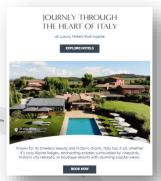
Discover the Charm of Italy Stay in the Italian Countryside & Beyond EXPLORE HOTELS



Consideration

Email Marketing Dedicated destination email(s) to keep Italy in focus.







Research

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



Inspiration

Social Media

media ads.

Sparks interest with

eye-catching social

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featuring specific hotels based on member interest.





Personalized email content







Email Retargeting

Personalized email retargeting those who showed interest based on their site activity.







Banner Retargeting Retarget users with hotel ads based on their site activity.

Intent

PreferredHotels.com Showcases all participating Italy hotels on our dedicated landing page.





Paid Search

Targets users searching for specific hotels with paid search ads.

Intent







I want to travel to

Italy ...







Consideration

Email Marketing

Dedicated destination email(s)

to keep Italy in focus.







I want to travel to Italy ...



Research

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



Inspiration

Social Media

Sparks interest with eye-catching social media ads.





Personalized email content featuring specific hotels based on member interest.





Email Retargeting

Personalized email retargeting those who showed interest based on their site activity.





Banner Retargeting

I PREFER

Best Rate Guaranteed

EXCELSIOR PALACE

Retarget users with hotel ads based on their site activity.



PreferredHotels.com Showcases all participating Italy hotels on our dedicated landing page.





Intent

Paid Search

Targets users searching for specific hotels with paid search ads.



Stay More, Save More · I Prefer Member Rate

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Get Exclusive Offers Today - Excelsior Palace Hotel

Get Best Rate Guarantee at Excelsior Palace Portofino Coast when booking with I Prefer. Sign-up to enjoy exclusive rates and instant perks at hundreds of the world's best hotels. Secure booking. Exclusive offers. Best rate guaranteed. Stay more, save more. Save up to 30%, I Prefer member benefits.







I PREFER

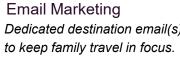
DISCOVER THE

CHARM OF ITALY

Consideration

Dedicated destination email(s)











Research

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



Intent

Email Marketing

Personalized email content featuring specific hotels based on member interest.







Take Me There

Email Retargeting

Personalized email retargeting those who showed interest based on their site activity.



I PREFER

Conversion

Preferred

Innisbrook

Palm Harbor, United States

Banner Retargeting Retarget users with hotel ads based on their site activity.

Intent

PreferredHotels.com Showcases all participating hotels on our dedicated landing page.



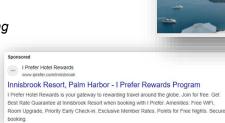


Paid Search

Intent

Targets users searching for specific hotels with

paid search ads.





I want to travel

with my family ...





Preferred

Family-Friendly Hotels & Resorts

EXPLORE HOTELS

Inspiration

Social Media

Sparks interest with eye-catching social media ads.







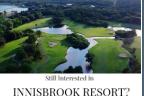
Consideration

Email Marketing Dedicated destination email(s) to keep family travel in focus.





I PREFER



Intent

Email Retargeting

retargeting those who

showed interest based

Intent

Personalized email

I PREFER

Preferred



Banner Retargeting

I PREFER

INNISBROOK RESORT United States

Retarget users with hotel ads based on their site activity.



I want to travel to with family ...



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Inspiration

Sparks interest with

eye-catching social

Social Media

media ads.

Research

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



Email Marketing

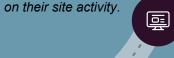
featuring specific hotels based on member interest.





Personalized email content





®

Intent

PreferredHotels.com Showcases all participating Italy hotels on our dedicated landing page.





Paid Search

Targets users searching for specific hotels with paid search ads.







I PREFER

DISCOVER THE