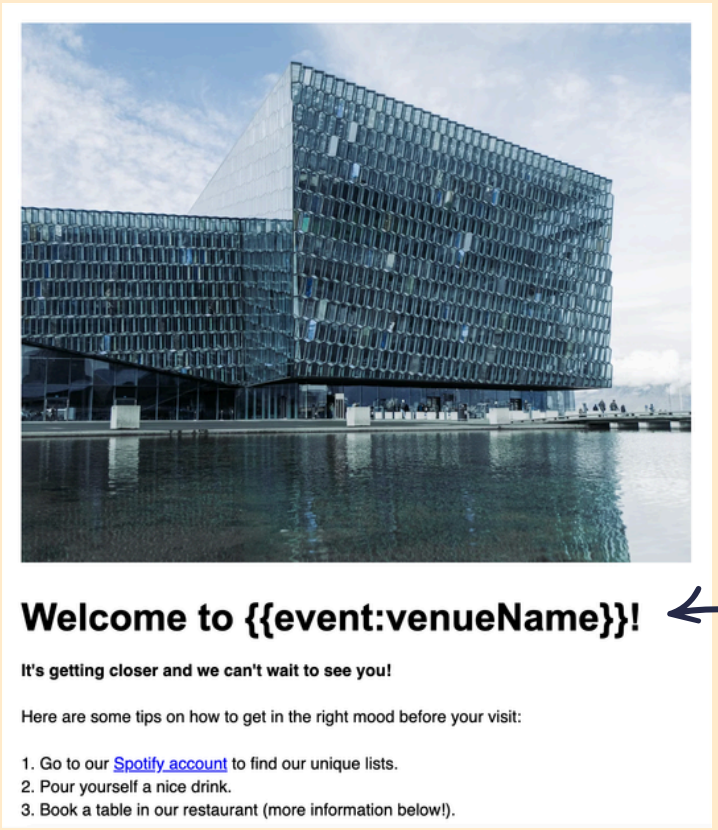
When: 14 days before the event.

Why: To increase sales and advise your guests on how they can maximize their experience.

What to include: Advise on food options, drinks and merch, or other products that are relevant to your business. Have a look below for inspiration!

Always make sure the mobile version looks good!





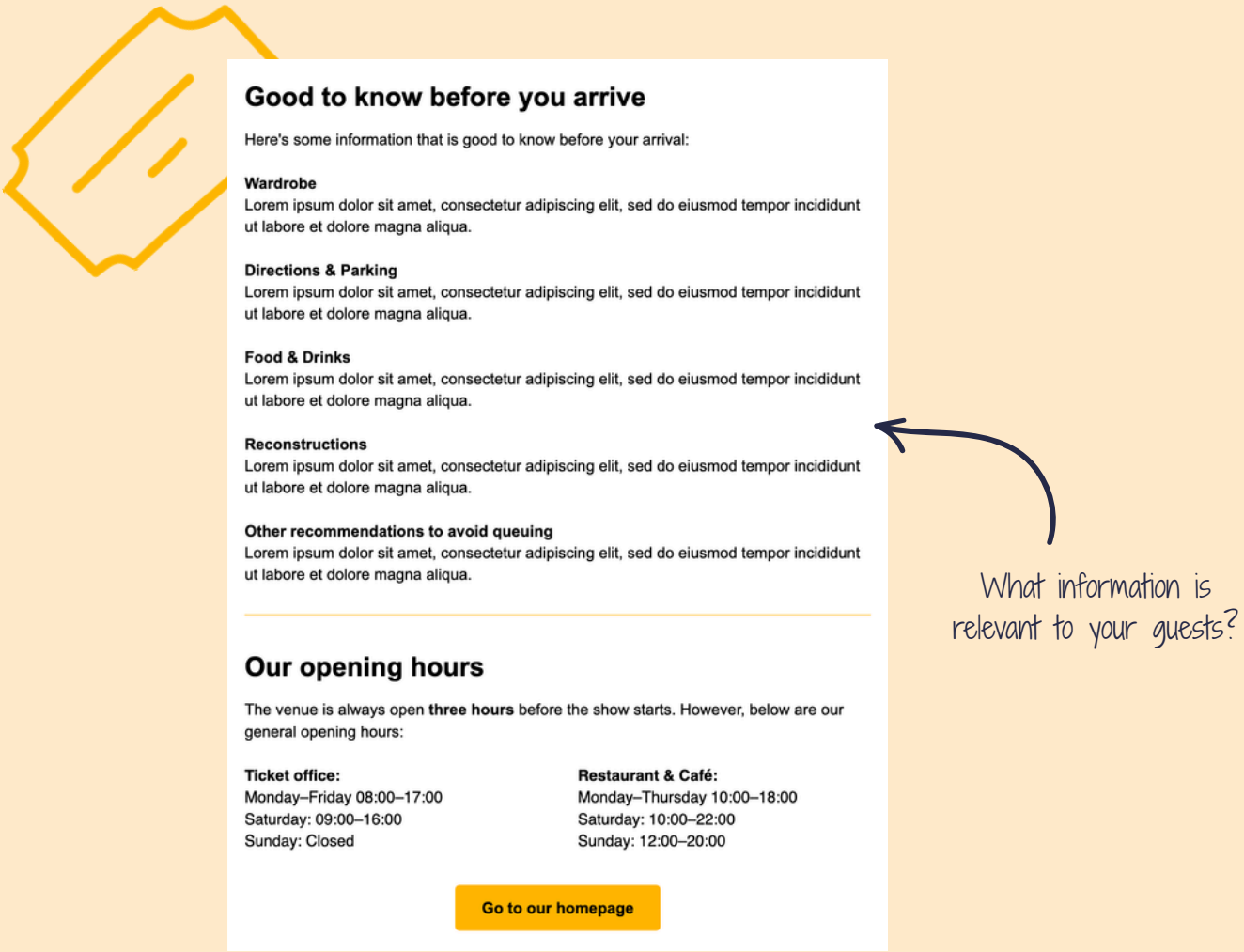
Use event merge tags for personalization.

