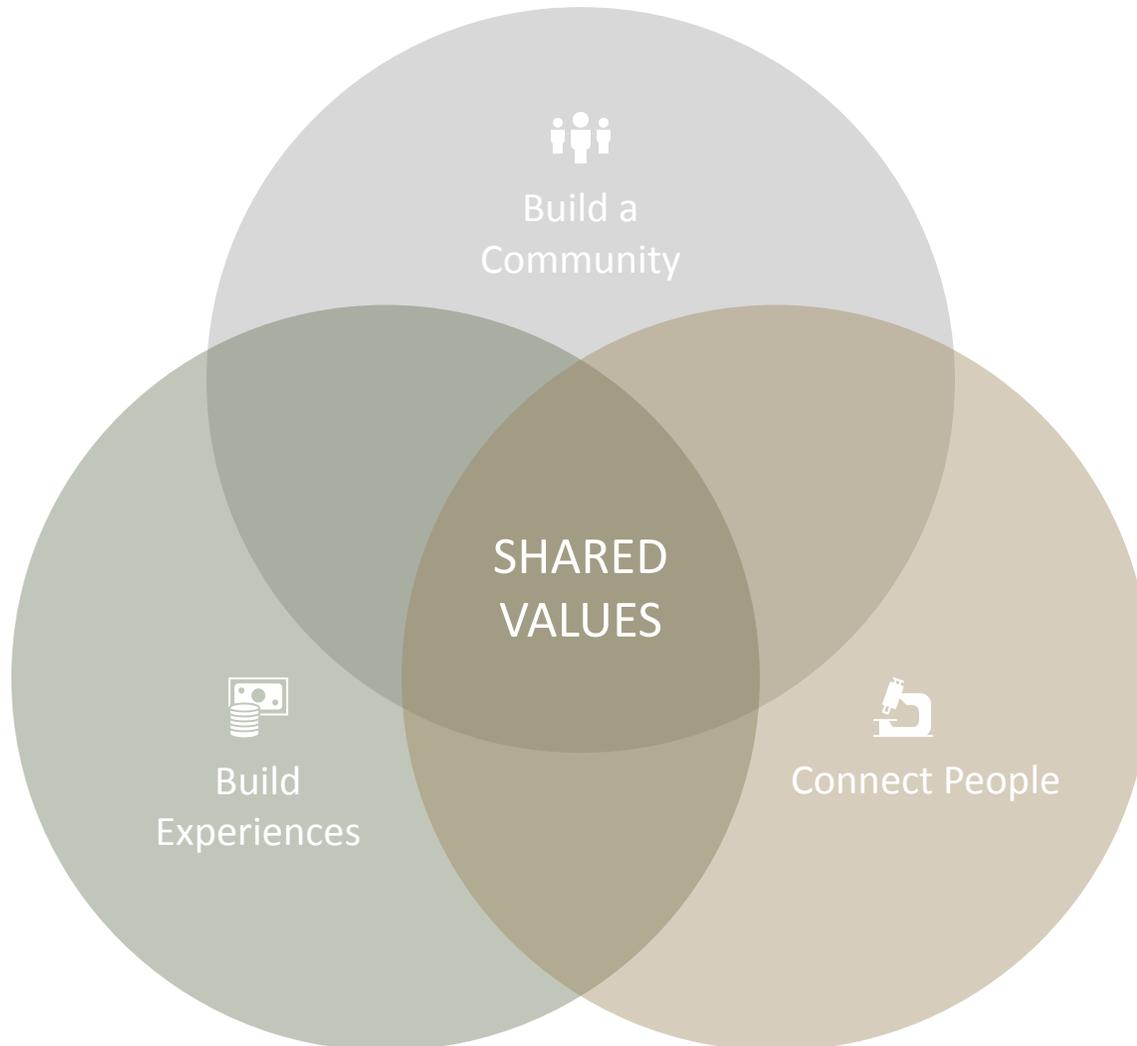Stay-N-Sleep

Travel more, pay less

Stay-N-Sleep Rewards Program

1st-to-Market Rewards Program
in a vacation rental marketplace

Developed By:
Anuj Mehta

Shared Values

Build a Community

SHARED VALUES

Build Experiences

Connect People

Build a community of lifelong travelers, and enable the travel community to experience what matters

