



Access Marketing Strategy Overview

Your Path to Program Success





YOUR PATH TO PROGRAM SUCCESS

Promoting your discount program regularly is key to getting the most value out of your investment. With more than 35 years in the loyalty and discount space, we know what it takes to market to your audience effectively.

Our **5 Steps to Program Success** marketing strategy has been proven to help clients, from enterprise-level organizations to small businesses, achieve high program engagement and usage. We have found that clients who use this strategy get the best results!

5 STEPS TO PROGRAM SUCCESS

- STEP 1** Access Program Launch Playbook
- STEP 2** Access Email Marketing and Push Messaging
- STEP 3** Access Monthly Campaign Toolkits
- STEP 4** 7 Marketing Touches Each Month
- STEP 5** Special Event Campaigns

PRO TIP

Some clients may not have the resources or time to implement all of these steps. If that is the case, **your best bet is to utilize our email marketing and push messaging services.** Alone they can get you more than halfway there!

WHAT DOES SUCCESS LOOK LIKE?

	Clients Who Follow 5 Steps	Clients Who Don't
First Year Registration Rate	27 - 40%	1 - 5%
Average Monthly Usage*	6 - 25%*	0 - 2%

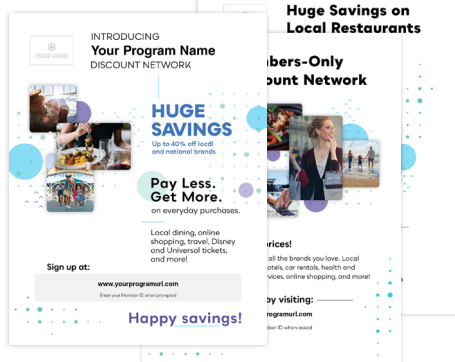
STEP 1 ACCESS PROGRAM LAUNCH PLAYBOOK

Access provides a Program Launch Playbook to help new clients promote their programs and get members registered. Using these materials, we strongly recommend you promote your program heavily for the first three months post launch, utilizing all relevant channels and assets.

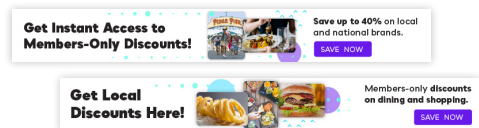
Some of the tools in your launch playbook include:

- Instructions on how to use assets
- Marketing copy
- Terms & conditions
- Web and email banners
- Social media content
- Digital and print flyers

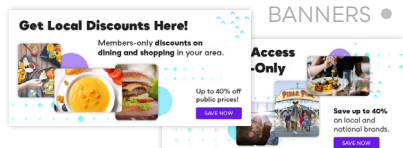
DIGITAL & PRINT FLYERS



WEB BANNERS (5 SIZES)



EMAIL BANNERS



LAUNCH TOOLKIT



EMAIL MESSAGING

Subject: B.I.G. ANNOUNCEMENT!

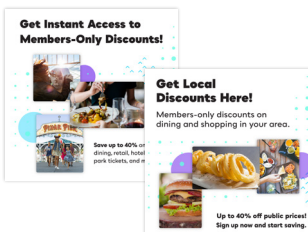
Here's the big news: We're launching [your program name here]! This private savings network is only offered to our members and can save you up to 40% on local restaurants, retail, services, online shopping, hotels, car rentals, and more. We've even got special rates on theme park tickets like Disney and Universal Studios!

To access your private discounts, all you need to do is register. It's fast and easy. Go to [your discount program url here] and enter your name, the member number we've provided, and email address when prompted.

After you register, you'll be able to access thousands of discounts right from your phone!

Happy savings!

