

# The image management tool you need that you already have.

Make the most out of your access to Leonardo Content Manager, the industry's leading software for storing, curating and the distribution of your hotels media on over 300 OTAs and every GDS. **Improve your media distribution with a few simple clicks.**

## Why you need to match media to room codes

### Enhance travel shoppers' experience while booking the perfect room

By matching your internal room codes to the room type images stored in Content Manager, we provide channels with an automated feed of the data they need to enhance the travel shopping experience throughout their site, from first look to final confirmation.

Here are some of the reasons why room codes in Content Manager are crucial to improving your appearance on hundreds of OTAs and every GDS:

1

#### Increase third-party conversion

Our channel partners studied the impact of matching room codes to media: conversions increased by 60%!



2

#### Save time and improve workflow

Make media updates in Content Manager and see results across our display network. Better results with less work!



3

#### Increase up-sell opportunities

Follow the age old adage: show don't tell. Show guests why they should upgrade from a standard room to a suite.



4

#### Make Leonardo part of your team

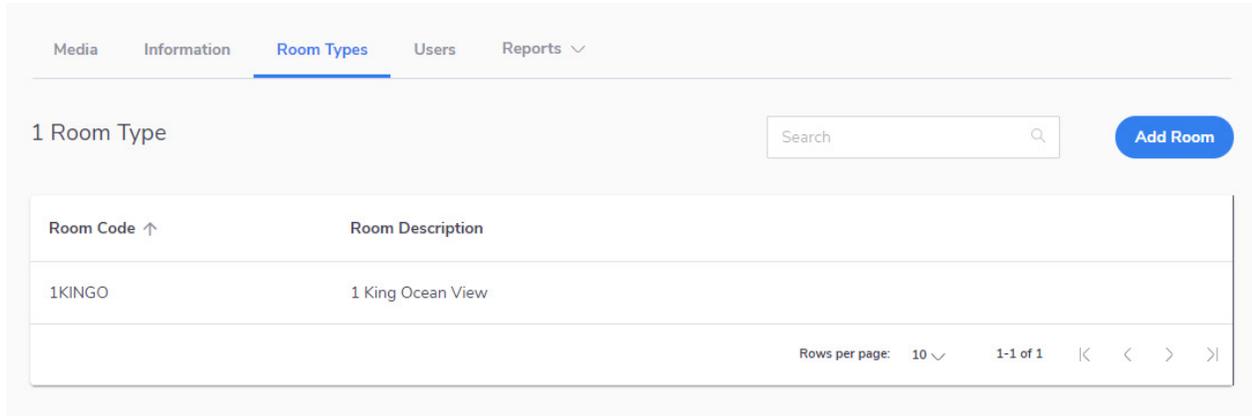
We automate the manually tedious and time-consuming task of third-party image management.