Open minds to new experiences

Strive to connect people and bring different cultures together

The Problem

The Problem

1. Loss of Customers to the Competition

2. High Cost of Acquiring New Customers

3. Lack of Customer Centric Transparent Loyalty Program

The Solution

The Solution

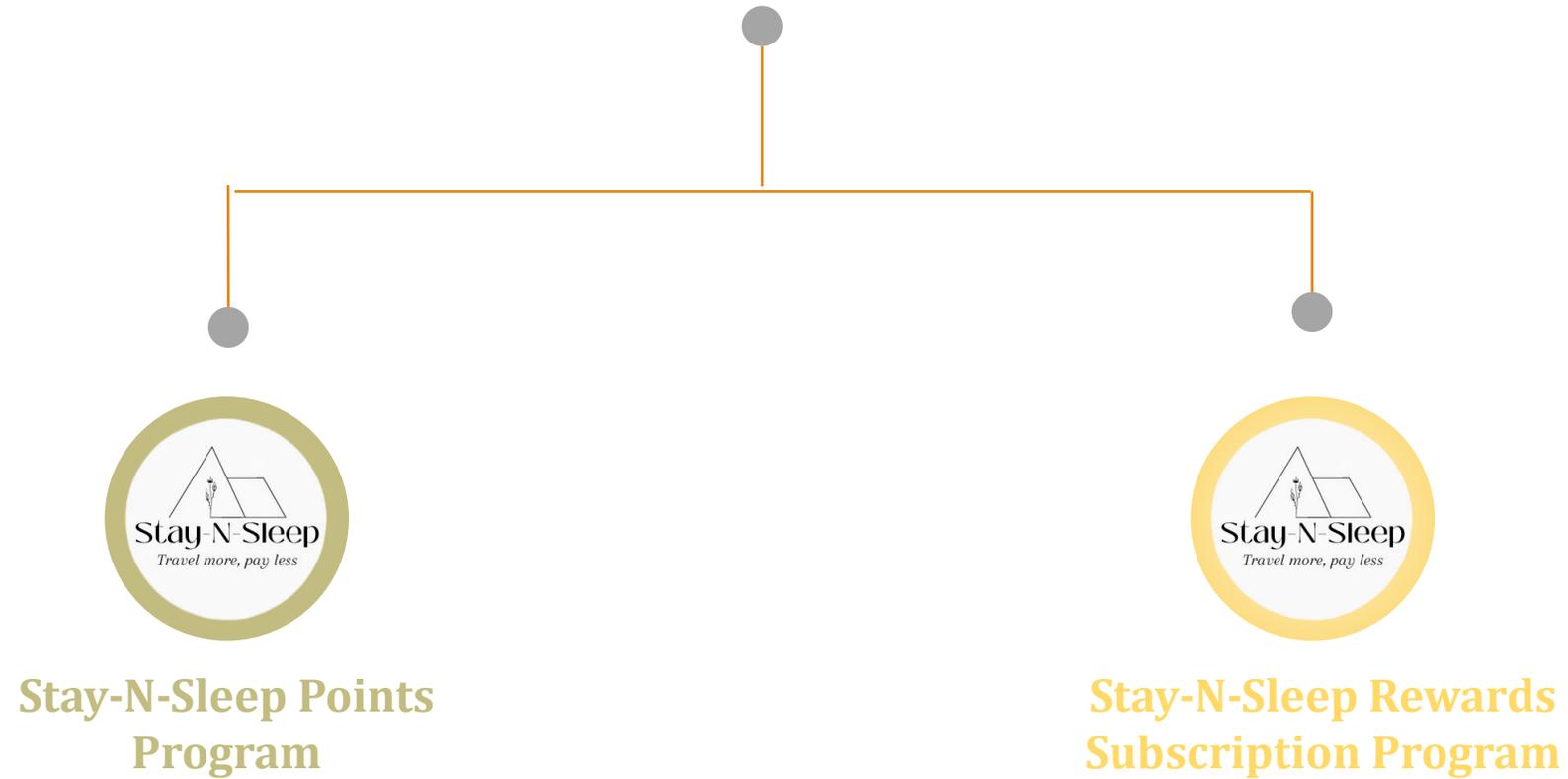## Stay-N-Sleep Loyalty Rewards Program

Stay-N-Sleep Loyalty Rewards Program

Bringing to the vacation rental marketplace, a well-designed loyalty program that benefits travelers as well as hosts while increasing revenue and market share

