

MEMBER DETAILED REPORT

HOTEL.IPREFER.COM

This report contains *I Prefer* member profiles for Members who are your customers. These are Members your hotel enrolled or who have transacted with your hotel. You are responsible for ensuring the privacy and security of this data per applicable privacy laws and policies.

01

Login to **Profectus** with your assigned username and password. Contact loyalty@iprefer.com if you do not have credentials.



02

Select “**Reports**” from the header. Click on “**Member Detailed Report**” on the left-hand side.



03

Click on “**Member Detailed Report**” on the left-hand side.

Select the desired “**Enrollment Start Date & End Date**” then click “**Schedule**.”

Note: Depending on the selected date range, the report may take up to 15 minutes to populate. The status will reflect processing.

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04

On this report, you can view the **Member Number, Member's First & Last Name, Email Address, Tier Level, Tier Expiration Date, Point Expiration Date, Current Point Balance, Own Hotel Stays, and Other Hotel Stays**. Click the download button to retrieve your report in an Excel format.

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BEST PRACTICES

Enhance Your Local Database

- Coordinate with Your PMS/Marketing System Administrator
 - Confirm they are aware of the Profectus report and can ingest profiles into your local CRM or enhance existing records.
 - Ensure a match/merge process is configured to eliminate duplicates.

Operationalize the Data

Marketing Use Cases

- Segment and target Member vs. Non-Member profiles for personalized offers.
- Send pre-arrival messages tailored to / Prefer Members.

On-Property Operations (if synced with PMS)

- Use Arrivals Reports to identify / Prefer Members.
- Recognize membership at check-in to reassure Members and enhance their experience.
- Plan for room upgrades and benefit delivery for Gold & Titanium members.

Reporting & Insights

- Analyze Member vs. Non-Member stay behavior to understand value and trends.
- Track post-stay survey feedback by Member type for deeper insights.