SOCIAL MEDIA



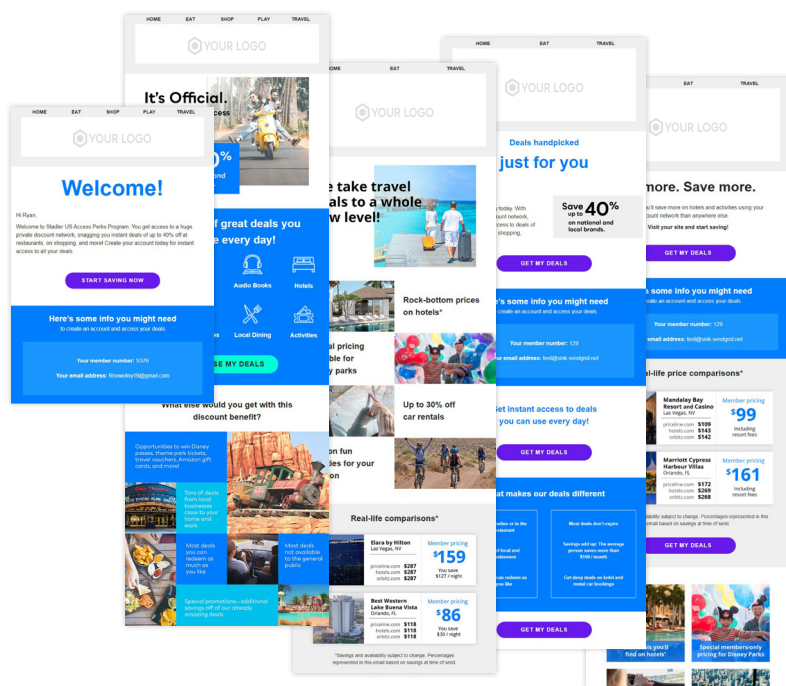
STEP 2 ACCESS EMAIL MARKETING & PUSH MESSAGING

Access email marketing is designed to get your members signed up and using your program as quickly as possible. Our email and push messaging strategies also work to keep your program top-of-mind with members, so they can stretch their hard-earned dollars further and increase savings each month.

ONBOARDING AND REGISTRATION

Welcome Email Campaign

This campaign includes a series of emails to get your members registered quickly, so they can start enjoying all the benefits and savings their program offers.



PRO TIP

To get a copy of our playbook that covers the Welcome Email Campaign series in more detail, ask your sales or client success rep today!

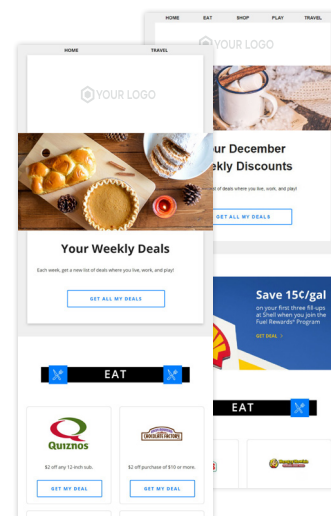
STEP 2

ACCESS EMAIL MARKETING & PUSH MESSAGING

ONGOING ENGAGEMENT

Weekly Deals Emails

Each week, your members will receive an email that features a fresh batch of the best of the best deals their program offers. Depending on your program subscription, these emails will include top offers from local retailers, dining, online shopping, services, entertainment, travel, and more!



Travel Email Series

Because travel can be expensive, make sure your members are aware of the great deals available to them so they can experience more for less! Your members may receive one or all of these emails based on their program subscription or where they are in their journey.

If members book a hotel or theme park tickets, they could receive a travel destination savings guide email for that specific location. This will save them even more on local dining, shopping, and entertainment deals.

Every month, we'll send an awareness email that features top deals from one or all of our travel categories: flights, car rentals, hotels, theme parks, and activities.

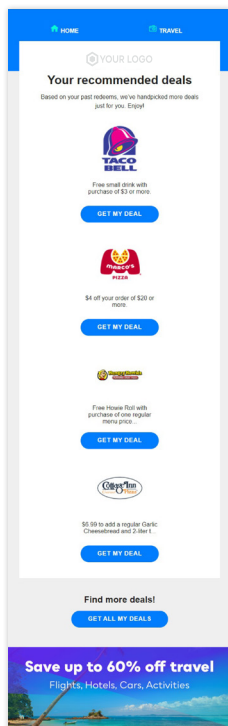
Your members will also get a "Destination Drop," LIMITED-TIME OFFER email each month. It will feature a specific destination with even deeper discounts on hotels than they would normally get anywhere else.



PRO TIP

Starting in 2021, we will be offering additional assets to support our Destination Drop email marketing. They will include banner ads and social media content. As a client, you will receive these assets through your "Today at Access" weekly client communication channel or through your CSM.

