

Daily Deal Offers

POWERING
TRAVEL
EXPERIENCES



Product Overview

- Realize incremental revenue through daily deal transactions
- Offer any product in the Switchfly travel suite through daily deal providers
- Market Switchfly products to new audience through a new channel

Advanced Functionality

- Single use discount code used for product redemption
- Personalized marketing through daily deal site

Other Benefits

- Quick implementation with no development required
- Cobranded marketing efforts
- Increased volume and traffic

DAILY DEALS ON SWITCHFLY

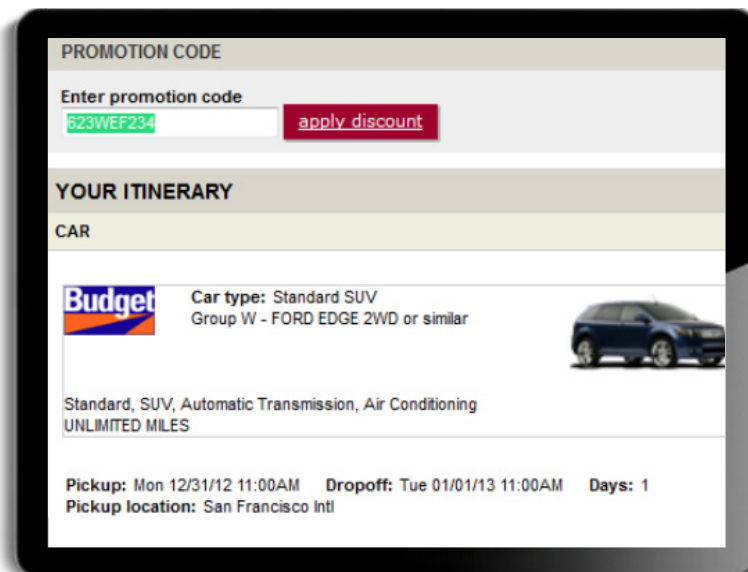
Take advantage of a new marketing channel by offering any of their travel products through Daily Deals providers. Setup is simple, and you have complete control. Simply define your program rules in the Switchfly platform, and the Daily Deal sites market your product to a whole new audience. These additional customers are directed to your Switchfly travel site with a single use discount code to apply at checkout.

HOW IT WORKS

1. Determine how much users pay to the daily deal site to participate. This value will be paid directly to the daily deal site upon purchase
2. Set total value of the coupon. We recommend providing a significant savings to encourage purchase (generally 66% savings or greater)
3. Set time parameters for the promotion. Determine how long customers will have to purchase the deal (generally available for 1 week) and how long the customer will have to use it (generally in the 3-6 month range)

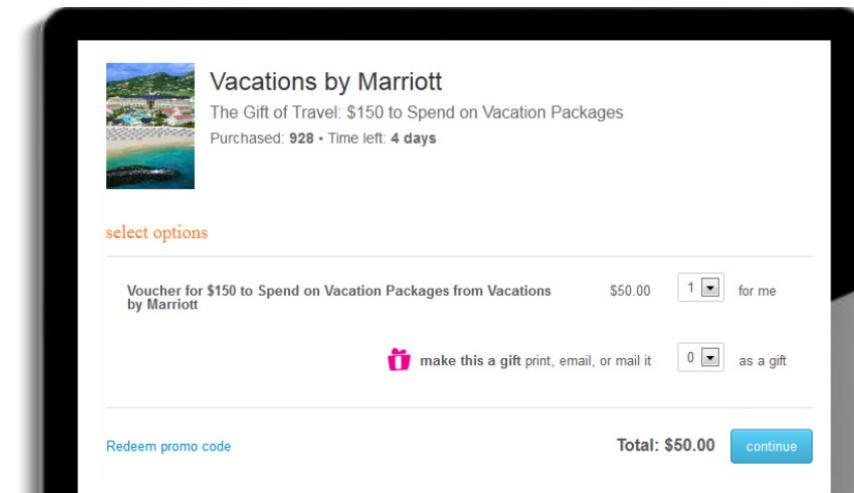
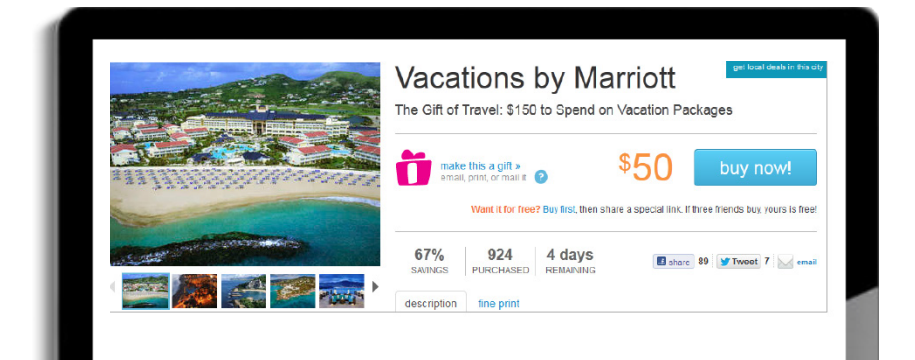
SINGLE USE DISCOUNT CODE

After a user has purchased their daily deal, the individual is emailed a discount code which can be redeemed at checkout. The Switchfly platform can be configured to offer single use discount codes where once redeemed the code will no longer be valid, preventing misuse. Discounts can be set in any currency and in any dollar value denomination.



INTEGRATED SYSTEMS

Daily deal sites market the product and record the initial transaction. In the example below a \$50 dollar purchase is worth \$150 when redeemed on VacationsByMarriott.com:



Daily deal sites have the ability to control how many vouchers are made available, and how many vouchers a single customer may purchase. Daily deal sites can also allow an additional cross-sell such as a 'gift for a friend' in this example.

ADDITIONAL CONTROL

Switchfly offers their clients ultimate control over their Daily Deal redemptions. Besides the variables already mentioned above, clients can elect to implement additional controls using any of the following criteria:

- Valid travel dates
- Min / Max length of stay
- Specific O&D pairs
- Specific hotels
- Specific components (Ex: must hotel, or must be car + hotel)