



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 ROI-positive 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.

Quikly Solutions

ACQUISITION

	EMAIL ACQUISITION
	SMS ACQUISITION
	MOBILE APP ACQUISITION
	LOYALTY MEMBER ACQUISITION
	SOCIAL ACQUISITION

SALES

	DIRECT BOOKINGS
	LOCAL BOOKINGS
	NEW PROPERTY OR ROUTE PROMOTION
	LOYALTY MEMBER BOOKINGS

RETENTION

	SURPRISE & DELIGHT
	LAPSED CUSTOMER REACTIVATION

TO SEE HOW OUR SOLUTIONS WORK, CHECK OUT THE ATTACHED OVERVIEWS.



What's Included

- 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

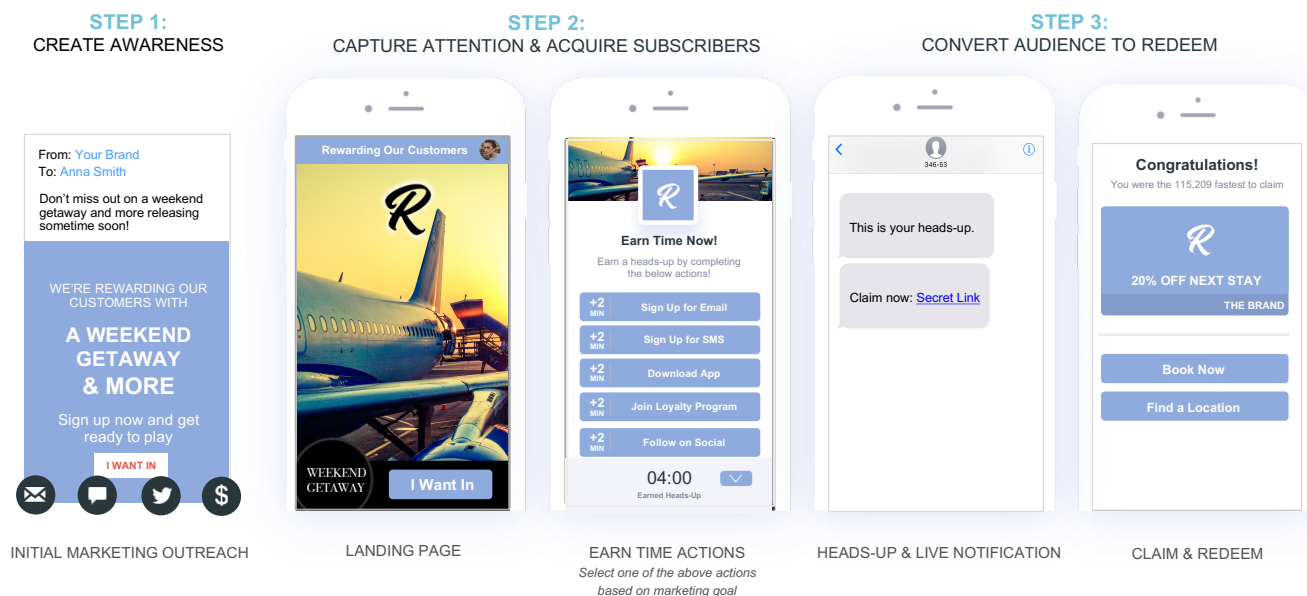
1-3X Response rates vs. existing lapsed customer strategies

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How Quikly Acquisition Solutions Work



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.

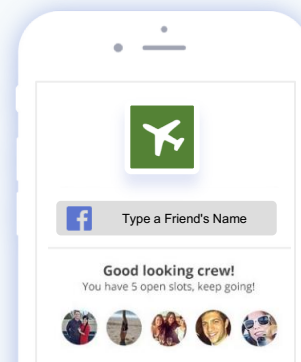


Case Study

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.