Reward Guests for Choosing Stay-N-Sleep

Massive spike in the number of guests inquiring about a loyalty program

Increase Repeat Business

It costs them five times more to acquire new customers than it does to retain current customers

Gain Competitive Advantage

Stay-N-Sleep will be the 1st company to market a loyalty program in the online vacation rental marketplace

The Solution

Stay-N-Sleep Loyalty Rewards Program

Stay-N-Sleep Points Program

Stay-N-Sleep Rewards Subscription Program

The Solution

Stay-N-Sleep Loyalty Rewards Program Comparison

Stay-N-Sleep Points Program

- Free default loyalty rewards - Available to all customers

- Access to strategic partner(s) platform to spend reward points

- Transparent tracking of reward points levels

- No reward points boost

- ¼ Reward points expire every 12-months

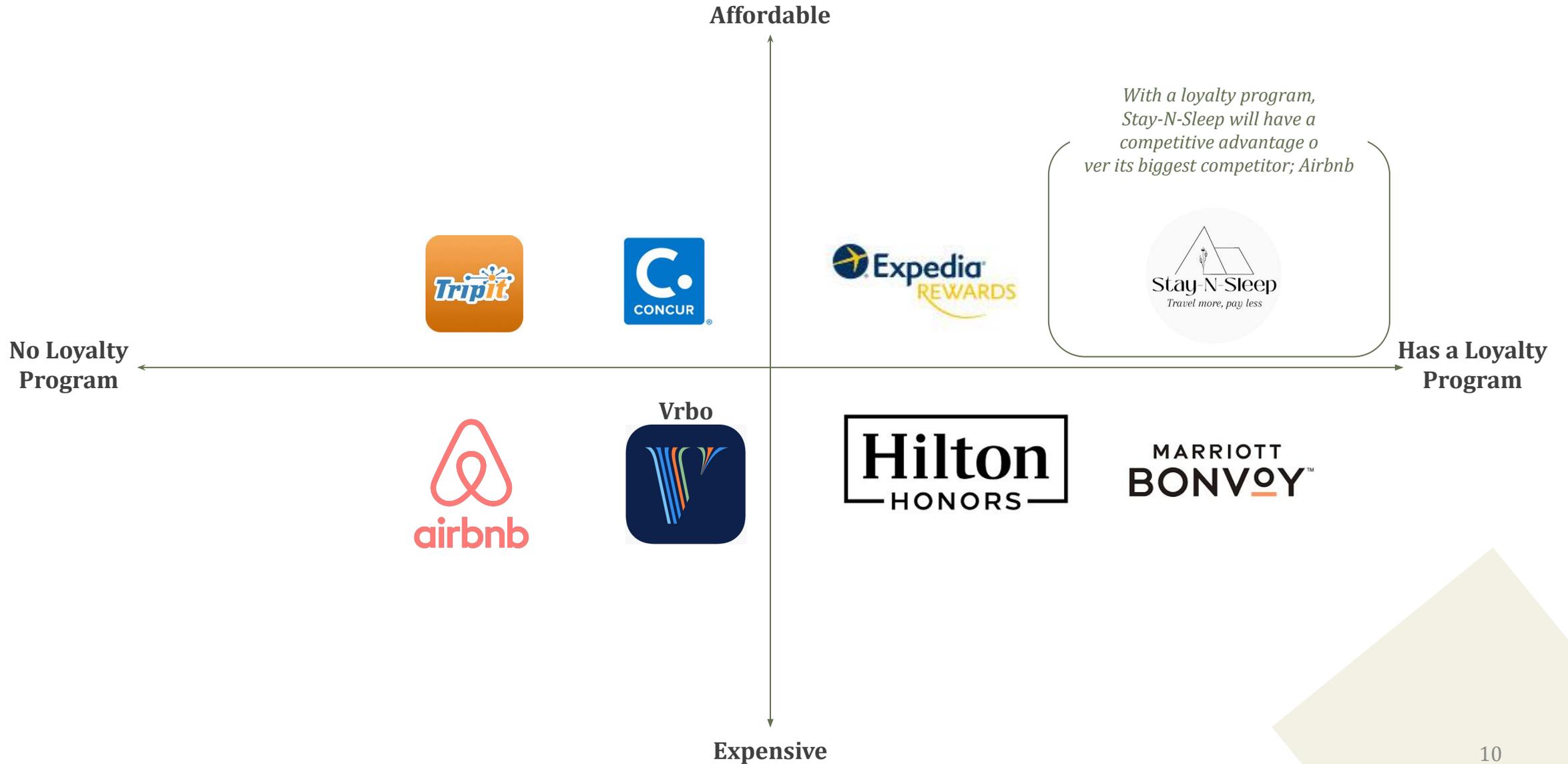### Stay-N-Sleep Rewards Subscription Program

