Quikly PLATFORM OVERVIEW FOR TRAVEL

Get to Know Quikly

Quikly is a digital engagement platform that leverages consumer psychology to help travel brands achieve critical marketing objectives such as acquiring customers, driving sales, and reactivating customers.

Leading brands love running campaigns on Quikly because they are easy to launch and produce ROIpositive incremental results over a short period of time.

Consumers enjoy participating in brand-specific campaigns on the Quikly platform because they are exciting, memorable, and deliver a fresh and compelling way to claim offers and rewards.

Key Benefits

1) Motivates Immediate Consumer Response

Quikly leverages consumer psychology such as anticipation, fear of missing out, scarcity, and competition to drive important actions that deepen the customer relationship and provide incremental brand value.

2) Addresses Key Marketing Objectives via Flexible Platform Quikly offers solutions across CRM, loyalty, mobile and social to acquire participants, drive sales and retain customers.

3) Launch with Ease

Quikly handles all campaign execution which can be live in under two weeks and requires no technical integration.

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ACQUISITION		SALES		RETENTION	
é	EMAIL ACQUISITION	•	DIRECT BOOKINGS	☆	SURPRISE & DELIGHT
	SMS ACQUISITION	Q	LOCAL BOOKINGS		LAPSED CUSTOMER REACTIVATION
,	MOBILE APP ACQUISITION	NEW	NEW PROPERTY OR ROUTE PROMOTION		OW OUR SOLUTIONS WORK, THE ATTACHED OVERVIEWS.
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Quikly Solutions



SOCIAL ACQUISITION

What's Included

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- Campaign strategy and full creative production
- Project management, campaign launch and hosting
- Customer service inquiries
- Digital offer fulfillment
- Post-campaign reporting

Typical Results

ACQUIRE

30-50% Lower cost-per-acquisition compared to brand's existing tactics

SALES

15-25% Lift in offer redemption compared to offers across other channels

RETAIN

1-3X Response rates vs. existing lapsed customer strategies







How Quikly Acquisition Solutions Work

STEP 1: CREATE AWARENESS	STEP 2: CAPTURE ATTENTION & ACQUIRE SUBSCRIBERS		STEP 3: CONVERT AUDIENCE TO REDEEM	
	• -	• -	• -	• -
From: Your Brand To: Anna Smith Don't miss out on a weekend	Rewarding Our Customers 🚳	R	< 0 346-53	Congratulations! You were the 115,209 fastest to claim
getaway and more releasing sometime soon!	ĸ	Earn Time Now!	This is your heads-up.	R
WE'RE REWARDING OUR CUSTOMERS WITH A WEEKEND		Earn a heads-up by completing the below actions! +2 MIN Sign Up for Email +2 MIN Sign Up for SMS	Claim now: Secret Link	20% OFF NEXT STAY THE BRAND
GETAWAY & MORE		+2 Download App		Book Now
Sign up now and get ready to play	No.	+2 MIN Join Loyalty Program +2 MIN Follow on Social		Find a Location
	GETAWAY I Want In	04:00		
INITIAL MARKETING OUTREACH	LANDING PAGE	EARN TIME ACTIONS Select one of the above actions based on marketing goal	HEADS-UP & LIVE NOTIFICATION	CLAIM & REDEEM

Acquisition Solutions Benefits

- EMAIL: Higher lifetime value of acquired members compared to existing brand tactics.
- SMS: Up to 75% of campaign participants that click to sign up for SMS through a Quikly campaign will fully enroll.
- **MOBILE APP:** Up to a 5x reduction in app acquisition costs with strong follow on engagement.
- LOYALTY: Up to 40% increase in loyalty sign up conversion from existing email subscribers.



Case Study

Acquiring Email Subscribers

Like many other brands, this travel brand has an aggressive email acquisition target and understands the importance of strengthening consumer relationships with data.