STEP 2 ACCESS EMAIL MARKETING & PUSH MESSAGING



Recommendation Emails

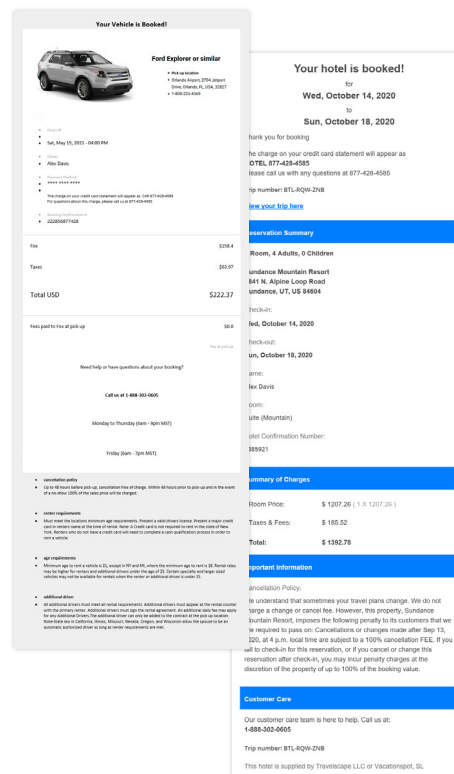
These are personalized emails that are delivered to members based on a specific action (redemption, booking, search) taken on their program's website or application. The message is essentially "Because you redeemed this, you might also like..."

Transactional Emails

Reservation: Member receives reservation details via email for purchases like hotel, car rental, tickets, and airfare.

Confirmation: Outside of reservation details, a separate email may be delivered to confirm a transaction and/or special needs or requests associated with a prior transaction.

Receipts: Proof of purchase is sent via email for a variety of online purchases made within our program.

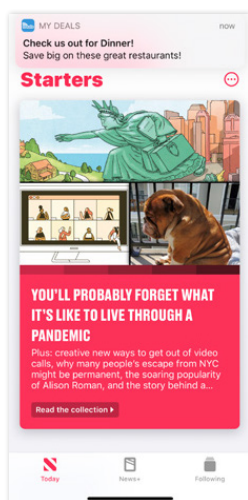


STEP 2 ACCESS EMAIL MARKETING & PUSH MESSAGING

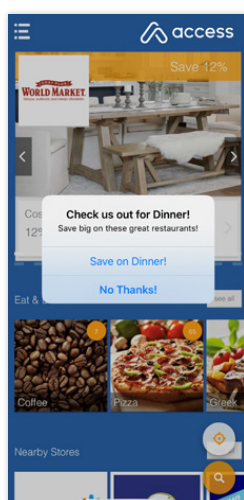
Push Notifications

For clients who have the mobile app, we send periodic promotional messages that are relevant to members. Our push messaging technology is also able to send an alert if a member is in close proximity to an offer. Members will only receive our push messaging if they have it enabled on their device.

