



Architecture diagrams for hospitality

Guest 360 Data Platform for Lodging



Guest 360 Data Platform for Lodging: Architecture diagrams for hospitality

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Guest 360 data platform diagram



- ### Guest 360 data platform diagram

2. Use CDP client-side components with tag management and first-party cookies. Collect activity on web and mobile channels. (Optional) Use third-party cookies and mobile device IDs to augment activity data.
3. CDP server-side components collect activity and identify anonymous users. Augment identity by adding first-party loyalty and unified guest data to identify known and unknown guests.
4. Process and curate all guest activity in a data lake. This includes loyalty, reservations, stays, purchases, marketing interactions, and web and mobile interactions.

Derive insights from the data lake to create outbound campaigns, inbound campaigns on web and mobile, and acquisition campaigns.

5. Use guest 360-degree microservices and business events to personalize guest offers and experience.
6. (Optional) Use CDP platforms to share anonymous guest and prospect attributes with select partners. This provides a full view of the guest across the partner network.

Further reading

For additional information, see the following resources:

- [AWS Architecture Icons](#)
- [AWS Architecture Center](#)
- [AWS Well-Architected](#)

Diagram history

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