As part of their evergreen email acquisition strategy, they leverage the Quikly platform to amplify social referral and capture email opt-ins for their brand. In addition, survey is used to gather consumer insights to strengthen their database and create deeper relationships.



GET STARTED TODAY! CONTACT US TO LEARN MORE ABOUT QUIKLY

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How Quikly Sales Solutions Work

STEP 1: CREATE AWARENESS	STEP 2: CAPTURE ATTENTION & DRIVE REFERRALS		STEP 3: CONVERT AUDIENCE TO REDEEM		
	•	• -	• -	• -	
From: Your Brand To: Anna Smith Check out our new line, and unlock access to great rewards!	Check Out Our New Properties!	R	C O O O O O O O O O O O O O O O O O O O	Congratulations! You were the 115,209 fastest to claim	
CHECK OUT OUR NEW PROPERTIES UNLOCK REWARDS		Earn Time Now! Earn a heads-up by completing the below actions!	Claim now: <u>Secret Link</u>	R 100 LOYALTY POINTS THE BRAND Book Now	
Sign up now and get ready to play	WEEKEND CETAWAY I Want In	any Invite racebook environs +2 Copy Referral Link 04:00			
INITIAL MARKETING OUTREACH	LANDING PAGE	EARN TIME ACTIONS	HEADS-UP & LIVE NOTIFICATION	CLAIM & REDEEM	

Sales Solutions Benefits

- HIGH CLAIM RATE: 75% of Quikly campaign participants claim a purchase driving offer.
- LIFT IN CONVERSION: 15-25% lift in redemption rate.
- IMMEDIATE REDEMPTIONS: Up to 25% redemption within one week.



Case Study

Driving Loyalty Member Bookings

Loyalty members typically have the highest customer lifetime value of any customer segment, making ongoing engagement a key focus for travel brands. However, many brands struggle to keep members actively engaged to ultimately drive purchase.

Through the Quikly experience, a travel brand targeted loyalty members and encouraged them to learn about new program features. Participants were rewarded with aspirational getaways and purchase driving offers.



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How Quikly Retention Solutions Work

STEP 1: CREATE AWARENESS	STEP 2: CAPTURE ATTENTION & CREATE ENGAGEMENT		STEP 3: CONVERT AUDIENCE TO REDEEM		
	• -	•	• -	• -	
From: Your Brand To: Anna Smith	Welcome Back!		< 0 346-53	Congratulations! You were the 115,209 fastest to claim	
We've missed you! Act fast to unlock exclusive rewards just for you.	• K	Earn Time Now!	This is your heads-up.	R	
WE'VE MISSED YOU!		Earn a heads-up by completing the below actions!	Claim now: Secret Link	100 MILES THE BRAND	
& MORE Just for you. Sign up now.		+2 Follow On Facebook +2 Follow On Instagram		Visit Loyalty Site	
I WANT IN		+2 Sign Up For SMS		Book Now	
	\$500 GIFT CARD I Want In	04:00 Earned Heads-Up			
INITIAL MARKETING OUTREACH	LANDING PAGE	EARN TIME ACTIONS Select one of the above actions based on marketing goal	HEADS-UP & LIVE NOTIFICATION	CLAIM & REDEEM	

Retention Solutions Benefits

- INCREMENTAL REACTIVATION: 2-3x increase in reactivated lapsed customers compared to existing strategies.
- LAPSED CUSTOMER INSIGHTS: 70-90% of participants will complete a lapsed customer survey.
- CHANNEL CONVERSION: Up to 40% of participants will follow your brand in a new channel, such as social or mobile.



Case Study

Reactivating Lapsed Customers

Acquisition of a new customer is five times costlier than retaining an existing customer. With this in mind, many brands are looking for innovative, cost effective ways to reactivate lapsed guests and gain insight into the cause of lapse to improve retention.

Using a regular quarterly cadence, this travel brand leveraged the Quikly platform as an added layer to existing strategies to successfully re-engage lapsed guests and gather insights through surveys. Participants were then driven to re-activate in the program through earning miles.



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