

CASE STUDY

2025 Campaign Wins

Real savings. Real results. Real engagement.





Overall Objective

Enable clients to offer meaningful benefits that resonate—fueling stronger engagement and more frequent usage.

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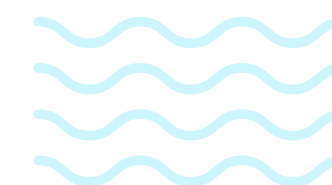
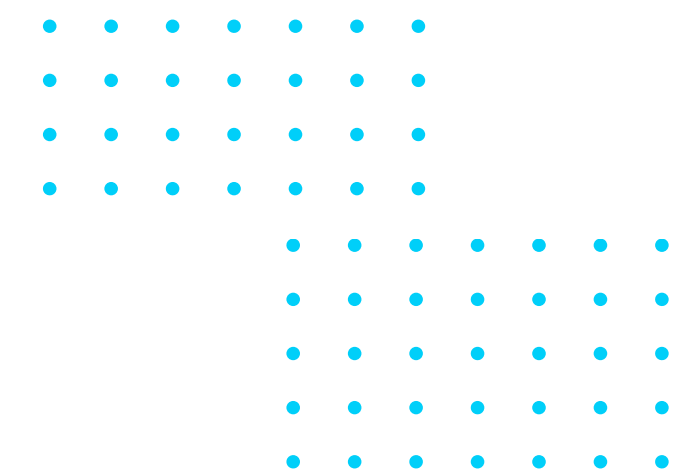


CAMPAIGN 1

Spring Travel

February 10 - April 13, 2025

Members were introduced to high-value travel opportunities through coordinated email campaigns, our discount platform, and client-branded marketing materials. Offers spanned hotels, attractions, airfare, car rentals, and more across top destinations. As an added incentive, participants had the chance to win \$500 toward travel booked through our exclusive discount portal.



Results



Flight Bookings:
• **87%** Increase YOY



Members visited theme parks and attractions in 23 different U.S. states



Hotel Bookings:
• **150%** Increase YOY



Hotel stays were booked in 83 countries and all 50 U.S. states



Car Bookings:
• **16%** Increase YOY



Members rented a car in 22 countries and all 50 U.S. states

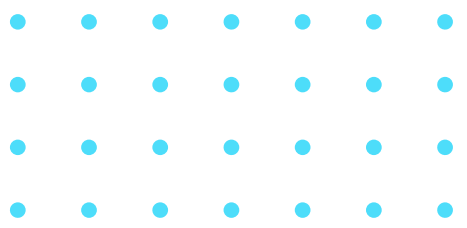
Money Saved Per Person:

43%	\$1-\$50
27%	\$51-\$100
20%	\$101-\$200
10%	\$201+

Top Booked Destinations:

1	2	3
Las Vegas	Orlando	Atlanta





Post-Campaign Member Survey Results

MEMBER RESPONSES: **600**

Which spring travel deals did members use most?

- 51%** Hotel
- 35%** Car Rental
- 18%** Flight
- 18%** Event Tickets
- 10%** Theme Park Tickets



How did members hear about the campaign?

- 38%** Email from company or membership organization
- 36%** Email from discount program
- 23%** Discount program website
- 22%** My company or membership website
- 5%** Social media post
- 3%** Flier



We traveled and found two hotels cheaper than we could find anywhere else. – Heather S., Member





Post-Campaign Client Survey Results

CLIENT RESPONSES: **68**

How did clients hear about the campaign?

- 50%** *Today at Access Email*
- 19%** Client Marketing Specialist
- 9%** Client Marketing Portal



Which marketing assets did clients use to promote the campaign?