Pre-event: Information

When: 5–3 days before the event.

Why: To provide your visitors with important information.

What to include: Information about parking, food and wardrobe, for example. Consider what your guests should know before they arrive.

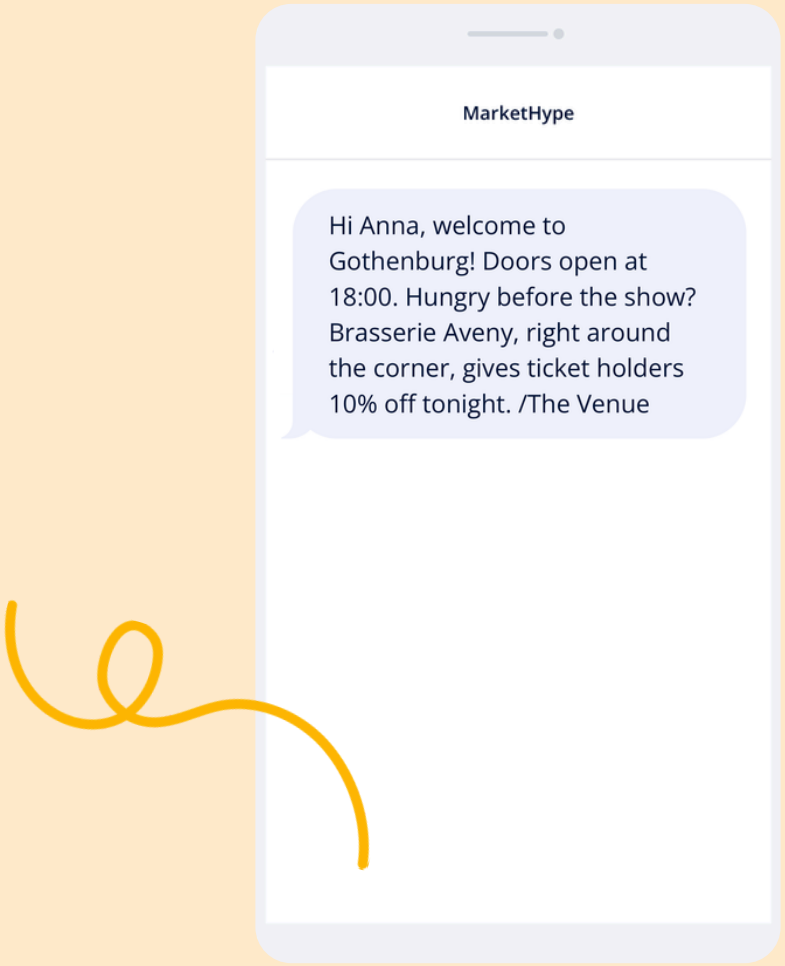


Event day: Welcome

When: On the day of the event.

Why: To welcome your guests and get them excited.

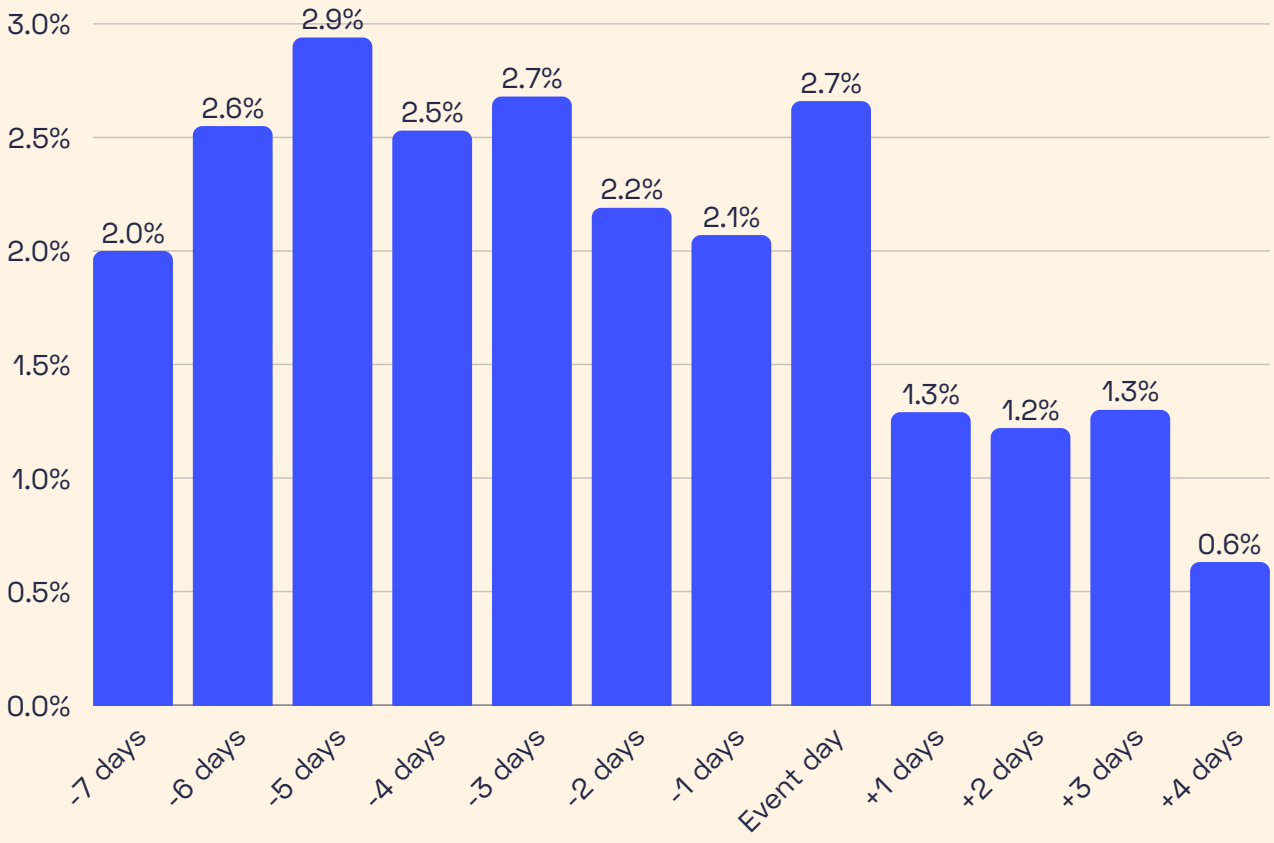
What to include: A short, simple welcome text message goes a long way and shows your guests you care.