- Pay $9.99/month or $99.0/year as subscription fee

- Access to Strategic partner(s) platform to spend reward points

- Transparent tracking of reward points levels

- Opportunity to earn 2x reward points boost

- Additional 50 reward points for every $300 spent on platform

- Reward points with extended validity

- 24*7 customer care support

Industry Analysis

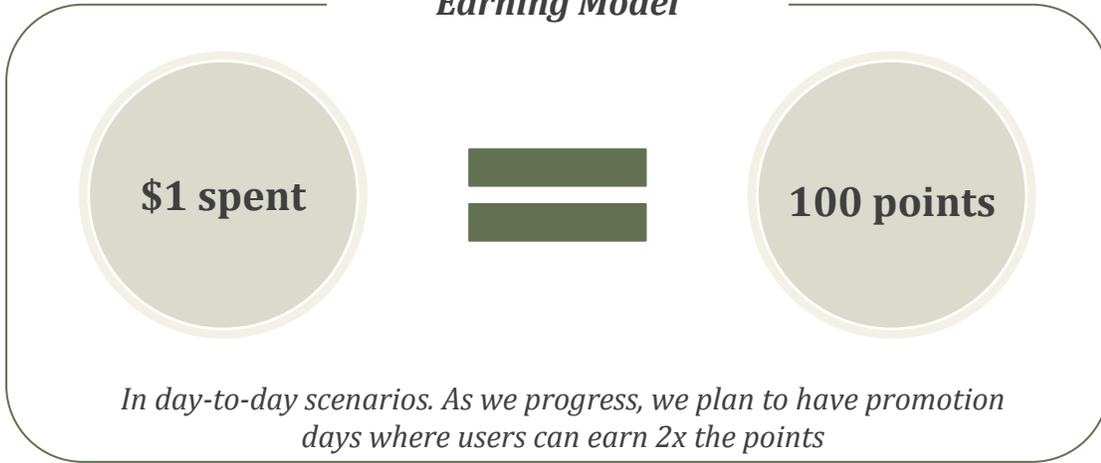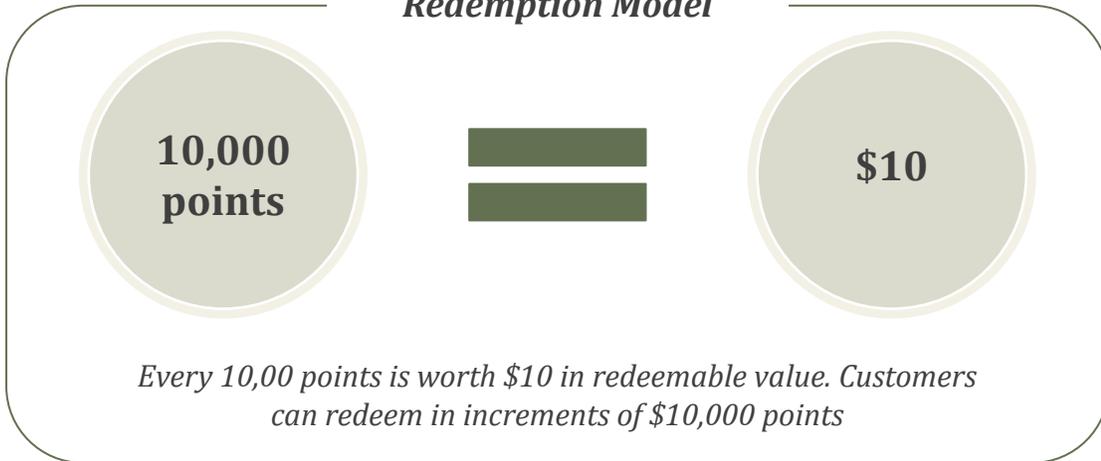# Industry Analysis