- | | |
|--------------------------------------|-------------------------------|
| 69% Digital/Print Flier | 23% Weekly Travel HTML |
| 54% Web & Email Banners | 15% Campaign Calendar |
| 54% Giveaway Details & Assets | 8% PowerPoint Slide |
| 35% Social Media Content | 8% Member Testimonials |



Lots of great materials and easy to enter the giveaway by just logging into the account. – Tami S., Client

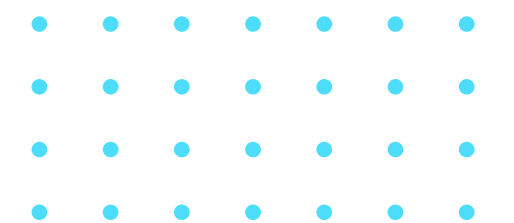


CAMPAIGN 2

Summer Travel

May 26 - July 27, 2025

We turned up the heat with summer travel deals shared in emails, on our discount site, and through client marketing. Members grabbed deals on everything from hotels to theme parks and flights. Bonus: they could enter to win a \$500 Visa® gift card!



Results



Flight Bookings:
• **552%** Increase YOY



Hotel Bookings:
• **122%** Increase YOY



Car Bookings:
• **7%** Increase YOY



Members visited theme parks and attractions in 23 different U.S. States



Hotel stays were booked in 76 different countries and all 50 U.S. states



Members rented a car in 25 countries and all 50 U.S. states

Top Booked Destinations:

- 1
Las Vegas
- 2
Orlando
- 3
Chicago



I used my discount program over the summer for hotel savings and was able to save over \$100!