A text message feels personal and simple, and reaches the recipient quickly.

Event automations drive conversions

The chart below shows the **average conversion rate** generated by event automations, in MarketHype. The X-axis represents the number of days before or after the event when the automation was sent, while the Y-axis shows the average conversion rate. The data includes all types of event automations, from informational messages and practical reminders to promotional and upsell communications.



EVENT AUTOMATIONS

Post-event: Thanks & feedback opportunity

When: 1 day after the event.

Why: To show your customers that you care, and to get feedback to improve upcoming events.

What to include: A thank-you message and a link to a survey. You can also embed a survey question in the email to increase your chances of collecting feedback.

Get personal through a first name merge tag.



Thank you for last night!

Hi {{person:firstName}}! We hope you had a great time at {{event:venueName}} and that everything is well with you.

Leave feedback and help us improve!

We want to create unforgettable moments for each and every one of you. To be able to do that and to provide you with more amazing experiences, we'd like to ask you to answer our customer survey. It only takes a few minutes.

What rating would you give the event?

☆ ☆ ☆ ☆ ☆

Very poor Very good

Embed your survey in the automation.

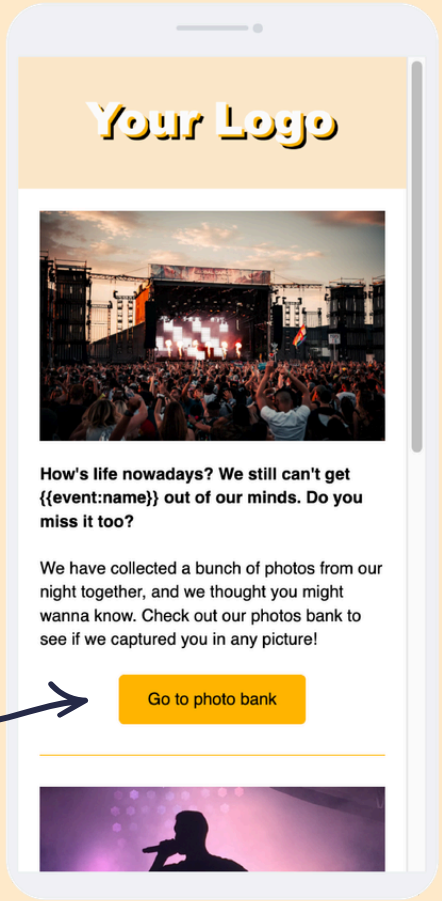
Post-event: Follow-up

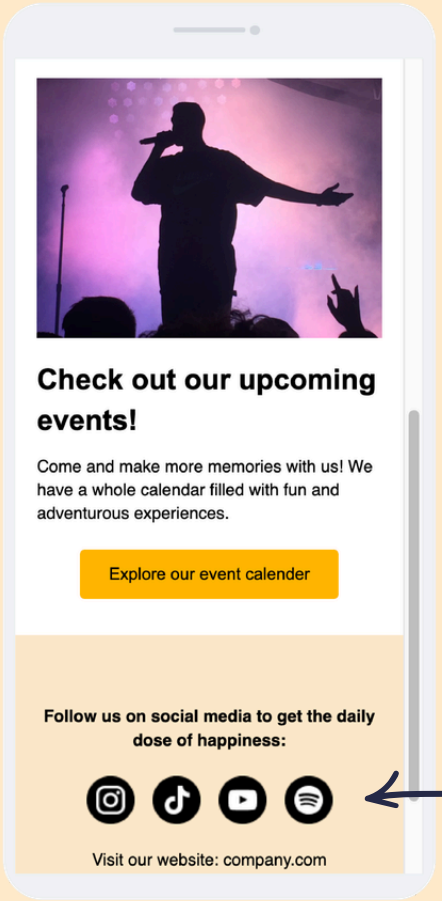
When: 14 days after the event.

Why: To show your customers that you care and to drive sales.

What to include: Something the recipient associates with the event they attended. You can also provide information about upcoming events.

Gather photos from all past events in one place so you can use the same link in all your automations.





Link to your social media accounts

Booking automations

A stay isn’t just the nights between check-in and check-out. It starts the moment the booking is made and lasts long after the bags are unpacked at home.

In the following chapter, we’ll walk you through six automations that cover key moments along the way.

Pre-stay: Upsell

When: 14 days before the stay.

Why: To increase sales, but also to advise your guests on how they can maximize their experience.