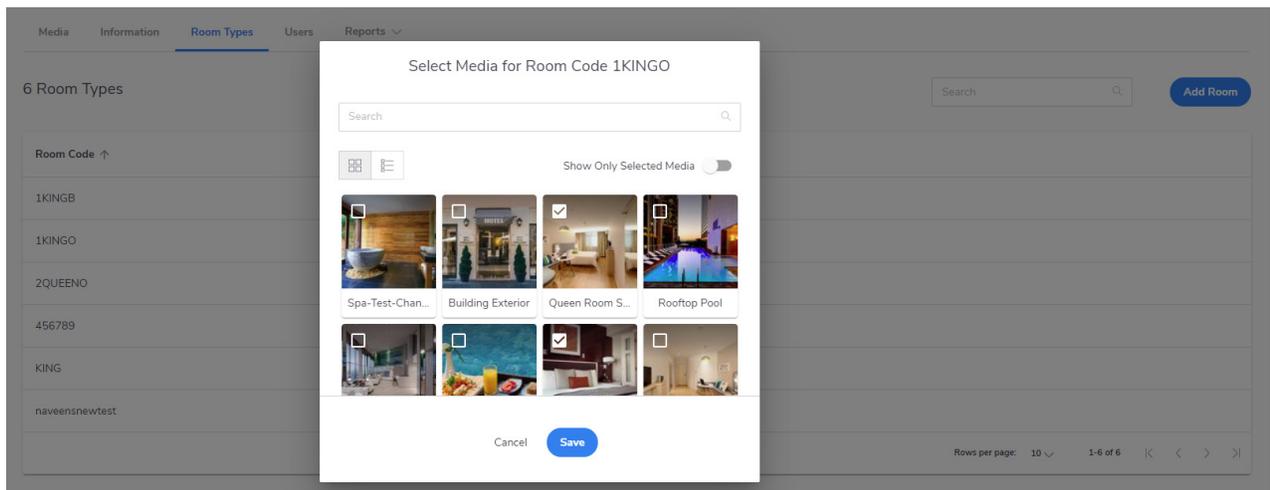
# How to Match Media to Room Codes

Matching room types to media in Content Manager will have an instant impact on your display across channels. Here are the two ways to assign a room types.

**Option 1:** Add a room type to your hotel by selecting “Room Types” from the top menu and then click the blue “Add Room” button. A window will pop up that allows you to add media to the new room type.

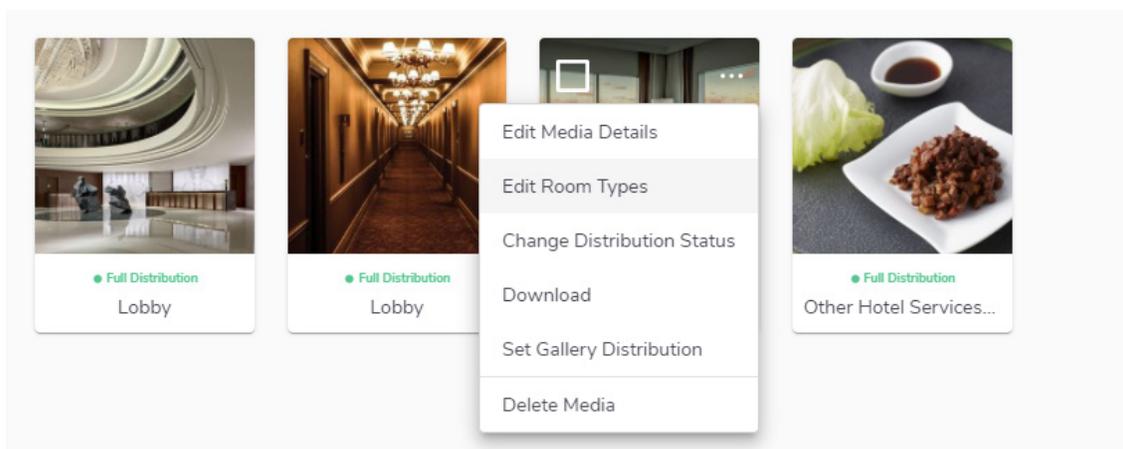


If the room type has already been created it will appear in the list on this page (shown above). Click the three dots next to the relevant room type and select “Edit Room Media.” In the new window you can add and edit media assigned to that room type.



**Option 2:** Match media from the main gallery view of Content Manager to a room type. Hover over any image and then hit the three dots to bring up the menu of options. Select “Edit Room Types.”

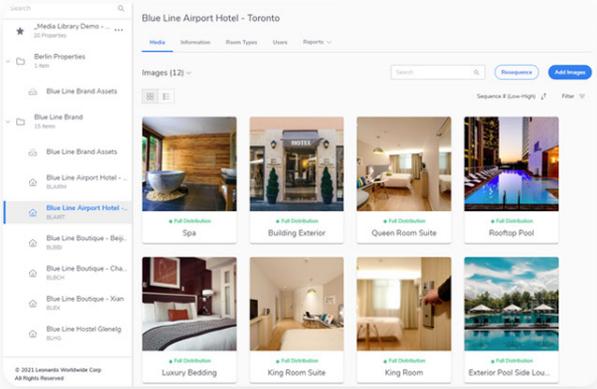
In the pop-up window you can associate that image to multiple room types. Toggle “Show Only Selected Rooms” to see every room type that media item is matched to.