– Smyrna F., Member





CAMPAIGN 3

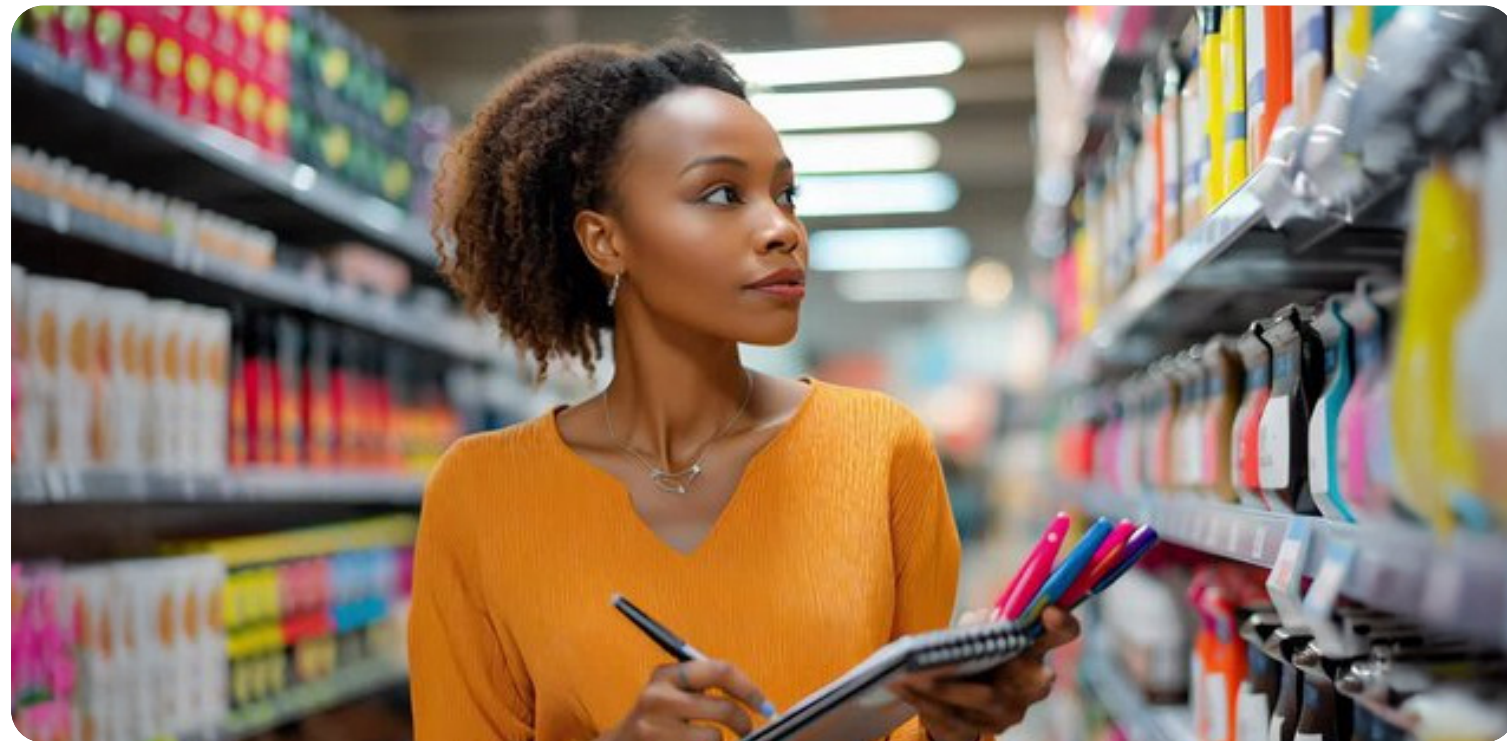
Back to School Deals

July 14 - August 10, 2025

We kicked off the 2025 school year with unbeatable back-to-school deals! Shared via member emails and our discount program website, the campaign helped families and educators prep for the year ahead affordably. And to make things even more fun, we threw in several Visa® gift card giveaways along the way!

Messaging

There were two campaign tracks:



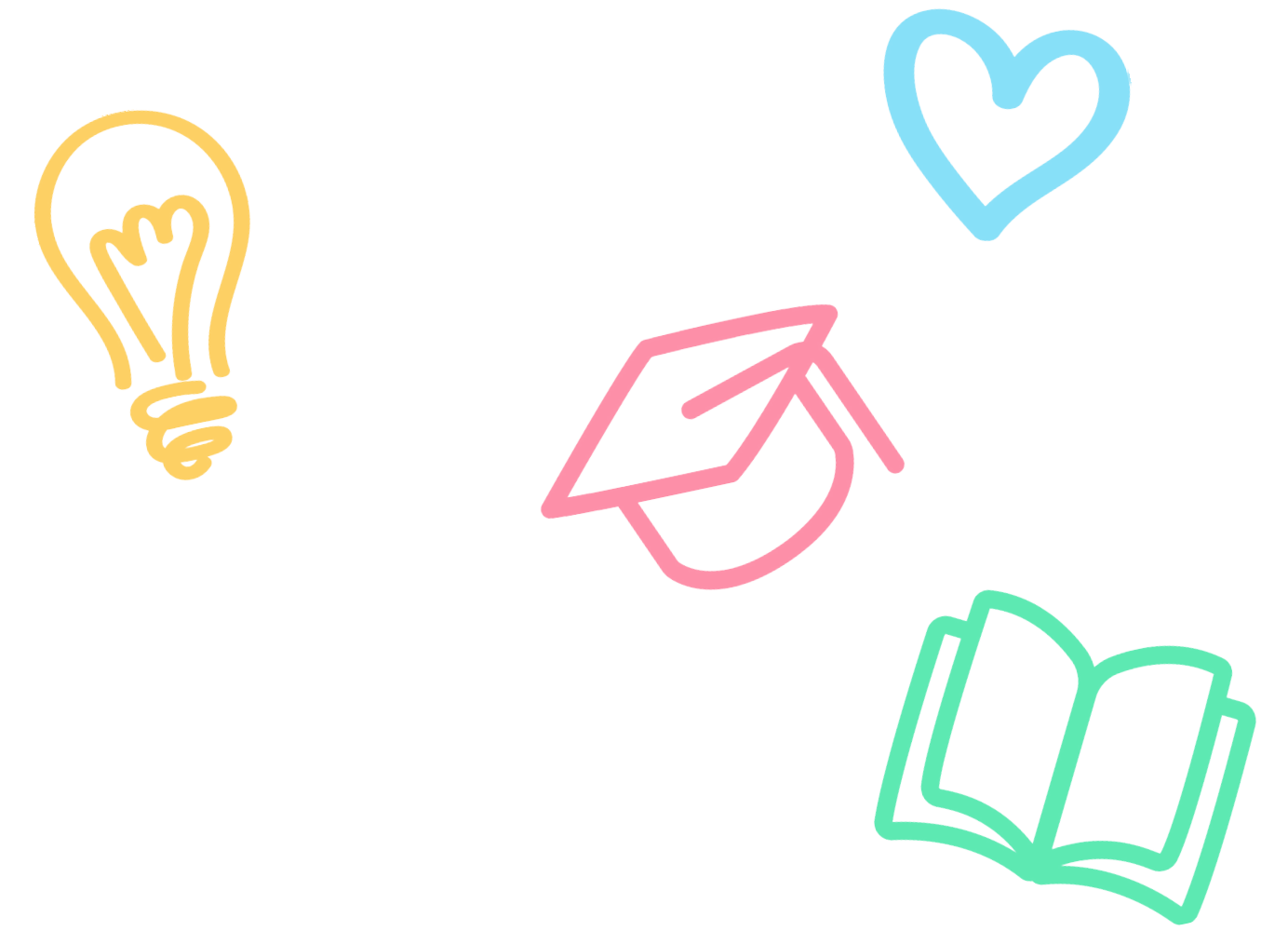
1. Educators

Set the stage for a successful school year by offering discounts to help educators save on classroom essentials and more.



2. Parents and Students

Help families save big on everything they need to kick off the school year with confidence.





Results

Emails Sent:

• **Over 8M**



Money Saved Per Person:

\$1-\$50	60%
\$51-\$100	25%
\$101-\$200	9%
\$201+	6%

Top Redeemed Brands:

1

Amazon

2

Samsung

3

CVS

4

Costco

5

Auntie Anne's

Post-Campaign Member Survey

MEMBER RESPONSES: **9,366**

How did members hear about the campaign?

- 70%** Email from Discount Program
- 7%** Website
- 5%** Social Media



Being a teacher requires buying lots of things to supply the classroom. These discounts helped me stay within my budget.

- Jennifer M., Member

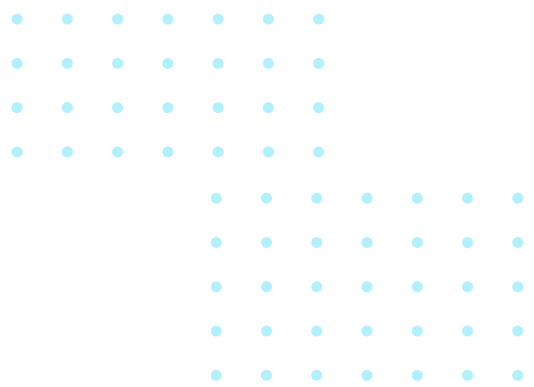


I am a single mom of 3 kids, and I saved about \$120 on back to school items.

- Ervetta W., Member

Post-Campaign Client Survey Results

CLIENT RESPONSES: **46**



How did clients hear about the campaign?

- 41%** *Today at Access Email*
- 26%** Client Marketing Specialist
- 17%** Client Marketing Portal
- 7%** Sales Rep



Which marketing assets did clients use to promote the campaign?

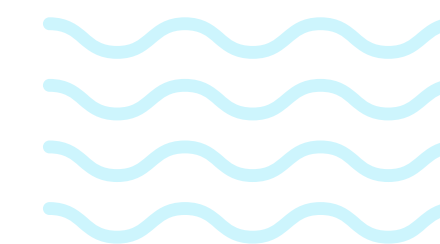
- | | |
|---------------------------------|-----------------------------|
| 68% Digital/Print Flier | 18% Giveaway Assets |
| 32% Web & Email Banners | 18% Marketing Copy |
| 29% Social Media Content | 18% PowerPoint Slide |
| 22% Email HTML | |





CAMPAIGN 4

Holiday Travel



October 27 - December 28, 2025

We brought holiday magic to members with exclusive travel deals on hotels, theme parks, flights, car rentals, and more—delivered through emails, our discount program site, and client marketing materials. To make the season even brighter, we gave away Visa® gift cards to lucky winners!

Results



Flight Bookings:
• **300%** Increase YOY



Hotel stays were booked in 129 different countries and all 50 U.S. states



Theme Park Purchases:
• **6%** Increase YOY



Members visited theme parks and attractions in 21 different U.S. States



Car Bookings:
• **25%** Increase YOY



Members rented a car in 16 countries and all 50 U.S. states

Top Booked Destinations:

- 1
Las Vegas
- 2
Orlando
- 3
Chicago



I saved money on travel experiences with my family. The savings helped us go on more adventures!

– Lisa J., Member