Business Model
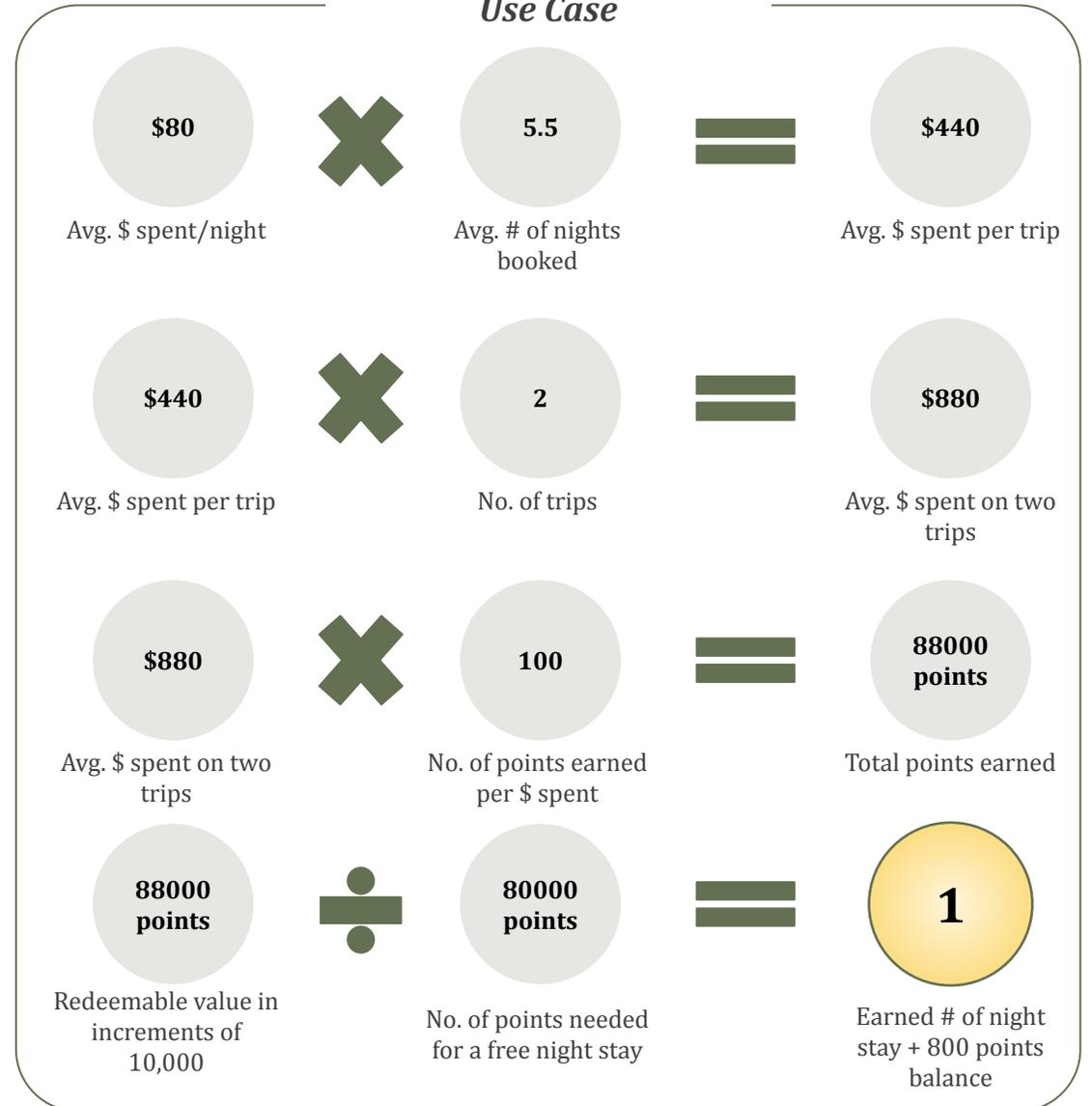
Business Model: Points Program

Earning Model

$1 spent = **100 points**

In day-to-day scenarios. As we progress, we plan to have promotion days where users can earn 2x the points

