Co-brand & Travel Rewards Sponsors
Coffee Break & Networking Sponsor
How Uplift can help your business

**Conversion lift**
With a convenient, pay-over-time payment option available at checkout, customers are more likely to book right away to lock-in perfect itineraries and attractive prices.

**Cart size increase**
When purchased using fixed monthly payments, trip add ons and upgrades become much more affordable, increasing both take rates and average cart sizes.

**Immediate payment**
When a customer books travel on your site through Uplift, the total trip cost is immediately remitted via a secure, one-time-use virtual payment card.

Request a Demo
How Uplift can help your business

Zero payment risk
You'll never experience any payment, chargeback, or fraud risk from the moment a trip is booked on your site through Uplift.

Worry-free servicing
Our turnkey, fully integrated payment solution, intuitive borrower tools, and dedicated customer support team ensure that your staff can spend their valuable time focusing on travel, not financing.

Request a Demo
Co-Brand Card Product Innovation
Why Focus on Product Innovation?

Differentiated product value is the single biggest factor that drives the success of a co-brand card program. Marketing, issuer selection and network choice all impact performance, but without a unique CVP it is impossible to succeed.
What drives Innovation?

The next generation of best in class programs will combine 4 key elements:

• User rather than partner centric design
• Deep mobile app integration
• Robust benefits via multi card strategies
• Rewards programs that align to your loyalty initiatives and customer base
Success Driver 1: Customer Centric Design

Design for your customers, don’t focus on accelerating strategic internal priorities.

The card CVP has to compete with other favorite cards in wallet.
Customer Centric Design: Case Studies
Success Driver 2: Mobile First Design

Your mobile app isn’t just for acquisition, deep product integration provides incremental value for cardholders and new hooks for non-cardholders.
Mobile First Design: Case Studies
Success Driver 3: Benefits matter

Competing in the T&E space requires a strong benefits package to compete with existing free and annual fee cards.

The higher the fee the more benefits focused the value proposition must be.
Benefits matter: Case Studies
Success Driver 4: Contextually Relevant Earn

Points Acceleration shouldn’t just be about spend at your brand. Diverse contextually relevant points earning opportunities help position the card first in wallet.
Contextually Relevant Earn: Case Studies
How to operationalize Innovation?

1- Partners, not issuers, should initiate and design the CVP

2- Product refresh cycles should be in 2-3 intervals not upon contract restructure.

3- Ensure equitable division of revenue pie by modeling the financial impact on all parties: most importantly don’t forget about the customer!

4- Prioritize implementation of new non-reward based cardholder benefits in the roadmap.

5- Implement a JMC planning and standup process with all parties- issuer, network, partner.