

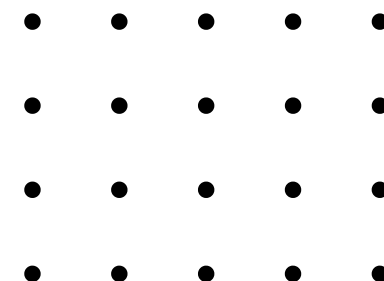


stay **N** sleep

Presentation 2023

Loyalty Program

www.staynsleep.com



Executive Summary

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**Discover More,
Earn More and
Belong to a
World of
Travelers with
Stay N Sleep
Loyalty**

Since the product launch in April

The first 3 months post-launch have proven the program a valuable asset in elevating Sleep N Stay's market presence. With encouraging user acquisition, positive feedback, and promising engagement metrics

We have reached 58% in customer retention rate, an overall 42 NPS score, and a 32% increase in overall signed customers. As well as a 20% increase of number of hosts and partners.

Moving forward, the focus will be on scaling the program's success, strengthening partner alliances, and further optimizing user engagement.

Personas

Business Katie



business traveler, traveling for work, looking for accommodation suiting her lifestyle so she could have a sense of home while traveling

Solo Explorer Tom



independent traveler who loves immersing himself in the local culture. Seeking accommodations in vibrant neighborhoods, close to local hotspots

Budget-conscious Bella



a price-conscious traveler looking for cost-effective options. Seeking accommodations that offer value for money, with discounts, budget-friendly amenities, and loyalty perks

Objectives

Increase Customer retention

- **50% of customers return 3 months post launch**

Increase Product growth

- **Membership growth by 55%**
- **User base growth by 25%**
- **Hosts and partners growth by 20%**

Increase Net Promoter Score (NPS)

- **NPS score increase of 15 points**

Statistics

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Baseline		10%	12%	9.50%	Overall growth: 32%
Total Customers - pre launch	6,469,000	7,115,900	7,969,808	8,726,940	
	Pre-Launch Mrach	April - Launch	May	June	
Increase Customer retention					
Customer return rate	32%	44%	52%	56%	
# Customers return	2,070,080	3,130,996	3,984,904	4,887,086	Increase of: 58%
Members Churn rate	N/A	2%	2.80%	4%	
Increase Product growth					
# Membership Growth	0	2,005,390	2,517,735	2,972,014	Increase of: 48% since April
Partners and hosts growth rate	5%	15%	4%	1.20%	Overall: 20%
Increase Net Promoter Score (NPS)					
NPS score	27	N/A	N/A	42	15 Points increase
Customer Feedback and Reviews	3.2/5	3.8/5	4.2/5	4.3/5	

Conclusions

- We have met our expectations and exceeded them
- Our customers' positive feedback has increased significantly, meeting their demands.
- The marketing campaign for our new program has successfully expanded our user base.
- We've noticed a significant increase in program joiners, especially since the launch of our two-month free membership fee campaign.
- We anticipate an increase in churn rates over the next few months.
- We've expanded our hosts' base by recruiting more accommodations and activities to keep up with the growing demand.

Next-Steps

Going forward for the next 6 to 9 months

Here are some key points to keep in mind:

Keep an eye on churn rate and points redemption to gauge customer value:

- **Strive for a stable churn rate of 4% for members**
- **Maintain a steady monthly membership growth of 10%**
- **Continue to prioritize positive feedback and our NPS score.**
- **Reach a 10% monthly points redemption**

1-Year Milestones



1st Quarter
Growth and
steadiness



2nd Quarter
Expend Partner
Alliances



3rd Quarter
Implement AI
personalisation



4th Quarter
Geographical
Expansion

2-Year Milestones



1st Quarter
Increase in revenue



2nd Quarter
Churn rate reduction



3rd Quarter
Market Share
Increase



4th Quarter
International
Expansion



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Thank you!

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