Redemption Model

10,000 points = **$10**

Every 10,00 points is worth $10 in redeemable value. Customers can redeem in increments of $10,000 points

Use Case

$80 × **5.5** = **$440**

Avg. $ spent/night × Avg. # of nights booked = Avg. $ spent per trip

$440 × **2** = **$880**

Avg. $ spent per trip × No. of trips = Avg. $ spent on two trips

$880 × **100** = **88000 points**

Avg. $ spent on two trips × No. of points earned per $ spent = Total points earned

88000 points ÷ **80000 points** = **1**

Redeemable value in increments of 10,000 ÷ No. of points needed for a free night stay = Earned # of night stay + 800 points balance

Business Model: Rewards Subscription Program

Stay N Sleep
Travel more, pay less

Earning Model

$1 spent = **200 points**

Users can earn 2x the points with the subscription model

Redemption Model

10,000 points = **$10**

Every 10,00 points is worth $10 in redeemable value. Customers can redeem in increments of $10,000 points
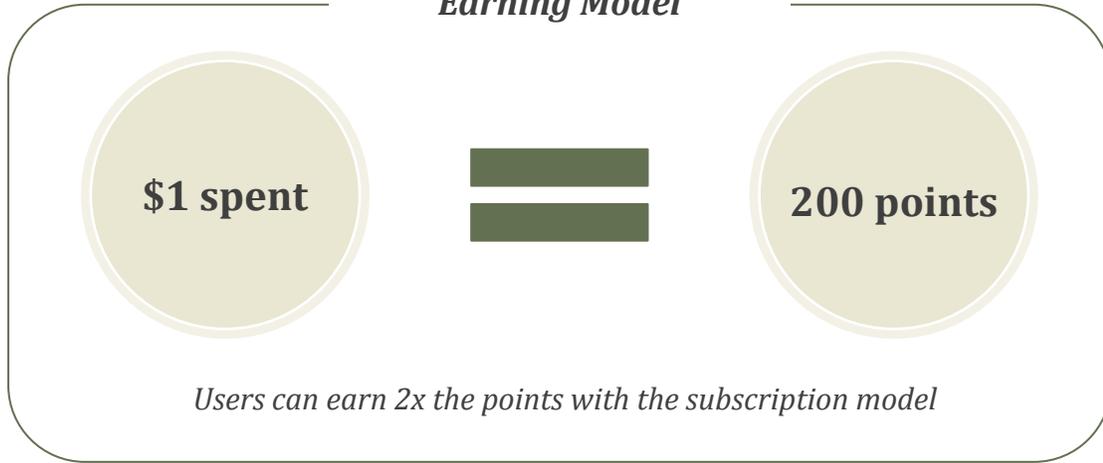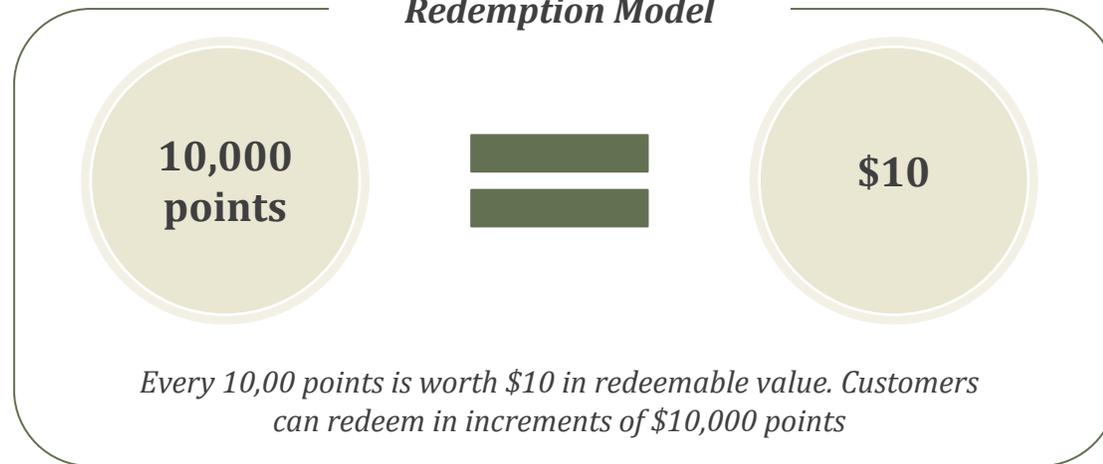
Paid Subscription Use Case

