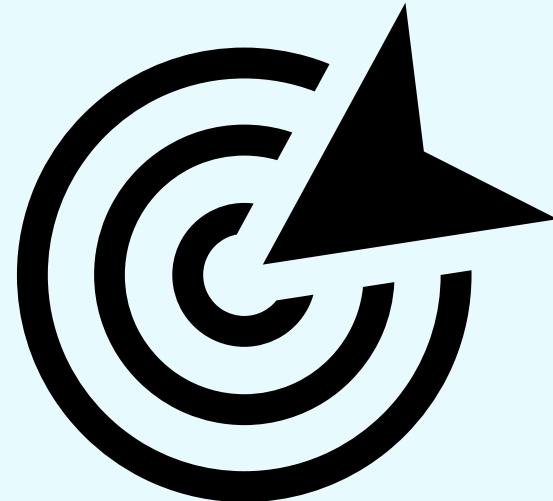


CASE STUDY

# 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

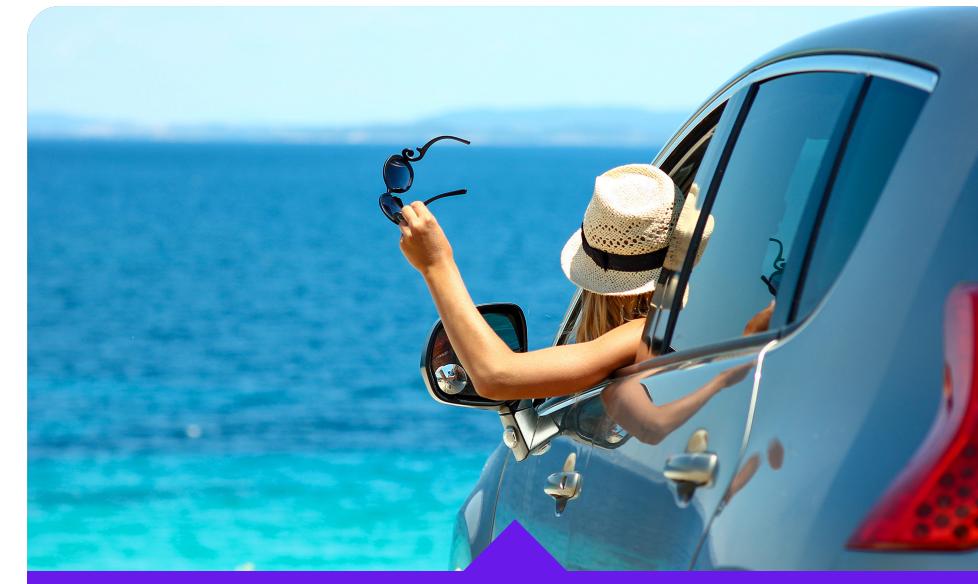


## Hotel Bookings:

- **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

Las Vegas

2

Orlando

3

Atlanta





# Post-Campaign Member Survey Results

**MEMBER RESPONSES: 600**

## Which spring travel deals did members use most?

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



## How did members hear about the campaign?

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



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





# Post-Campaign Client Survey Results

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**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?

