

# Americas Great Resorts

*New Customer Acquisition Program*



# Opportunity

**Generate New Customer Booking Revenue**

# Strategy

**Use AGR's 3.5 million Customer Base to  
Deploy selectively targeted eMails with  
“Call to Action” promotions**

# Consultative Development Process



# Details – Development Process

## #1 Backgrounding on Property



- Consultation with each client to understand property challenges & opportunities
- Request “Best Performing” zip code market data from client with ranking information on # of Bookings, Room Nights and Revenue to weight the data in an order that establishes the “key” focus markets.

# Client Supplied Best Performance Zip Code Data File

COUNTRY CODE	STATE	CITY	ZIP CODE	MEMBER COUNT	STAY TIMES	REVENUE TOTAL	ROOM NIGHTS	REVENUE %	E-MAIL DEPLOYMENT %
US	CA	CARLSBAD	92011	6075	6507	5423132.75	20779	13.999%	4200
US	CA	CARLSBAD	92008	6096	6360	4591837.19	17017	11.853%	3600
US	CA	DEL MAR	92011	68	75	177571.54	590	0.458%	1500
US	CA	LOS ANGELES	90049	193	249	165710.25	444	0.428%	1500
US	CA	ENCINITAS	92024	122	180	126733	299	0.327%	1200
US	CA	MANHATTAN BEACH	90266	109	158	119992.99	270	0.310%	1050
US	CA	NEWPORT BEACH	92660	168	209	117623.3	325	0.304%	1050
US	CA	VALENCIA	91355	97	100	95095.16	292	0.245%	900
US	CA	CARLSBAD	920008	103	104	88346.6	424	0.228%	900
US	CA	LOS ANGELES	90024	84	134	85599.96	221	0.221%	900
US	CO	LITTLETON	80127	11	62	83601.63	228	0.216%	750
US	CA	ENCINO	91436	63	91	71072.37	184	0.183%	600
US	WA	BELLEVUE	98004	83	83	65331.11	246	0.169%	600
US	CA	VISTA	92081	107	130	64177.99	236	0.166%	450
US	CA	LAGUNA NIGUEL	92677	84	98	59185.39	147	0.153%	450
US	CA	LOS ANGELES	90025	79	98	59075.79	176	0.152%	450
US	CA	LOS ANGELES	90067	89	130	58530.17	238	0.151%	450
US	CA	SAN MARCOS	92078	95	111	57316.69	159	0.148%	450
US	FL	ORLANDO	32832	64	66	56874.36	211	0.147%	450

## #2 Targeting via Enhanced Data



- Start with AGR's 3.5 million opted-in high income frequent traveler customer base as potential new customers



- Overlay AGR customer target data for each property to determine;
  - ✓ How many AGR customers come from the “key” zip code markets
  - ✓ Selective customer targeted preferences (I.e. Couples, Families, Golf, Spa)



- AGR then runs a count of how many AGR customers meet all the selective targeting criteria for that campaign and shares count and costs with client.




- Once client provides desired budget level for eMail campaign, AGR uses zip code ranking to create a formula to determine how many eMails get deployed to each zip code.

# #3 Creative Consultation

Consultatively collaborate on choice of promotional offer, creative HTML eMail concept, subject line verbiage, and post-deployment measurement/attribution.

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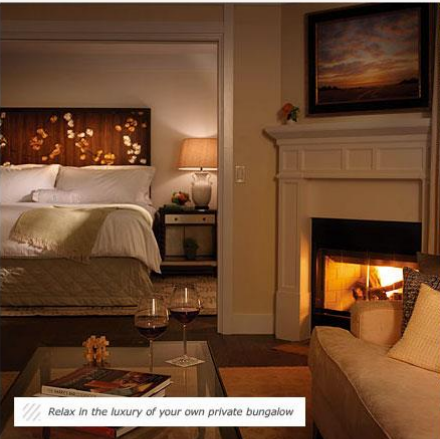
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## #4 Testing (Pre-Deployment)



- Client produces HTML creative files to AGR production specifications.
- Upon receipt of creative HTML file AGR will send eMail test to client team for approval prior to deployment.

## #5 E-Mail Deployment



- Once approved, eMail will be deployed on targeted eMail date



# #6 Live Tracking Reporting (Post)



The day after deployment AGR provides client with Live Tracking Report which provides metrics on “Unique Open Rate” of the eMail and the “Click Through Rates” of all interactive links in the eMail.

## Campaign Progress Review

**Started On:** 2015-07-29 14:35:33

**Emails Sent:** 30000

**From:** Americas Great Resorts

**Subject:** 4th Night Bonus at

		Hits	Effectivness
HTML Opens	--	6669	22.23%
	Redirected Link	Hits	Effectivness
[LINK_1]	<a href="https://twitter.com/...">https://twitter.com/...</a>	65	0.97%
[LINK_2]	<a href="https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES">https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES</a>	77	1.15%
[LINK_3]	<a href="http://www.">http://www.</a>	99	1.48%
[LINK_4]	<a href="https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES">https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES</a>	138	2.07%
[LINK_5]	<a href="https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES">https://www.phgsecure.com/IBE/bookingRedirect.ashx?propertyCode=MIAHC&amp;rateCode=4NTFREEGRTAMRES</a>	842	12.63%



## #7 Results Measurement/Attribution

Four to six weeks after deployment, AGR will collaborate with each client on an attribution model to measure new customer revenue returns

### Conversion Study Process - Steps

1. Provide an Excel spreadsheet of all the email addresses in encrypted format of the customers who generated a booking from the date of the email campaign deployment through the date we run the query.
2. Securely transfer this Excel spreadsheet to Americas Great Resorts data management team for review and comparison. (Instructions will be provided for the transfer of the data).
3. Our IT team will import take your MD5 encrypted emails and compare them to the list of MD5 encrypted emails that were used in the deployment of your email campaign.
4. Upon completion of the Match Back, any matched MD5 encrypted emails provide confirmation of the connection between the eMails we deployed and specific customer bookings.
5. All results will be provided to clients for final analysis.

# Summary

**AGR's Enhanced Data + eMail Targeting**

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**= New Customers & Optimized Booking \$\$\$\$**

For more information on this platform please call:

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