What to include: Advise on food options, activities or room upgrade, for example. Have a look below for inspiration!



Ready to create new memories?

In just two weeks you'll arrive to snow-covered landscapes, crisp winter air and mornings that start a little slower. A freshly brewed coffee, a warm breakfast and a full day of adventure ahead.

The question is: what will your days look like?

Will you be gliding through the forest behind a team of huskies, carving fresh tracks on the slopes or exploring the wilderness by snowmobile?

Your stay is already booked. Now it's time to make the most of it.

Have you booked your activities yet?

Explore all activities

Tip! Use storytelling in your automations.

Gather all activities and optional extras on one page. That way, it will be easier to link to them.

Pre-stay: Information

When: 3 days before the stay.

Why: To provide your guests with need-to-know and nice-to-know information.

What to include: Information about parking, check-in and facilities available, for example. Consider what your guests should know before they arrive.

Use booking merge tags in your automations, for personalization.



Are you ready for your stay?

Hello {{person.firstName}}!

The {{{dateFormat "yyyy-MM-dd" booking:start}}} we look forward to welcome you to our resort. We hope you look forward to your visit as much as we do!

Good to know before you arrival

Here's some information that is good to know before your arrival:

Check-in & check-out
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Breakfast

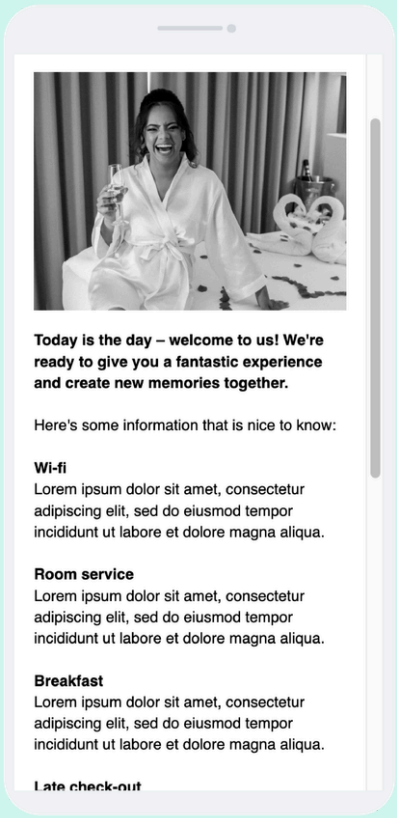
Consider what is need-to-know and nice-to-know.

In-stay: Welcome

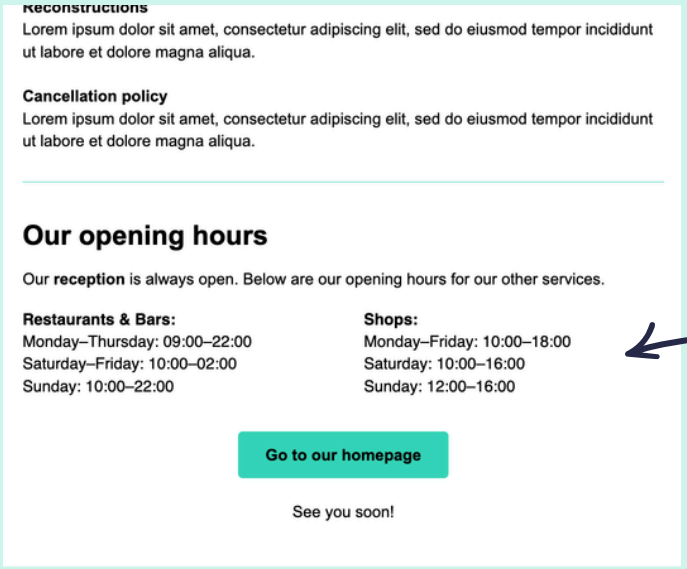
When: On arrival day.

Why: To welcome your guests and provide them with information.

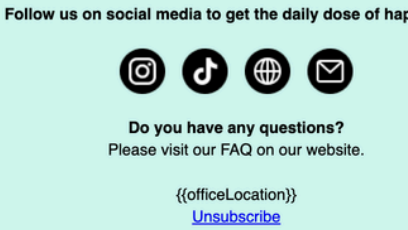
What to include: Information about things like opening hours, room service, and breakfast. Think about what information your guests will want on the day they arrive.



Always make sure the mobile version looks good!



