

## Marketing Acquisition Program

Expedia.com



### From the Source

“Through the spirit of partnership, I was confident that we were consistently meeting or exceeding customer expectations. I would definitely recommend GiftCertificates.com as an incentive solutions partner.”

**Mark Kammerer**  
Vice President  
Expedia Cruise

### Company Background

Expedia, Inc., is the world’s leading online travel service and fourth largest travel agency in the United States. It provides customers with tools to search for and combine travel options, accommodations and destination activities into personalized vacation and cruise packages for destinations worldwide.

### Challenge

Expedia wanted to grow their share of the competitive online cruise market by up-selling premium features, such as cabin upgrades and longer itineraries. They required a strategic partner that could develop and implement a targeted program to help achieve their objective within a short time frame. The provider needed to be tech-savvy and customer-focused, support the Expedia brand promise and meet the expectations of the Expedia customer.

### Solution

Expedia selected GiftCertificates.com™ to create and implement a marketing acquisition program in which customers would be rewarded with gift certificates for purchasing cruise upgrades. The company also utilized GiftCertificates.com Communication Services to educate program participants and communicate a completely Expedia-branded customer experience, from investigation to purchase to delivery of the reward.

The GiftCertificates.com Communication Services team developed marketing materials to co-brand the program at every customer touch point, creating a seamless brand experience. Program materials included a customized landing page, branded redemption pages and HTML emails to market the program.

Expedia chose GiftCertificates.com because the company offered the best combination of program strategy, technology tools, program administration, communication services, universal rewards and expert fulfillment. The two companies worked closely together to determine Expedia’s specific business objectives and design a program to maximize ROI.

“GiftCertificates.com worked with Expedia to maximize efforts by both of us. It started with both of us having clarity on program objectives. From that joint understanding, they were able to show us how we could be integrated together, and that they could do it fast,” said Mark Kammerer, Vice President, Expedia Cruise.

### Program Results

#### Cruise Bookings

Expedia customized its program to match audience lifestyles—an improvement over competitors’ standard cash discounts. This resulted in double-digit growth in cruise bookings over the previous year.

#### Distinct Features

GiftCertificates.com incentive programs offer flexible administration and redemption—and fast implementation.