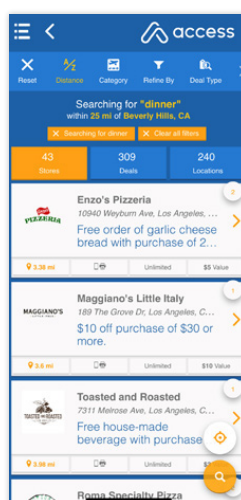
HOME SCREEN*



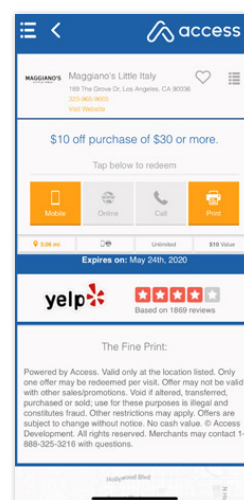
IN-APP MESSAGE



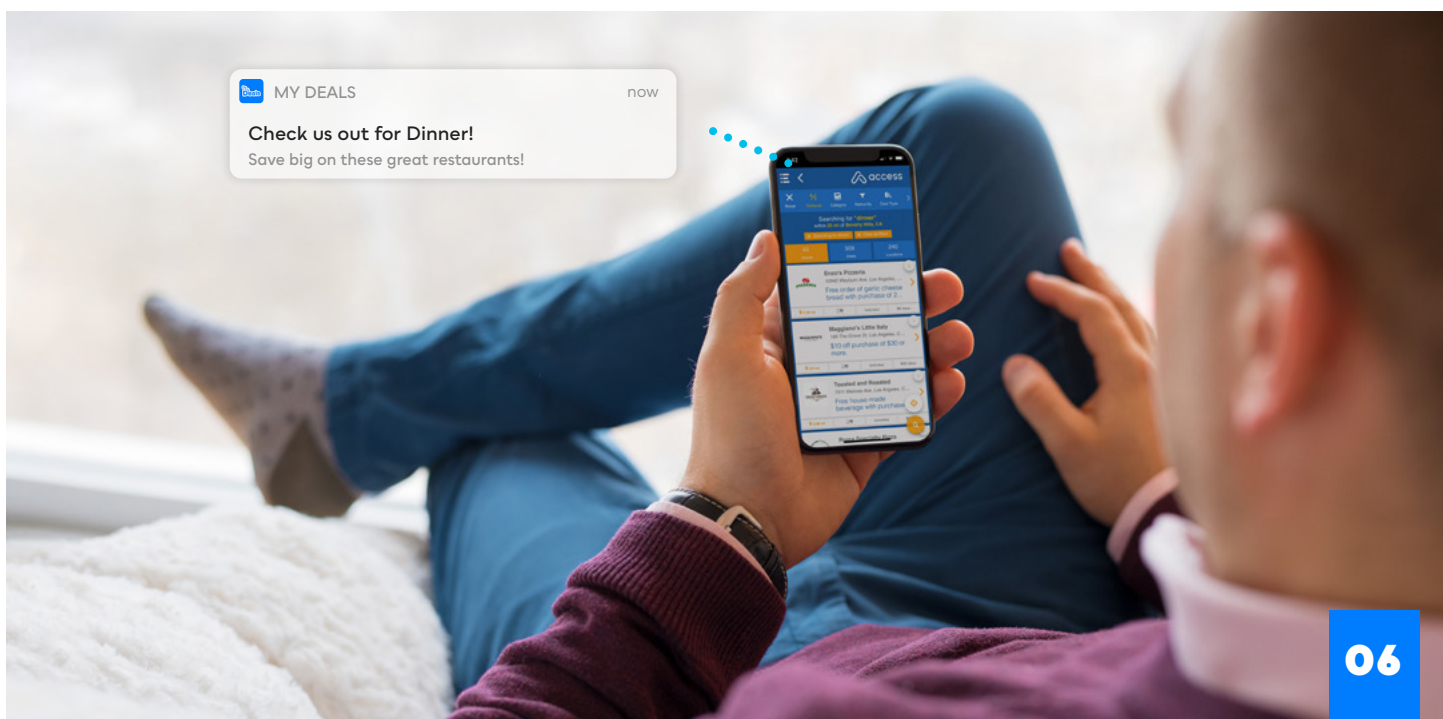
OFFER LANDING PAGE



OFFER COUPON / T&C



* These images are for version 3 of our app and may not reflect what we have currently.



ACCESS EMAIL MARKETING & PUSH MESSAGING

ACCESS EMAIL MARKETING ELIGIBILITY

Provide Access with a list of permission-based email addresses for new, active membership. Once receiving email addresses, Access will run and manage email marketing on behalf of the client.

ACCESS SECURITY AND PRIVACY POLICY

Hundreds of client organizations trust us to send emails on their behalf. Participating organizations range from fortune 500 companies to small businesses. They include top education associations, a large roadside assistance company, a well-known timeshare corporation, and more. Our clients know that at Access, we take extra measures to keep the emails they entrust to us secure and safe. To do that, we have taken the following precautions:

- We do not store member data on 3rd party emailing platforms.
- We do not use member emails to market any material, deals or content outside of your discount program benefit.
- All emails include “unsubscribe” links that allow users to opt out of receiving ongoing communication. Our opt-out rate is .10%, well below the industry average of .40%
- Opting out of Access emails does not opt users out of your ongoing email communication.
- Access only allows permission-based email lists in order to offer optimal email inbox deliverability rates.
- Access emails include privacy policy and terms and conditions to ensure content is seen as credible and trustworthy by both the recipient and the recipient’s internet service provider.
- CAN-SPAM, GDPR, and CCPA compliant.

