

Panel 3:

Driving Loyalty Through Tech

Panelists:

Drew Burch, Hotel Tonight | Paul Costello, SessionM | Lauren Joseph, Rent the Runway



THE CUSTOMER LOYALTY PLATFORM OF CHOICE FOR THE WORLD'S LEADING BRANDS



DATA-DRIVEN CUSTOMER ENGAGEMENT HUB

Customer Data Platform



Campaigns



Offers



Loyalty

Analytics, Reporting and Optimization

Rent the Runway creates high lifetime loyalty because the more you rent, the more you need to rent



The more you buy, the less you need to buy



The more you rent, the more you need to rent

Our product portfolio caters to her throughout her life

RTR Reserve

Rent On-Demand for any special occasion

Update Subscription

Refresh your wardrobe each month for \$89

Unlimited Subscription

A constantly rotating wardrobe for \$159/month