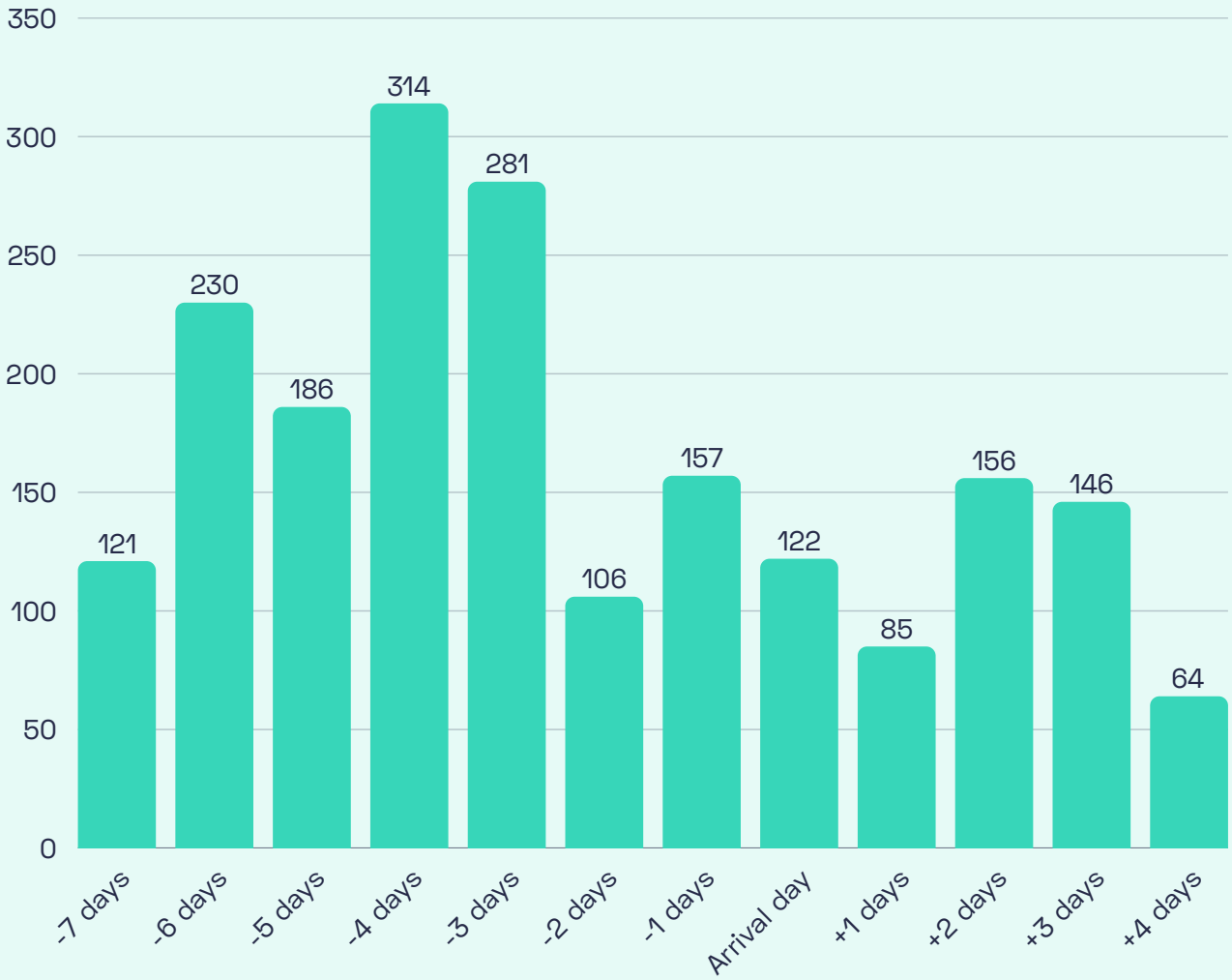
For example, you can include your business hours.



Use (social media) icons and links for guests who want more information.

Booking automations pay off

The chart below shows the **average order value (AOV)** in EUR generated by booking automations, in MarketHype. The X-axis represents the number of days before or after the booking date when the automation was sent, while the Y-axis shows the average order value among recipients who placed an order. The data includes all types of booking automations, from confirmation emails and practical reminders to promotional and upsell communications.



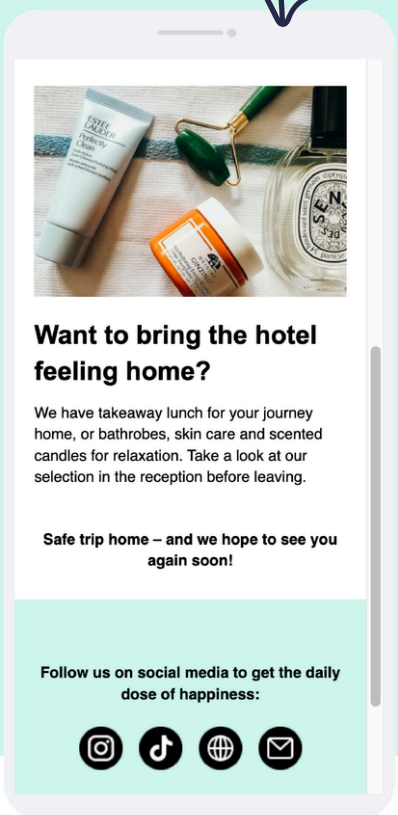
In-stay: Goodbye

When: On departure day.

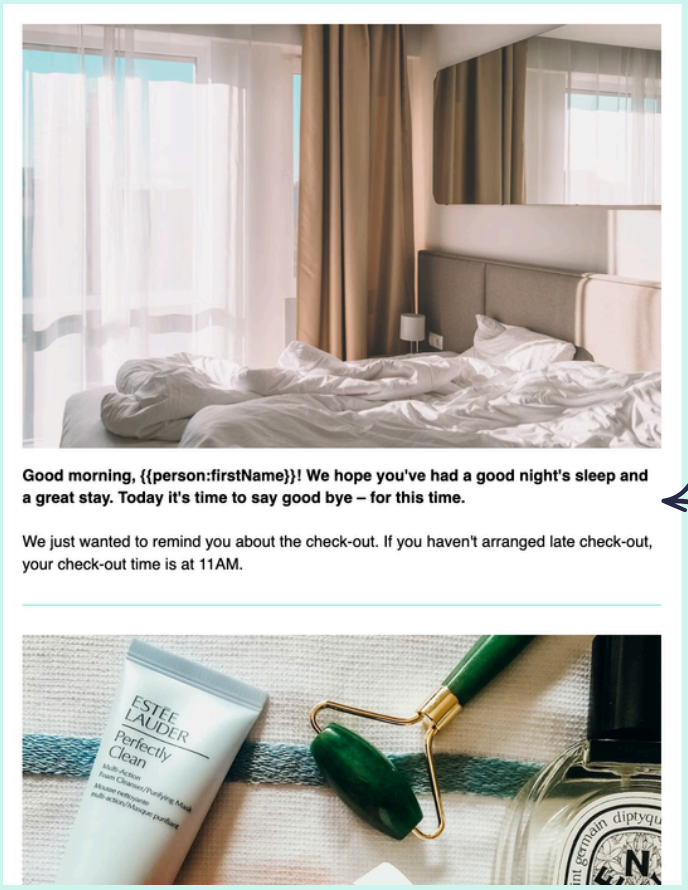
Why: To show your customers that you care, but also to drive sales.

