

# **Buy More Save More**

#### **Buy More Save More**

#### **Understanding the Buy More Save More test:**

- Served on desktop, tablet, and mobile web (not in app).
- Served to LAS or SFB destination searches only.
- Applies to hotel and car booking path pages only.
- New Buy More Save More visual design enhancements.
- Strike through pricing displayed based on discount.
- Discount managed via 1,848 dynamic promo codes.
- Uplift pay over time displayed only on the shopping cart.





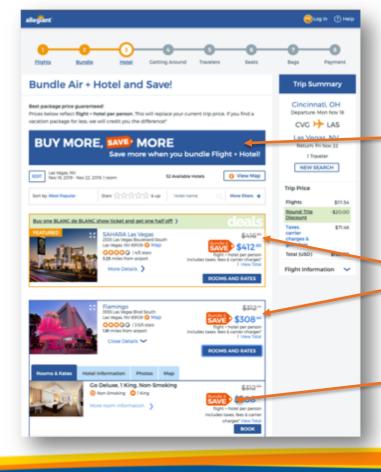
## **Hotel Changes**

#### **Buy More Save More**

#### **Hotel Offer Details:**

- Limited to LAS and SFB hotels.
- Requires minimum of 3 nights.
- Maximum of 14 nights.
- Discount Calculations:
  - Flight + Hotel: Hotel discount calculation = \$5 per hotel night
  - Flight + Hotel + Car: Hotel discount calculation = \$5 per hotel night





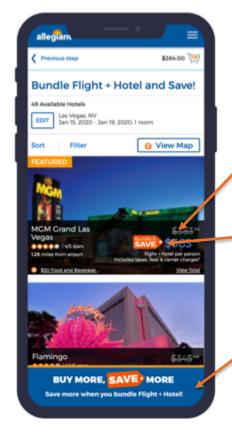
## **Hotel Page - Desktop**

Buy More Save More Banner

Strike Through Pricing

Bundle & Save Icons





### **Hotel Page - Mobile**

Strike Through Pricing

Bundle and Save Icon

Bundle and Save Sticky Footer





## **Car Changes**

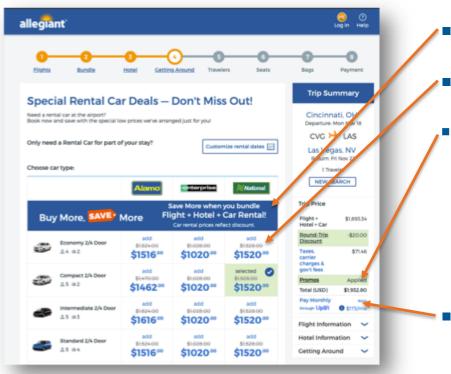
#### **Buy More Save More**

#### **Car Offer Details:**

- Limited to LAS and SFB hotels.
- Requires minimum of 3 days.
- Maximum of 14 days.
- Discount Calculations:
  - Flight + Car: Car discount calculation = \$1 per car day
  - Flight + Hotel + Car: Car discount calculation = \$2 per car day



#### Cars Page - Desktop



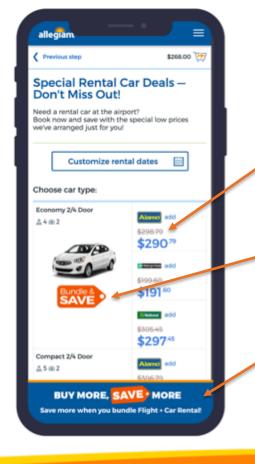
- Buy More Save More Banner
  - Strike Through Pricing

Buy More Save More discount in shopping cart



Uplift in cart only





#### Cars Page - Mobile

Strike Through Pricing

Bundle and Save Icons

Bundle and Save Sticky Footer