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



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

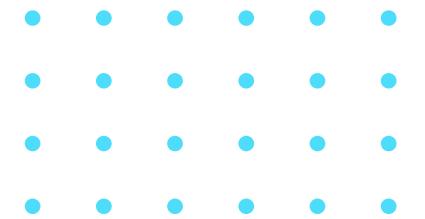


## CAMPAIGN 2

# 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



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



## Hotel Bookings:

- **122%** Increase YOY



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



## Car Bookings:

- **7%** Increase YOY



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

## Top Booked Destinations:

1

Las Vegas

2

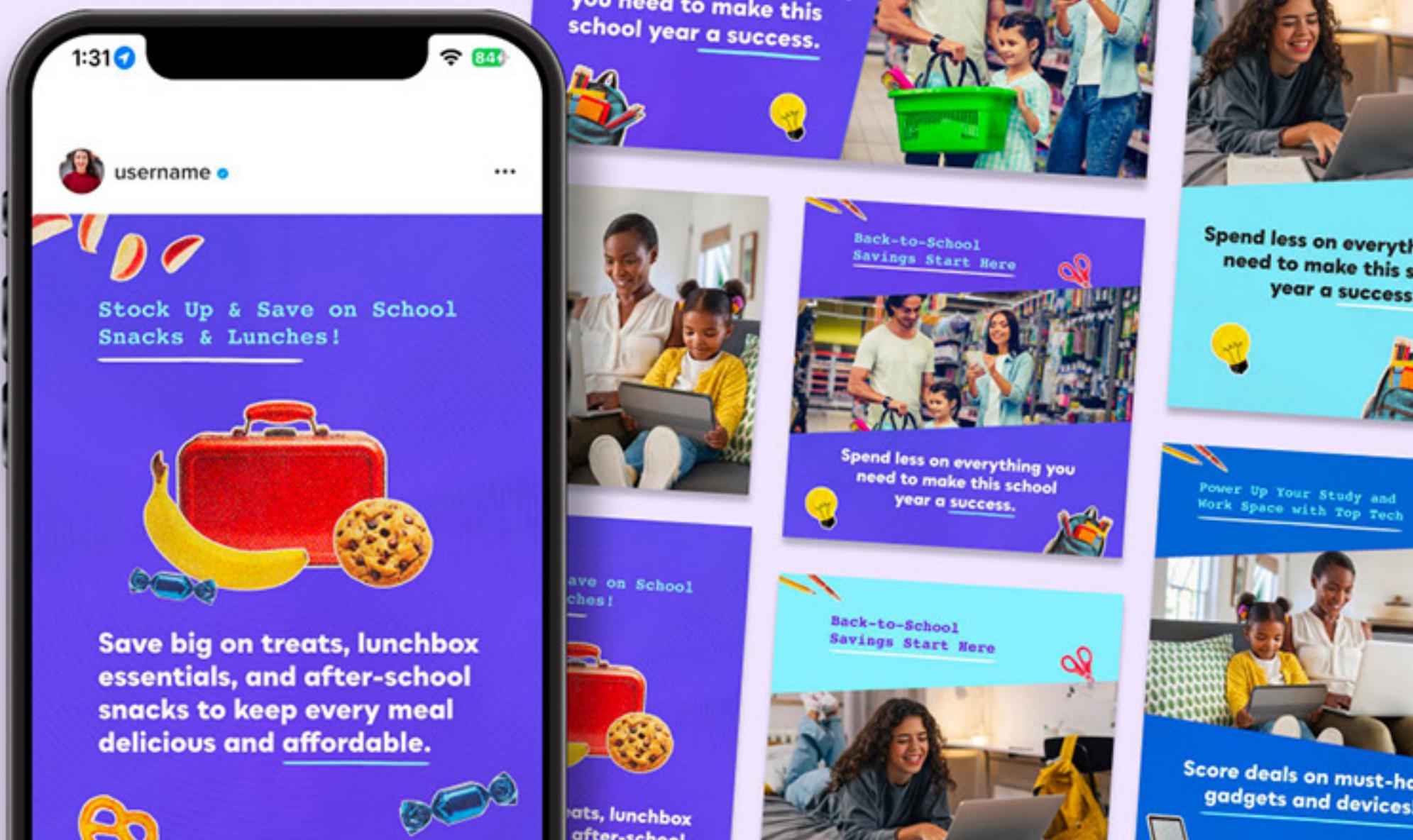
Orlando

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

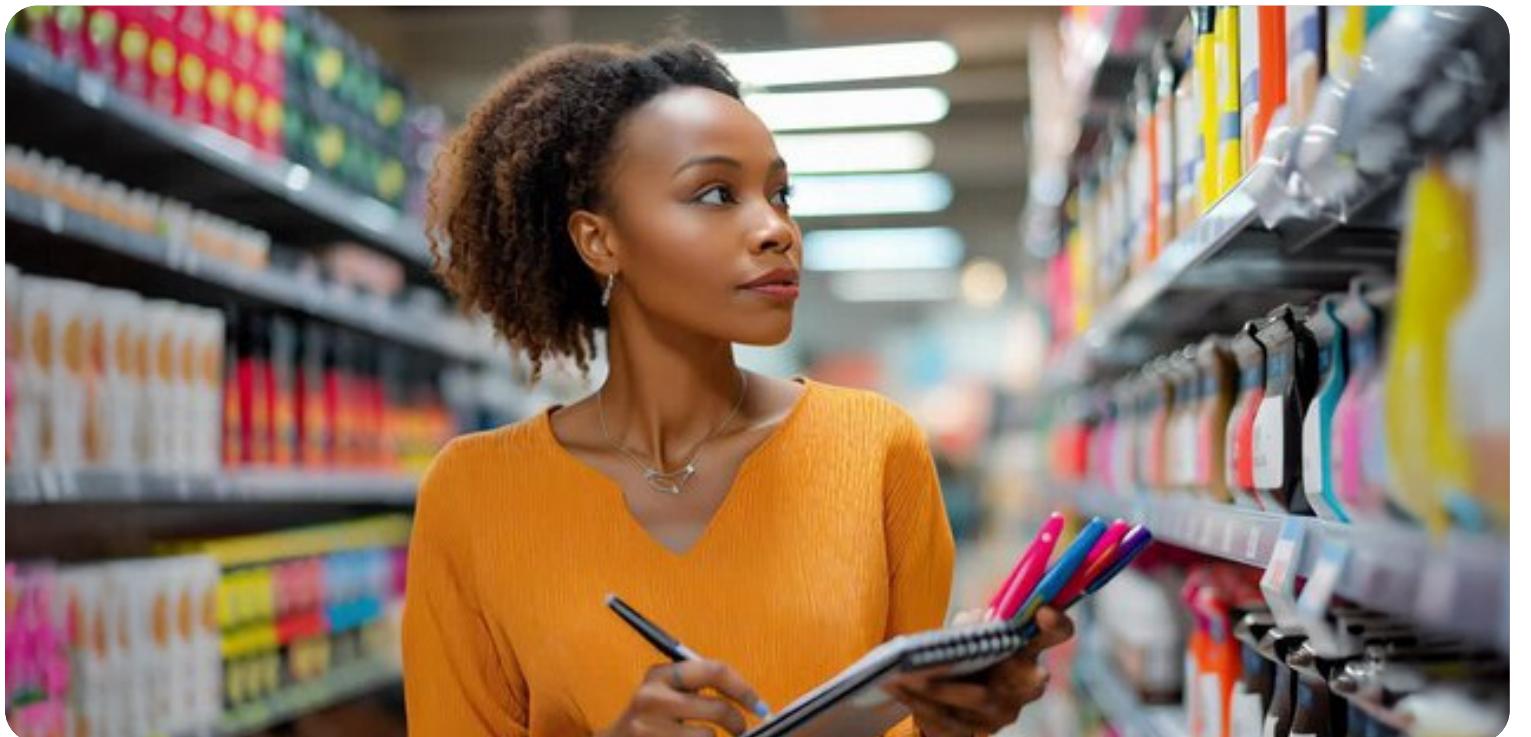
# Back to School Deals

**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	2	3	4	5
Amazon	Samsung	CVS	Costco	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?

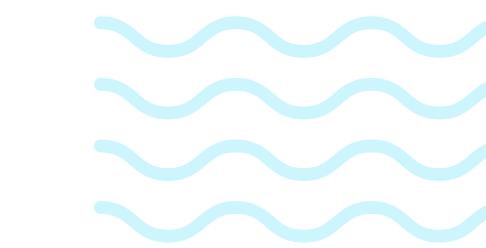
68%	Digital/Print Flier	18%	Giveaway Assets
32%	Web & Email Banners	18%	Marketing Copy
29%	Social Media Content	18%	PowerPoint Slide
22%	Email HTML		





## 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

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## Flight Bookings:

- 300% Increase YOY



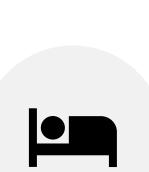
## Theme Park Purchases:

- 6% Increase YOY



## Car Bookings:

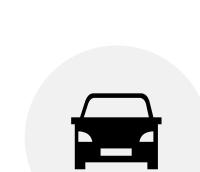
- 25% Increase YOY



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



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



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