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Shop Your Way: Integrating Retail and Travel Experiences
1. Shop Your Way Overview

2. Adding Travel to a Retail Centric Platform

3. Creating Personalized Experiences
Using Shop Your Way retail data to inform who is and may be traveling, and in-turn, using travel data to better personalize the experience for the member.
SHOP YOUR WAY OVERVIEW
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>SHOP YOUR WAY IS...</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>An Innovative Portfolio of Products, Programs &amp; Partners That Serve Consumers &amp; Businesses</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Providing Broad Reach, Direct Connections, &amp; Sustained Engagement with over 65M Members Each Year</td>
<td>5</td>
</tr>
</tbody>
</table>

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THE SHOP YOUR WAY PLATFORM
SHOP YOUR WAY’S REACH
Has Direct Connections and Sustained Engagement with over 65M Members Each Year

65M CONTACTABLE MEMBERS (LAST 12 MONTHS)

10M NEW MEMBERS (LAST 12 MONTHS)

34M TRANSACTED (LAST 12 MONTHS)

23M ACTIVE REDEEMERS (LAST 12 MONTHS)
SHOP YOUR WAY’S ECOSYSTEM

Drives Meaningful Behavior Change and Business Impact Across Key Consumer Categories

**BEHAVIOR CHANGE**
- SIGN-UPS
- USAGE OF APPS, SERVICES, AND PLATFORMS
- PRODUCT PURCHASES
- POINT REDEMPTION
- CONNECTIONS WITH PEOPLE, BRANDS & PRODUCTS
- REFERRAL AND ADVOCACY

**BUSINESS IMPACT**
- AWARENESS & CONSIDERATION
- TRAFFIC, DOWNLOADS, TRIPS
- REPEAT AND RENEWALS
- CREDIT CARD CAPTURE & LOAD
- MARKETING INVESTMENT ROI
- INCREMENTALITY
SHOP YOUR WAY’S PARTNERS

Provides Everyday Value with Cashback in Points for Members, Through a Portfolio of Relevant Partners

5% BACK FOR GAS AND 3% BACK FOR DINING/GROCERY AND MORE

$2 BACK IN POINTS FOR EVERY RIDE OR DELIVERY

MOVING & TRANSPORT BENEFITS AND CASHBACK IN POINTS

AVERAGE EARN OF $100 EACH YEAR ON FUEL

UP TO $100 CASHBACK IN POINTS PER NIGHT

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ADDING TRAVEL TO A RETAIL CENTRIC PLATFORM
SHOP YOUR WAY HOTELS

A white-labeled solution, in partnership with Rocketmiles, branded as “SYW Hotels”. Offers Shop Your Way members access to hotel inventory, paired with an accelerated currency earning proposition.
# UNDERSTANDING THE MEMBER

We identify potential travelers based on items purchased, affiliate sites visited, changes in location when using the SYW credit card, and other partner data. We then craft personalized messages based on member segments.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Age</th>
<th>Behavior</th>
<th>Lifestyle</th>
<th>Shopping</th>
<th>Motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Family</td>
<td>30-50</td>
<td>Focus on kids, looking for value in all</td>
<td>Married, children, suburban</td>
<td>Daily needs</td>
<td>Taking care of family, saving money</td>
</tr>
<tr>
<td>Starting Out Millennial</td>
<td>20-30</td>
<td>Living a lavish lifestyle on a budget</td>
<td>Urban, single</td>
<td>Experiences</td>
<td>Finding identity, experiences with friends</td>
</tr>
<tr>
<td>SMB Business Traveler</td>
<td>25-50</td>
<td>Looking for low-cost, sometimes last-minute</td>
<td>On-the-move, urban, suburban</td>
<td>Business</td>
<td>Growing business while reducing costs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>business travel</td>
<td></td>
<td>products</td>
<td></td>
</tr>
</tbody>
</table>
DRIVING ENGAGEMENT
Lifecycle Marketing

Drive Awareness | First Booking | Repeat Booking

Product

Pre-Trip | Member Engagement | During Trip | Post Trip
BOOK TO STAY

BOOK

Touch Points Between Booking and Stay

• Booking (Day 0)
• Confirmation (Day 0)
• Data Passage to SYW (Day 1)
• Touch 1 Post Booking (Day 2-3)  
  Sends members to dynamic reservation page
• Reminder (1 Day Prior)
• STAY

CHECKOUT

• SYW post stay Touch 1 (Day 2 Post Checkout)
• SYW post stay Touch 2 (Day 5 Post Checkout)

Post Booking Email Landing Experience  
(Travel Reservations Page)
POST-STAY

Creating more overall engaged members through points in the ecosystem and setting the stage for future member interactions.
DATA IN, DATA OUT

Segment Data

Booking Funnel and Flow Through

Booking

Stay

Post-Booking

Learnings for the SYW Ecosystem
CREATING PERSONALIZED EXPERIENCES

EARN AN AVERAGE $50 CASHBACK IN POINTS EVERY TIME YOU BOOK!
POST-BOOKING EXPERIENCE

The Shopyourway.com/hotels homepage features a ‘My Reservations’ section. The reservations page features other relevant products and services.
POST-BOOKING EXPERIENCE

To complete your reservation experience, members need to answer questions (that allows Shop Your Way to better serve the member).
POST-BOOKING EXPERIENCE

Each question uses logic to serve the member partner offers and relevant products. Each reservation details page includes 6 logic cards for partners/products.
POST-BOOKING EXPERIENCE LOGIC CARDS

FuboTV
Take your favorite shows with you and earn $43 CASHBACK in points on your first month.
SIGN UP NOW

RIDE WITH UBER
Connect your Shop Your Way and Uber accounts and start earning on every ride.
CONNECT ACCOUNTS

THINGS TO DO
Get to know your destination with the best trips from TripAdvisor.
EXPLORE

SEARS MASTERCARD
Worldwide acceptance means CASHBACK in points everywhere you go for business or leisure.
APPLY NOW

AVIS CAR RENTAL
Need a car for your trip? Avis has the perfect vehicle and you get 3% CASHBACK in points.
SEE DETAILS

FOOD & DRINK
Earn CASHBACK in points on restaurants close to your stay.
FIND RESTAURANTS
PERSONALIZATION

2.7x Sales Multiplier Vs. ~2x

Hotel Members 3x More Active Platform Wide

Adjusting Channels Utilized Based on Marketing Engagement Rates
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