

ATTRACT, ENGAGE AND RETAIN YOUR VALUED MEMBERS WITH UNLIMITED TRAVEL OPTIONS

Issuing banks of cobranded credit cards or rewards bank branded cards are constantly trying to increase customer engagement, loyalty services revenue and overall marketing effectiveness. Now you can actively encourage your members to use their loyalty program currency and increase customer engagement by offering members unparalleled redemption options including a breadth of inventory from leading suppliers with a wide range of price points. Switchfly's Finance Solution enables the rapid deployment and ongoing optimization of state-of-the-art online travel experiences and marketing programs, helping you stay current in terms of inventory, content and cutting-edge business features.

INCREASE BOOKING THROUGH YOUR SITE WITH CUSTOMIZED OFFERS AND UNIQUE EXPERIENCES

Let Switchfly's Finance Solution optimize direct website purchases by offering exclusive offers and experiences your customer can get nowhere else. Customers will be enthralled by unique offers like upgraded hotel services or premier travel packages which will not only increase direct website traffic and purchases, but will increase overall credit card use and engage customer loyalty. Segmentation rules allow programs to differentiate points-to-cash ratios, visuals, messaging, and inventory by member tiers; providing efficient options for both you and your customers.

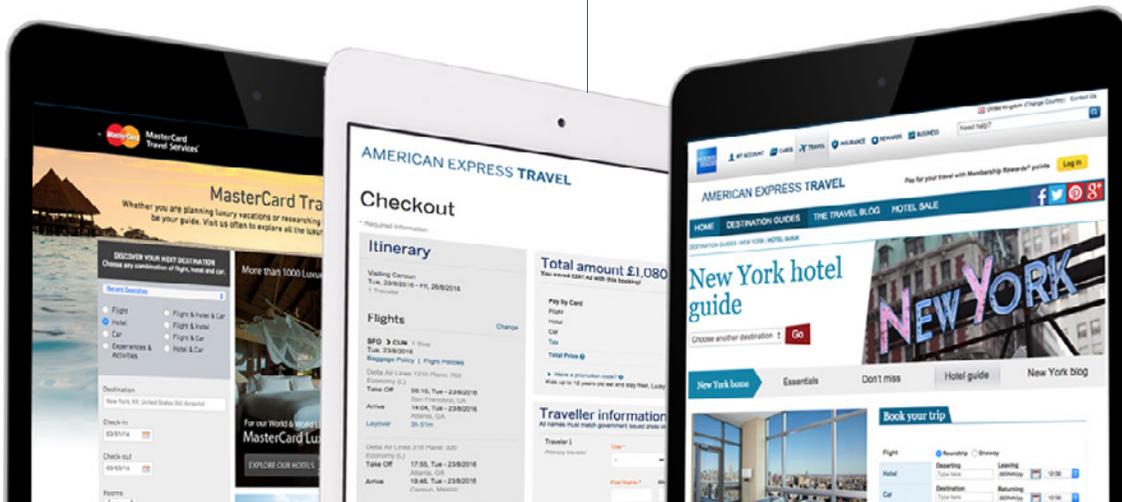
OFFER YOUR MEMBERS A GLOBAL REDEMPTION OPPORTUNITY

Sell virtually any travel product, to anyone, anywhere in the world, on any device, through any form of payment. With Switchfly Finance, members can use their hard-earned loyalty currency not only for flights, but also for hotels, rental cars, activities and insurance while they are there. Members who redeem regularly show increased engagement and earn more. Frequent engagement with full-service offerings will result in enhanced customer satisfaction regarding the utility of the program and positive customer feedback regarding their experience with the brand.

The most successful loyalty programs understand that the key to long-term member engagement is to provide value for members when redeeming their loyalty currency. Switchfly FiServ Loyalty delivers this value to your program members by providing a comprehensive loyalty point redemption experience anytime, anywhere.

DELIVER PERSONAL COMMERCE ON A GLOBAL SCALE

Travel is the number one category chosen by consumers for loyalty point redemption. With Switchfly Finance, you can reach a global market of travel experiences and target specific audiences with relevant travel content through multiple channels and product lines. You can offer customers a wide variety





CLIENT SUCCESS

Client: American Express Travel and Lifestyle Services
Location: New York, NY, USA
Industry: Financial Services
Employees: 53,500

SOLUTION SUITE: Switchfly Finance

SOLUTION HIGHLIGHTS:

- Advanced member segmentation
- Automatically converts cash price to points
- Omni-channel

ADVANCED FEATURES

- Offer wide variety of awards
- Segment member base
- Reward elite members
- Search in any language
- Match your brand and messaging

BENEFITS

- Global scalability
- Speed to market
- Improved product quality
- Robust content management
- Automation

RESULTS

- 53% YoY growth in revenue
- 26% YoY growth in engagement
- 38% YoY growth in bookings
- Consolidated program to one shared database, consolidating management of configuration set and enabling us to scale number of sites more easily
- Partnered with several third-party digital agencies to launch a robust blog hosting premium travel advisory content on our platform
- Expanded program to 5 new countries in 2014 while adding new marketing capabilities, including integration with client's core CRM system

of redemption options that are meaningful to them as individuals, such as hotels, flights, car rentals, or virtually any travel product available through your partners or through Switchfly. Use fixed point award redemption or dynamic point award redemption; the choice is yours. Powerful analytics and real-time decision engines deliver contextually rich customer engagement. These are used to tailor messaging, merchandise, product inventory, pricing and offers for each individual customer. Data and BI captured on the Switchfly platform can automatically integrate with a client's CRM for marketing, sales and/or loyalty communications.

RAPIDLY CREATE, LAUNCH ANALYZE AND OPTIMIZE

Switchfly Finance empowers marketing teams to be agile in rapidly creating, launching, analyzing and optimizing programs and offers. This runs the gamut from easily running A/B campaigns, to profiting from continuous testing, to making more informed decisions based on world-class analytics. With smarter utilization of marketing resources and funds and less time spent executing day-to-day marketing activities, you can focus more on strategizing where and how to grow. Switchfly supports the fastest time to market because it plugs right in to existing infrastructure and operates from the cloud as an ever-improving platform.

ABOUT SWITCHFLY

Switchfly, Inc. is a global technology company that powers travel commerce, loyalty program engagement and ancillary product offerings for some of the world's most recognizable brands. Leading airlines, hotels, online travel agencies and financial service providers depend on Switchfly to power their omni-channel travel experiences because it uniquely combines a highly scalable and secure architecture with deep product and content inventory. Powerful analytics and real-time decision engines foster contextually rich customer engagement and enable brands to offer a wide range of customized travel services to their customers. The company's global client roster includes American Express International, American Express Travel and Lifestyle Services, American Express Agent, MasterCard, Pinpoint and Visa.

For more information, visit www.switchfly.com or email sales@switchfly.com