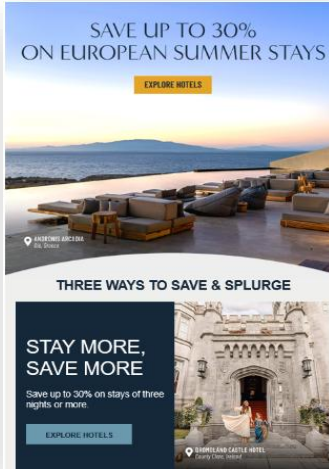




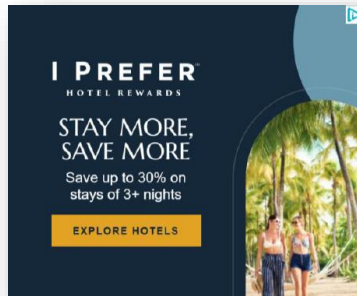
## Email Marketing

*Offer focused emails promoting the Stay More, Save More rate.*



## Display Media

*Staying top of mind with relevant display ads during online research.*



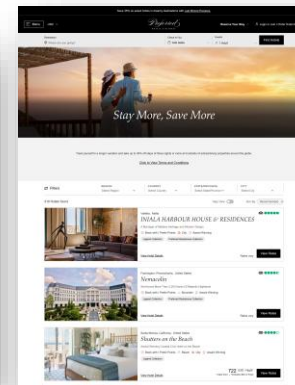
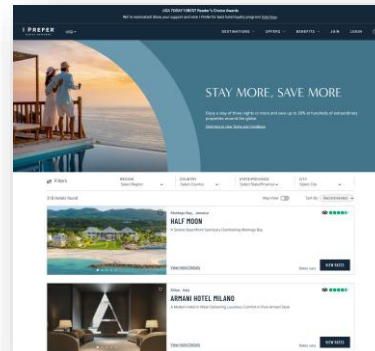
## Social Media Marketing

*Sparks interest with eye-catching social media ads.*



## PreferredHotels.com & IPrefer.com

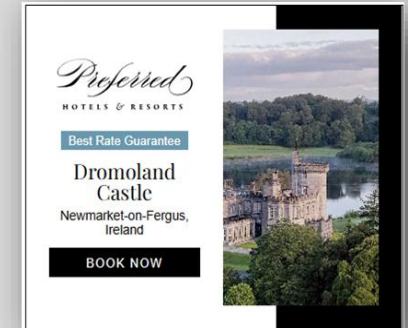
*Showcases all participating in the Stay More, Save More rate on our dedicated landing page.*



## Conversion Retargeting

### Retargeting

*Retarget users with hotel ads based on their site activity.*



## Intent

### Email Marketing

*Personalized email content featuring specific hotels based on member interest.*



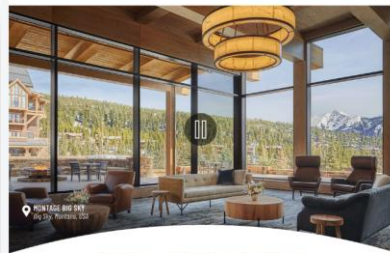
# Marketing Sample: Stay More, Save More\*

\* Marketing activities may vary based on campaign messaging and participating hotels.



## Email Marketing

*Offer focused emails promoting the I Prefer member rate.*



### THREE WAYS TO SAVE AND SPLURGE

#### MEMBERS EARN & SAVE

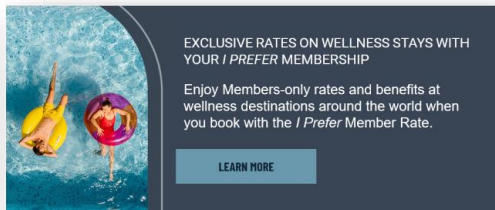
Receive the gift of everyday savings and exclusive stay benefits with the I Prefer Member Rate.

EXPLORE HOTELS



## Email Marketing

*Email Modules promoting the I Prefer member rate within destination and experiences email sends.*



#### EXCLUSIVE RATES ON WELLNESS STAYS WITH YOUR I PREFER MEMBERSHIP

Enjoy Members-only rates and benefits at wellness destinations around the world when you book with the I Prefer Member Rate.

LEARN MORE



## Email Marketing

*Inclusion and promotion of the I Prefer Member Rate across all global email distributions.*



Awaken your senses at luxury hotels and resorts that put all that's to love about Florida at your fingertips.

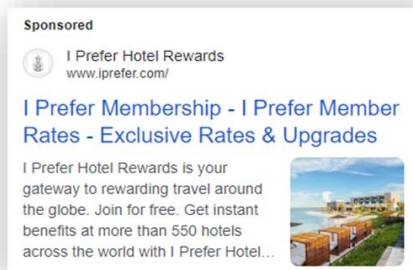
Whether your ideal stay is pure Palm Beach elegance or a relaxed retreat on the Gulf Coast, book with the **I Prefer Member Rate** for exclusive savings and benefits in the Sunshine State.

EXPLORE HOTELS



## Paid Search

*Targets users searching for loyalty and offers with paid search ads.*



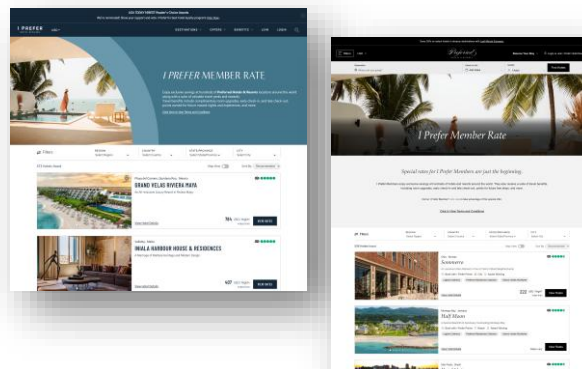
## Display Media

*Staying top of mind with relevant display ads during online research.*



## PreferredHotels.com & IPrefer.com

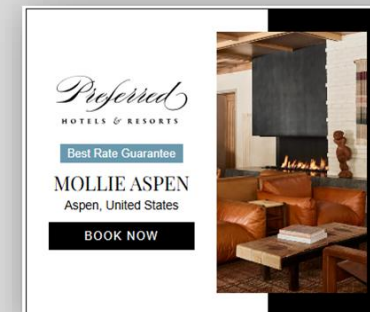
*Showcases all participating in the I Prefer Member rate on our dedicated landing page.*



## Conversion

### Retargeting

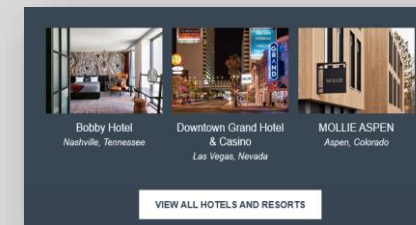
*Retarget users with hotel ads based on their site activity.*



## Intent

### Email Marketing

*Personalized email content featuring specific hotels based on member interest.*



# Marketing Sample: I Prefer Member Rate\*

\* Marketing activities may vary based on campaign messaging and participating hotels.