$80 ✕ **5.5** = **$440**

Avg. $ spent/night   Avg. # of nights booked   Avg. $ spent per trip

$440 ✕ **2** = **$880**

Avg. $ spent per trip   No. of trips   Avg. $ spent on five trips

$880 ✕ **200** = **176K points**

Avg. $ spent on five trips   No. of points earned per $ spent   Total points earned

176K points ÷ **10K points** = **$170**

Redeemable value in increments of 10,000   No. of points equivalent of $10 $ value earned
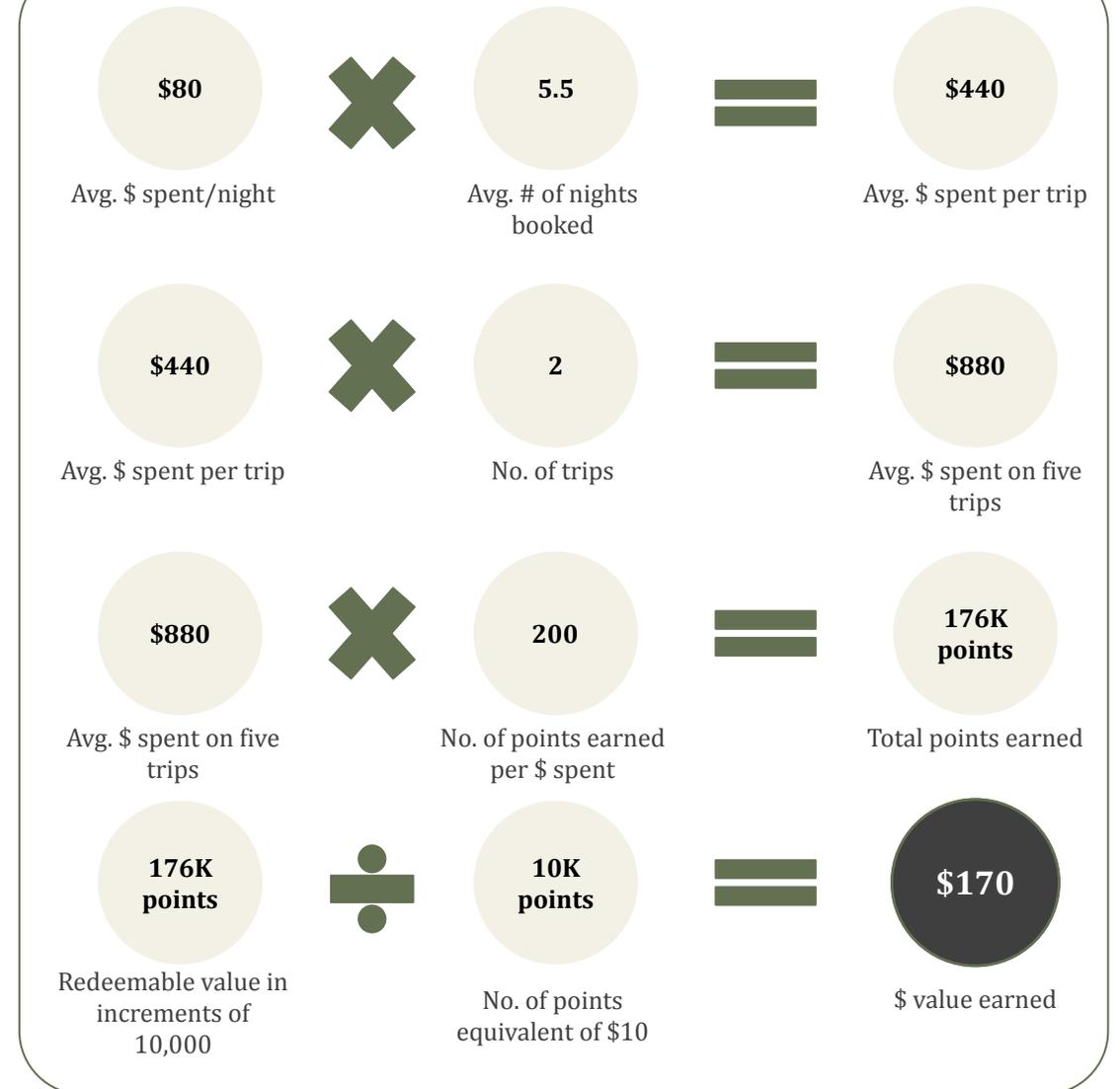
Product Demo
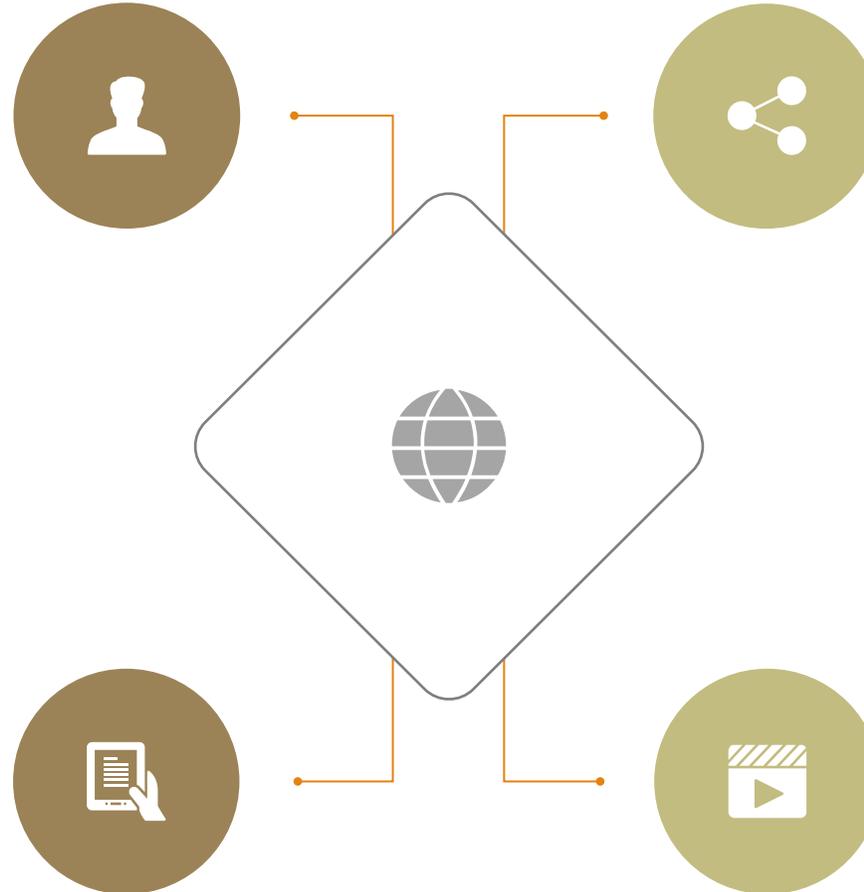
Product Demo - High Fidelity