What to include: Check-out information, a reminder to drive safely home and/or the option to purchase products to take home – or whatever else you'd like to say to your guests before they leave.

Take the opportunity to suggest products that visitors can take home with them.



Say hello, use a personalized merge tag, and provide brief information.



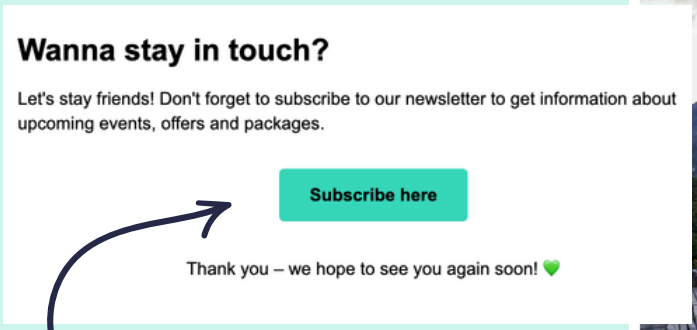
BOOKING AUTOMATIONS

Post-stay: Thanks & feedback opportunity

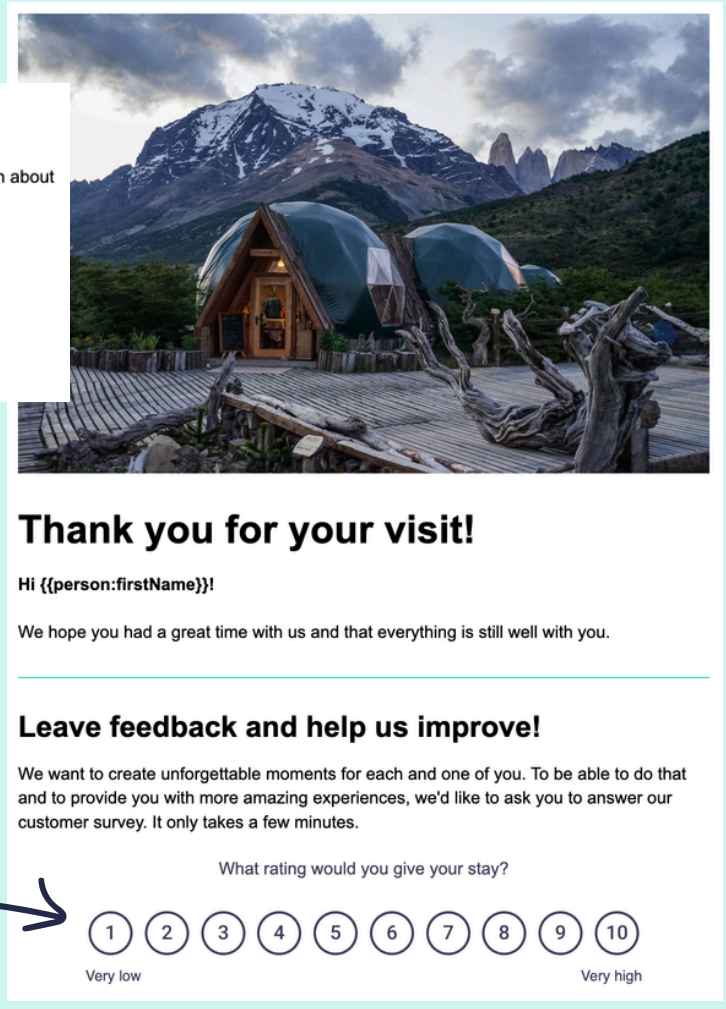
When: 2 days after the stay.

Why: To show your customers that you care about them, and to gather feedback that can help improve the experience for future guests.

What to include: A thank-you message and a link to a survey. You can also embed a survey question in the email to increase your chances of collecting feedback.



Encourage your customers to subscribe to your newsletter!



Embed your survey in the automation.

Post-stay: We miss you

When: 1 month after the stay.

Why: To show your customers that you care about them. (But maybe that greeting could also lead to a new booking?)

What to include: A simple message in which you say hello, let the customer know you miss them, and remind them that you're still here for them.

A simple yet effective email that can lead to more conversions than you might think!



How's life nowadays, {{person:firstName}}?

We just wanted to check in on you and say that we miss you. We'd love to have you here again and make more memories together!

Plan your next visit

Help your audience find your social media accounts.

Follow us on social media to get the daily dose of happiness:

Visit our website: company.com

Birthday automations

Did you know that birthday automations in MarketHype generate an average order value of about **€130** per recipient? In other words: a well-timed birthday message doesn't just feel nice – it sells.

In this chapter, you'll find three birthday automations to set up once and run for life. Cheers!

Celebrate with us

When: 3 months before the recipient's birthday.

Why: To plant the seed early and tempt your customer to celebrate at your venue. A birthday automation is a great reason to stand out from the noise – be the one who suggests how to celebrate.

What to include: Birthday-feeling storytelling ("Imagine waking up on your special day..."), a tempting offer or package, and the practical info needed to book.

What makes celebrating a birthday at your place so special? What sets you apart from others?



Your birthday is three months away – let us help make it memorable!

