

Sabre PromoSpots Sell

Expand your reach by sending targeted offers during the air booking process

WHAT YOU MAY BE FACING NOW

Today's consumers have an endless number of options available to them when shopping for travel. As they become increasingly sophisticated in their shopping and purchasing habits, it becomes more important than ever that you find more effective ways to set yourself apart from the competition. One way to gain a distinct competitive advantage is to communicate directly with customers during the booking process. As a result, you can develop a reciprocal "learning relationship" with your customers — one that will enable you to deliver relevant, high-value products that build customer loyalty.

HOW WE CAN HELP YOU

Our *Sabre*® *PromoSpots*™ *Sell* feature provides hotel companies and other travel suppliers with the ability to communicate one-to-one with end customers or *Sabre Connected*™ travel agents during the booking process. Your promotional offers can be directed to a specific customer or to customer segments and can be sent while customers are booking airline segments (Sell responses). Your messages immediately follow flight segments and may contain up to five lines of text. This feature now enables you to cross-sell throughout sections of the itinerary, increasing the effectiveness of your promotions and expanding your market reach.

EXPAND REACH

- Cross-sell throughout the itinerary, including air segments
- Messages immediately follow airline flight segments during the booking process
- More timely, direct and tailored than e-mails, faxes or print media

GAIN A COMPETITIVE ADVANTAGE

- Conduct promotions aimed at top agencies, specific markets and other target groups
- Messages can be activated within hours of submission
- Quickly push distressed inventory
- Easily respond to competitive initiatives
- Communicate with and reward high-value customers and travel agents

FEATURES AND FUNCTIONS

In addition to the current targeting capabilities that may be offered through a participating airline's frequent flyer programme, you now have the opportunity to independently select a number of data elements upon which to target specific markets and/or customers or customer segments. You can also submit your own unique target group in order to conduct promotions aimed at your top agencies, specific markets or locations, and travel dates.

An infinite number of unique campaigns can be created by combining Point of Sale target criteria, including:

- Agency identification number (IATA/ERSP)
- Travel date(s)

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130APRJFKNRT
30APR FRI ORD/CDT NRT/14
1ZZ 100 F9 C9 D0 Y4 B2 M2 JFKNRT 1225P 305P±1 744 L 0 DCA
H2 Q2 V0 S0 W0 T9 K9 L9
2YY 200 F7 C7 Y1 B1 H0 V0 JFKNRT 1205P 300P±1 M11 LD 0 DCA
Q0 K0 M0
3ZZ 150 F9 C9 D9 Y9 B9 M9 JFKNRT 930A 1210P±1 744 BL 0 DCA
4YY 300F7 Y7 B7 H7 JFKLAX 9 846A 1111A 580 B/V 0 DCA IE
V7 Q7 K7 M7
5YY 400 F7 C7 Y7 B7 H7 NRT 1250P 315P±1 M11 LS 0 DCA
02Y2 ✕
1YY7201Y 30APR S JFKNRT SS1 1205P 300P 01MAY M
DEP-TERMINAL 1 ARR-TERMINAL 2
FREE UPGRADE TO OUR CONCIERGE FLOOR AND 1000 BONUS YY
FREQUENT FLYER MILES FOR YY MEGA MEMBERS STAYING AT THE XX
TOKYO HOTEL. BOOK RATE CODE XYZ123.
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Sell Response Message:

FREE UPGRADE TO OUR CONCIERGE FLOOR AND 1000 BONUS YY
FREQUENT FLYER MILES FOR YY MEGA MEMBERS STAYING AT THE XX
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Sabre PromoSpots Sell feature on the *Direct Connect*® *Sell* screen in the *Sabre* system.

Please contact the Sabre office nearest you or your Sabre account executive for more information.

Tel: 1-888-39-Sabre
1-888-397-2273

Visit our Web site at www.sabre.com

- Class of service (at Sell only)
- Origin and destination
- Flight number/flight number ranges
- Number in party (at Sell only)
- Agency/Point of Sale city code
- Agency/Point of Sale channel identification
- Agency/Point of Sale country code

Promotion Lead Time. One of the key advantages of the *PromoSpots Sell* feature is the reduced lead time required to initiate and conclude promotions or marketing campaigns. Traditional marketing campaigns often require several weeks or months lead time in order to implement a specific campaign. When using the *PromoSpots Sell* feature, your campaign typically can be activated within hours of submission. Likewise, should competitive or internal factors make it necessary to alter or terminate your campaign, the messages can be quickly removed from the Sabre® global distribution system.

Personal Assistance. Sabre personnel are available to assist you with targeting your campaigns so you will receive the highest possible response rate. We will also input the campaigns into the decision support system, facilitating quick and easy implementation.

Key Benefits. The *PromoSpots Sell* feature delivers a number of benefits to you, as well as to consumers and *Sabre Connected* agents. With this feature, you will be able to:

- Develop a “learning relationship” with each customer
- Potentially improve the “look to book” ratio
- Provide *Sabre Connected* agents and customers with viable alternatives
- Offer incentives in order to push distressed inventory
- Identify, communicate with and reward high-value customers and *Sabre Connected* agents
- Quickly respond to competitive initiatives and directly advise customers and *Sabre Connected* agents

For additional information about how the *PromoSpots Sell* feature can help you expand your reach and gain a competitive advantage, contact your Sabre account executive.