STEP 3 ACCESS MONTHLY CAMPAIGN TOOLKITS

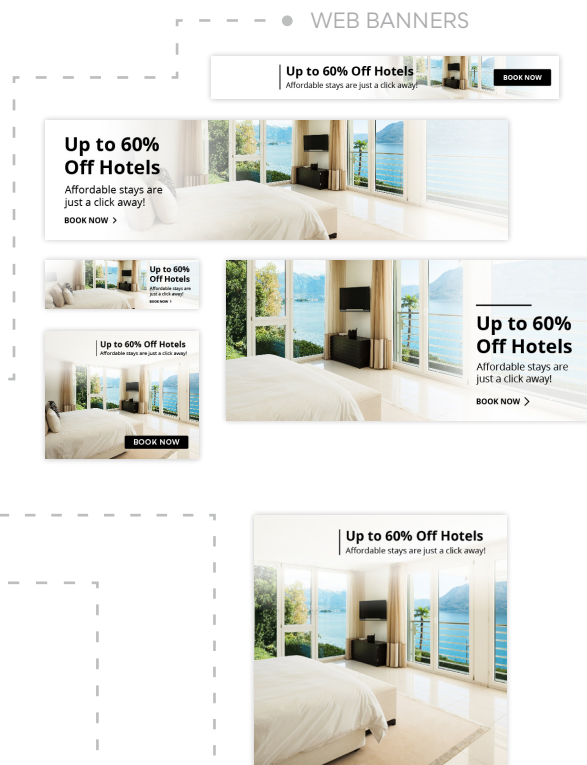
Each month, Access delivers a fresh set of marketing assets through the “Today at Access” weekly email. These toolkits are designed to help drive ongoing program usage through multiple channels including email, social media, web, print, and more.

The goal of these assets is to help our clients reach their members, who may not receive email communication. This way, all members are aware of their program benefits and can take advantage of them. **Using these assets has been key to keeping a steady flow of new registrations coming in as well as ongoing engagement and usage for our clients’ programs.**

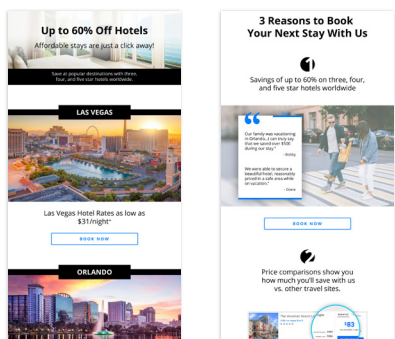
CAMPAIGN TOOLKIT



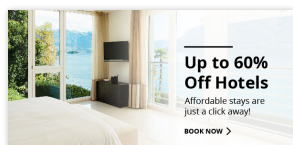
WEB BANNERS



HTML EMAILS



EMAIL BANNER



SOCIAL MEDIA

PRO TIP

These monthly toolkits have had a tremendous impact on usage for clients who utilize them. They are also key in helping a discount program stay top-of-mind for its core audience and driving ongoing new registrations.

STEP 3 ACCESS MONTHLY CAMPAIGN TOOLKITS

Each campaign toolkit will focus on a program benefit or feature. If any of the themes listed below are not covered in your program, and you would like to learn more about them, please talk to your CSM for more information.



STEP

4

7 MARKETING TOUCHES A MONTH

We've found that in order for members to get the most benefit and value from their discount program, they need to remember to use it. Members of clients who don't market their program have told us in surveys, "We love the discounts but forget to use them." **Delivering consistent and meaningful marketing messages through relevant channels helps keep your program top-of-mind with your audience.**



EMAIL



SOCIAL MEDIA



DIRECT MAIL



WEB BANNER



PRESENTATIONS



TEXT



PUSH

Access does a great job hitting these touches via our Access email channel. But email doesn't reach every member. We strongly recommend you utilize our monthly toolkits and marketing assets to promote on other relevant channels. This ensures that more of your member base has the opportunity to see and enjoy their benefits.

PRO TIP

The industry standard for marketers is to deliver at least 7 to 10 marketing touches in order to see a conversion. For our clients, that conversion generally equates to an offer redemption, booking, or registration.

Your Client Marketing Portal

COMING
2021!