Are you the kind of person who loves a big birthday celebration, or do you prefer to keep things low-key? In three months, it's your special day. However you'd like to celebrate, we've got something for you.

Gather the family for a dinner, raise a glass with friends, or host a larger party with your favorite people. We're here to help create a celebration that feels just right for you.

As an early birthday gift, enjoy **20% off** when you book your celebration with us using the code: **BIRTHDAY90DAYS**

Book you celebration

Happy birthday!

When: On the recipient's birthday.

Why: To show your customers that you care. A small gesture on a personal day goes a long way.

What to include: A warm birthday greeting. That's it. Have a look below for inspiration!

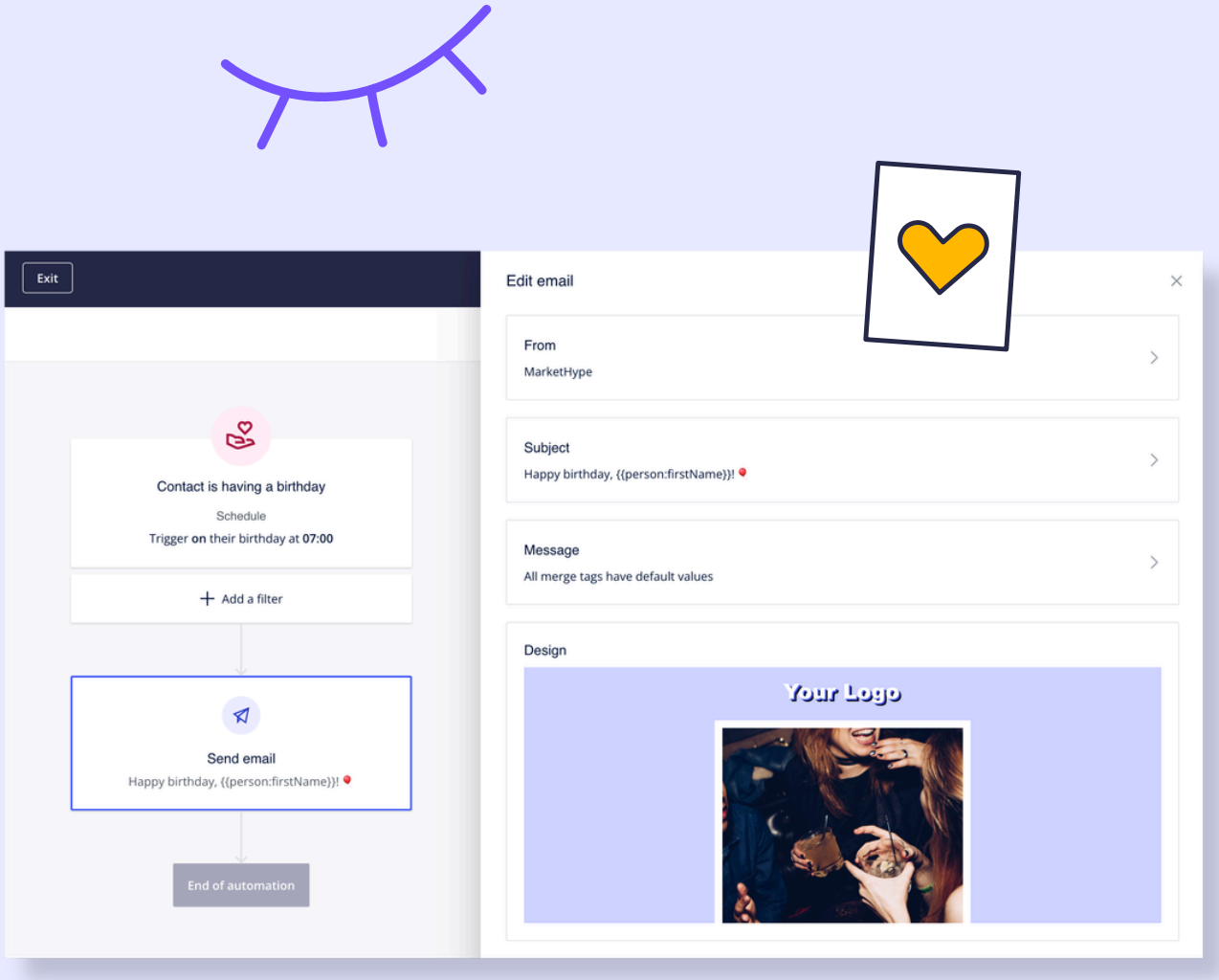


Happy birthday, {{person:firstName}}!

Today is a very special day – it's your birthday!

We hope you are properly celebrated by friends and family – and that we see each other soon. Have a great day!

Use a merge tag that includes the recipient's first name, to make the greeting more personal.



Birthday automations generate an average order value of €130 per recipient.