For more information:

[WATCH A FULL VIDEO TUTORIAL](#)

# Beyond Room Codes, Content Manager Improves Media Control + Consistency Online



## IMPROVE WORKFLOW

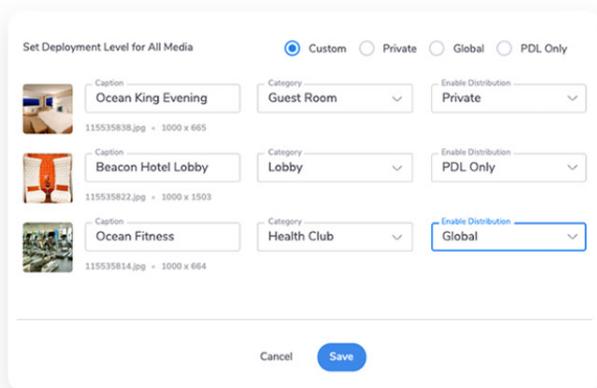
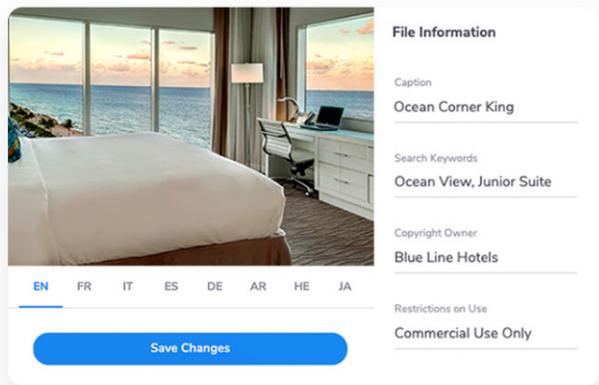
### Centralize distribution

Manage internal booking tools as well as hundreds of external channels, from one centralized system. Use the industry's most advanced media connection to channels like Expedia, Google and more.

## INCREASE REVENUE

### Room photos boost click-through rates and conversions

Match room media to room codes in Content Manager for delivery and real time updates on key channels. Provide room descriptions, room codes, and meta data and watch conversions skyrocket.



## CONSOLIDATE TASKS

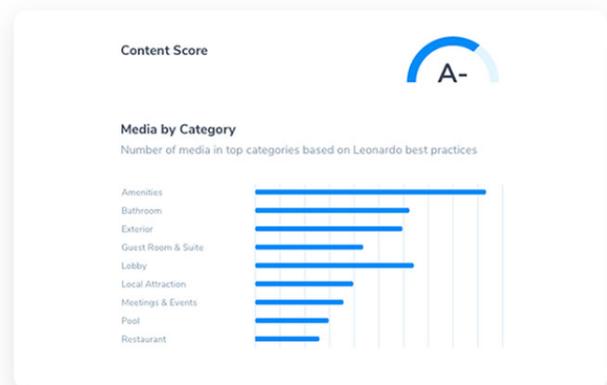
### Manage hundreds of assets on hundreds of channels in minutes

Use our intuitive system to manage content across direct and indirect channels. Tools like drag and drop uploads, bulk downloads and edits, as well as smart categorization simplify large tasks.

## PROTECT BRAND INTEGRITY

### Quality content = better content scores and higher ranking

In-app, property-level reporting shows where to focus to increase conversion and content scores across the board. Protect your brand by tracking which of your images are copyright protected and which are putting you at risk.



**Get more out of Content Manager:  
Contact your dedicated  
Account Manager to learn more.**