



Product Information Document

Enquiry Genie - Airbnb Listing Optimization

Marketplace-ready overview for hosts, property managers, and agencies.

Enquiry Genie helps Airbnb operators understand how their listings actually perform and what to change to win more visibility, more clicks, and more bookings.

It replaces guesswork with actionable performance data across visibility, engagement, pricing, and conversion.

Product Snapshot

Category	Primary Users	Delivery Model
Airbnb listing performance and optimization software	Hosts, property managers, and short-term rental agencies	Browser-based SaaS platform for ongoing monitoring and optimization

What the Product Does

- Tracks real listing visibility, including first-page presence rather than relying on a single simulated ranking.
- Shows key funnel signals such as impressions, click-through rate, listing views, wishlists, enquiries, and bookings.
- Highlights where performance is leaking so teams can focus on the real bottleneck first.
- Creates a pricing-performance feedback loop so operators can see whether pricing decisions are helping or hurting visibility.
- Supports structured testing of titles, photos, descriptions, amenities, and pricing changes.
- Helps forecast future booking performance using visibility and funnel signals available today.

Why It Matters

Airbnb search and conversion performance are difficult to diagnose with standard marketplace data alone. Enquiry Genie is designed to give operators clearer cause-and-effect insight so they can act earlier, test more confidently, and reduce reliance on guesswork.

Key Benefits

Benefit	Business Outcome
Clarity	See how visibility, engagement, and bookings connect across the full funnel.
Faster decisions	Get feedback on listing and pricing changes sooner instead of waiting for long booking lead times.
Better prioritization	Identify the weakest point in the funnel and fix that first.
More confidence	Use data-backed tests instead of intuition alone when changing pricing or listing content.

Typical Use Cases

- Monitoring listing visibility trends across the booking funnel
- Checking whether pricing is reducing search visibility
- Comparing performance before and after listing changes
- Prioritizing underperforming properties across a portfolio

What Makes It Different

- Focuses on real performance signals instead of simplistic rank snapshots.
- Connects visibility, engagement, and conversion in one decision-making layer.
- Built for operators who need both day-to-day clarity and portfolio-level oversight.
- Designed to support testing and optimization, not just passive reporting.

Positioning statement: Enquiry Genie helps Airbnb operators improve listing visibility and booking performance with real funnel insight, faster feedback, and more confident optimization decisions.