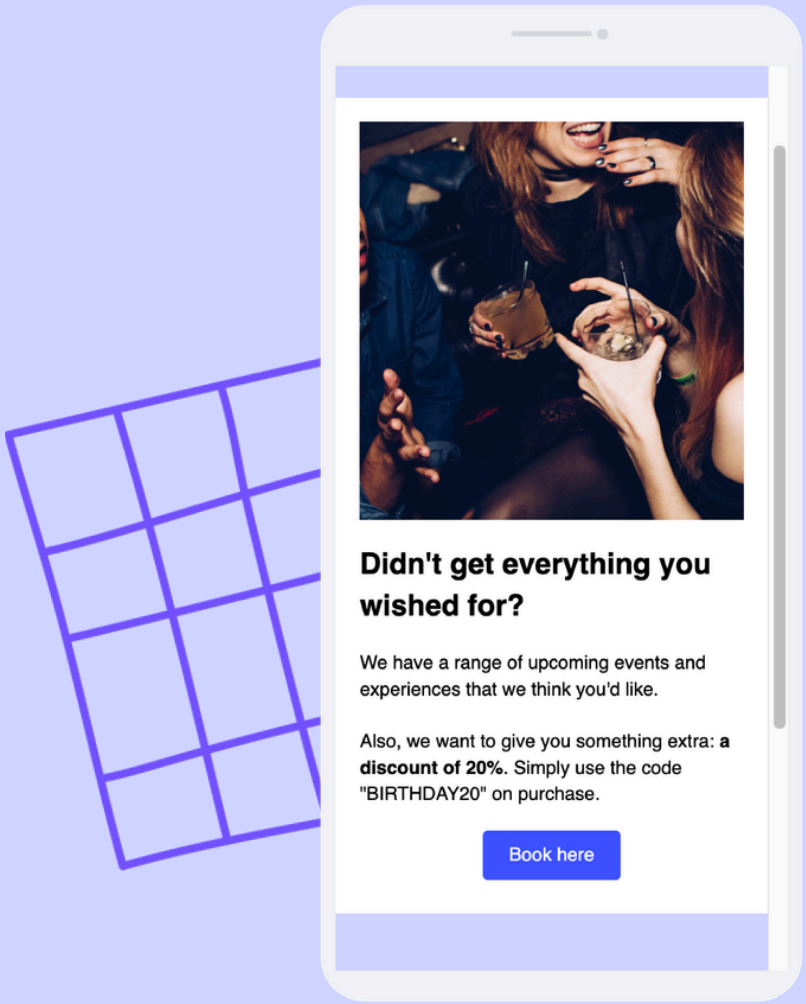
Get yours running today!

Gift or discount

When: 2 days after the recipient's birthday.

Why: To show your customers that you care, drive sales, and follow up the birthday greeting with something extra.

What to include: A small birthday gift or discount code.



Tip! Use a filter to exclude anyone who already made a purchase around their birthday.

Tips & tricks

You’re almost ready to get started!

Before you begin creating your first automation, here are a few final tips and reminders to help you feel confident throughout the process.

Ready, set, automate! 4 to start with

Are you full of inspiration – but not sure where to start? We've got you covered. Below are four automations that make for an excellent first step into the world of automations.



1. Inform before arrival

Sending information ahead of an event or stay is a basic. Your audience needs to know where, when, and how things happen – the details that make sure they arrive well-prepared. It builds trust, reduces late arrivals, and cuts down the number of last-minute questions landing in your inbox.

See pages 24, 31 and 32 for inspiration.

2. Thank and ask

Saying thank you is just as essential. And while you're at it, take the chance to ask for feedback. Honest answers from your audience teach you what they loved, what fell flat, and what they can't stop talking about.

See pages 27 and 35 for inspiration.

3. Upsell with timing

Tipping your guests about ticket upgrades, merch, food, drinks, and other add-ons is a win-win. With a little extra sprinkle on top, your guest gets a better experience – and you get more revenue. Set up an automation that triggers after a purchase, and/or another as the visit gets closer.

See pages 20, 23 and 30 for inspiration.

4. Convert subscribers to buyers

Your newsletter shouldn't just build the brand – it should drive sales and, ideally, grow a loyal fanbase. Once your subscribers have warmed up to you, a few months after signup, let an automation reach out to the ones who haven't bought yet. A tempting offer often does the trick.

See page 15 for more inspiration.



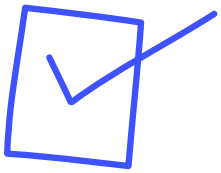
12 tips before you hit the start button

1. Create email templates
Build your own templates in the email editor – then drop them straight into your automations. Less setup, more sending.

2. Use our inspirational templates
Borrow freely. Just remember to swap in your own logo, colors, and images so the email looks like you.

3. Use merge tags for personalization
Merge tags pull in names, event titles, arrival dates and more. A small touch that makes a big difference – your message goes from generic to genuinely personal.

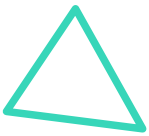
4. Keep your event tags up-to-date
If you use event tags to control which events go into an automation, keep them tidy. A missing tag means a missing email.



5. Link to your website
You don't need to cram every detail into the email. Keep messages short and link out to your website for the deeper stuff.

6. Remember the unsubscribe link
Contacts should always be able to opt out of non-vital communication – and your messages should only reach the ones who've said yes via their subscriptions. The unsubscribe link keeps both sides happy.

7. Always check the mobile version
Most of your contacts will open your message on their phone. Preview the mobile version before you press start – and make sure everything looks just as good there as it does on a bigger screen.



8. Send yourself a test email or SMS

Before you press start, send the automation to yourself. It's the quickest way to catch typos, broken links, and merge tags that didn't quite land.

9. Aim for full cross-channel visibility

Being visible across multiple channels is important because it helps you reach your customers more effectively. When people see the same message across different touchpoints, they're more likely to remember it, engage with it, and take action. So, let's make automations a natural part of your marketing strategy!

10. Keep track of your automations

Keep track of how your automations perform. Monitor metrics like open rate, click rate, and generated sales to understand what's working and where adjustments may be needed.

11. Start simple

You don't need to create 34 advanced automations right away. Starting with one or two is more than enough. You can always develop and improve them over time. If you're not sure where to start, we've put together four automations that are a great place to begin. You'll find them on page 43.



12. Just get started!

Your automation doesn't have to be perfect from day one. You can always adjust, improve, and optimize it along the way.

Do you still have questions?
Contact success@markethype.io.

MarketHype