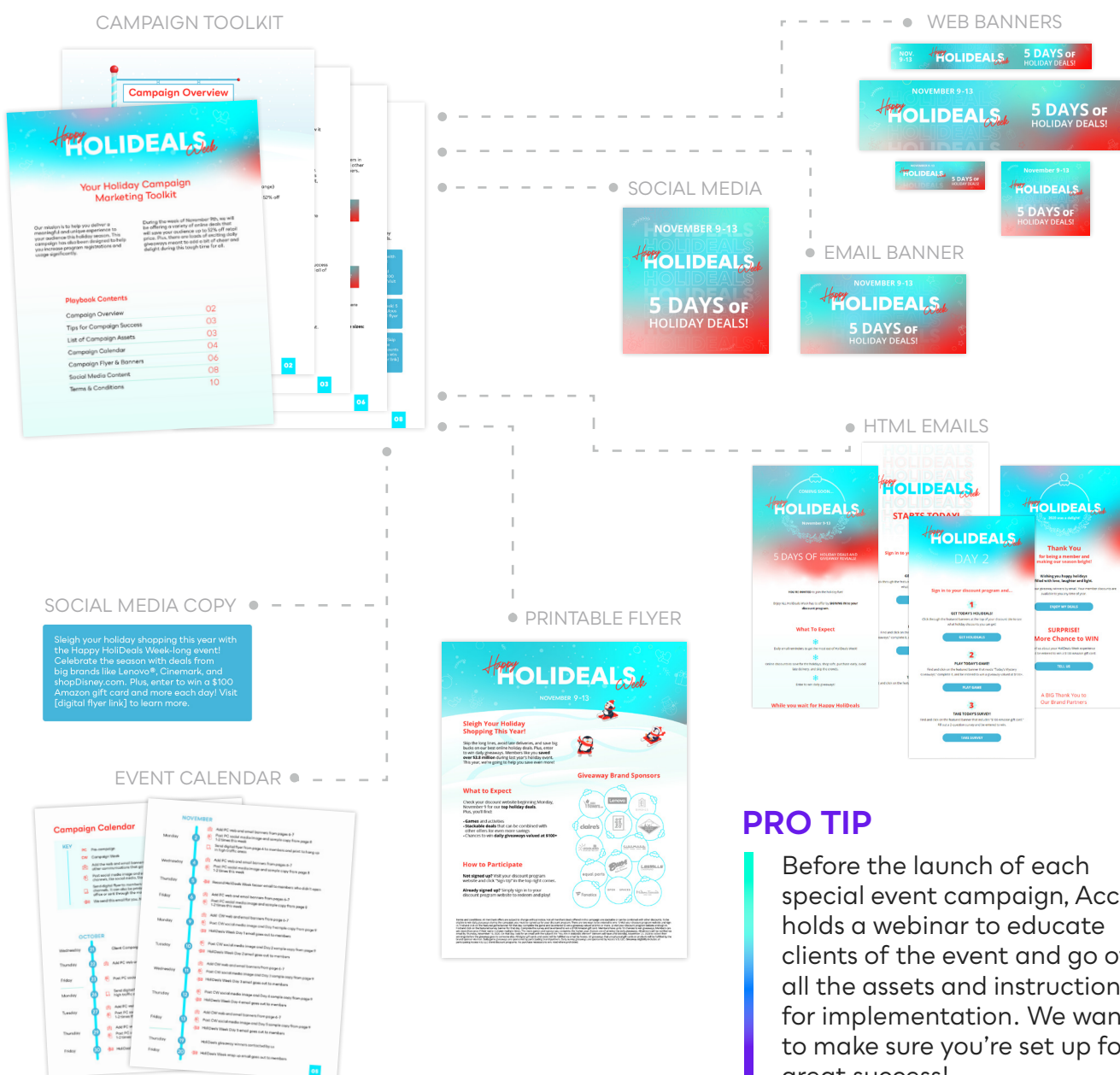
To assist you in getting your 7 marketing touches a month, we are currently building a client marketing portal website to house all the information and tools necessary to help you with ongoing program promotion. This site will include marketing assets, "How to" articles and videos, FAQs, hyperlocal reports, launch kits, and playbooks. Your CSM will let you know asap when it is ready to go!

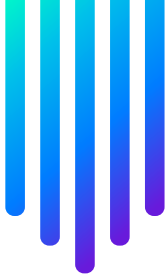
STEP 5 SPECIAL EVENT CAMPAIGNS

SPECIAL EVENT CAMPAIGNS

Twice a year, Access holds a special campaign to help our clients generate some new excitement for their discount programs, whether it's introducing new members to their programs or re-engaging registered users.

These events run between one to two weeks and usually include interactive media (like a Facebook Live), exciting games and giveaways, and limited-time offers.





STEP 5

SPECIAL EVENT CAMPAIGNS

We've had great success with participating clients seeing dramatic increases in their registrations, money saved, and redeems from these special event campaigns.

These are some of the results seen in our latest campaign, Happy HoliDeals Week:



Results for Participating Clients:

Client #1

75%

290%

Client #2

79%

585%

Client #3

98%

377%

Results for Clients Who Didn't Participate:

Client #1

- 47%

- 8%

Client #2

- 82%

- 84%

Client #3

- 50%

- 25%