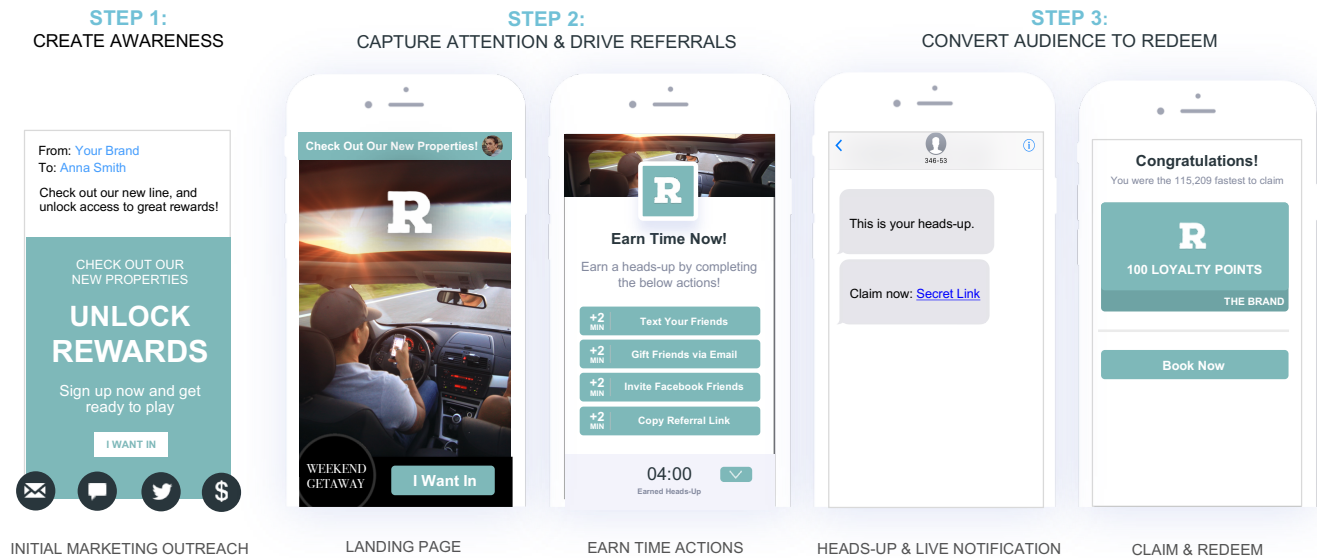


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How Quikly Sales Solutions Work



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.

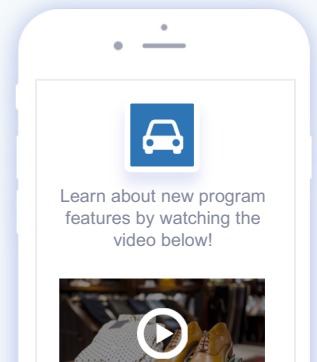


Case Study

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.

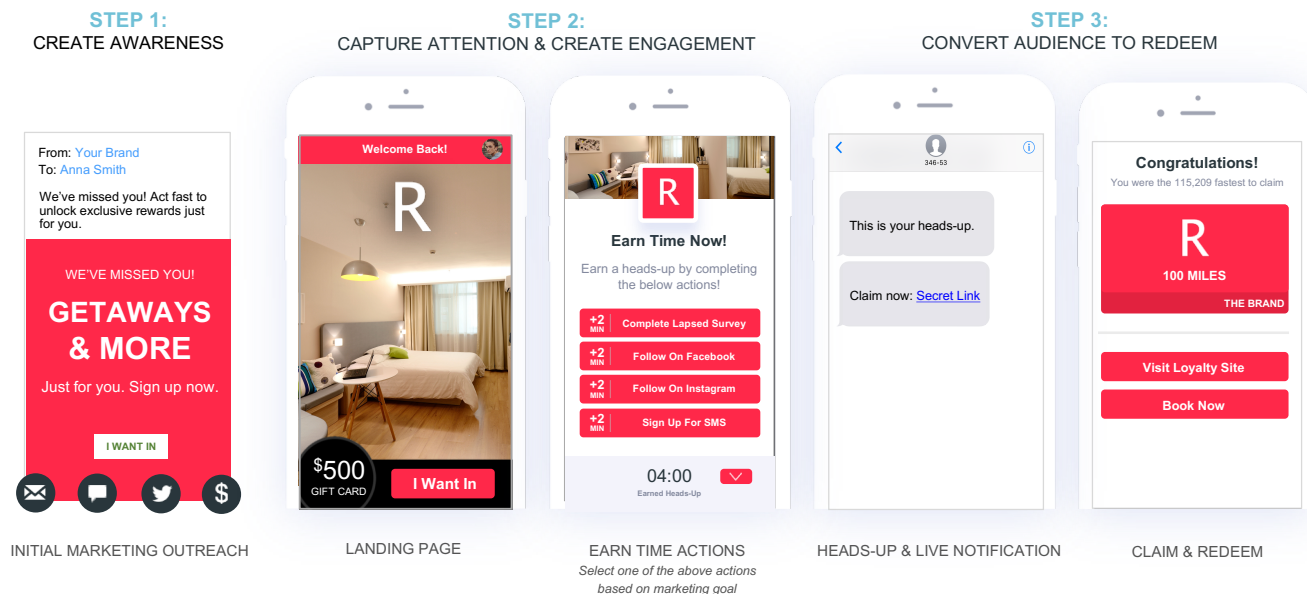


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How Quikly Retention Solutions Work



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.

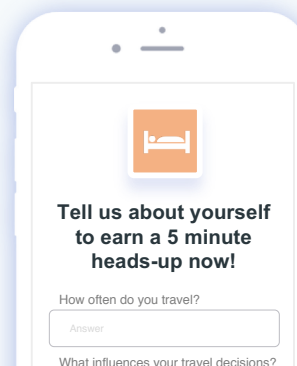


Case Study

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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