Success Metrics

Success Metrics

Conversion Rate

Number of users who sign up for loyalty program as a percentage of those who see the prompt on the landing page. Perform A/B testing to compare the conversion rate with a prompt to join the loyalty program to the conversion rate found without a prompt.

Bounce Rate

Number of loyalty program members who perform search and interact with the platform beyond the landing page. Perform A/B testing to compare the bounce rate with a prompt to join the loyalty program to the bounce rate found without a prompt.

Customer Lifetime Value

Testing the impact of the loyalty program on CLV by performing A/B testing. Perform A/B testing to compare the revenue generated by loyalty members to the revenue generated by non-loyalty members.

Guardrail Metric

Customer Acquisition Cost

Monitoring the impact of the cost to advertise and support the loyalty program on the revenue generated.

Road Ahead...

Roadmap

Develop Loyalty Program MVP

- **Front End:** Web/mobile portal that showcases basic information for given user (number of loyalty points, membership level etc.)
- **Back End:** Assuming Stay N Sleep database already exists, collect new profile information (including loyalty member number and number of points)

Go to Market

- Use social media advertising and coordinate soft launch efforts with influencers/businesses to spread awareness
- Use coupon codes and other such incentives to drive member sign-ups

Iterate on Product based on Feedback

- Iterate on Product based on Feedback from Soft Launch Efforts
- Add pay with points/other add-ons at checkout

February 2023   **May 2023**   **October 2023**

Thank You