



Stay-N-Sleep

Jesse Sheather – *Product Manager*

Agenda

1. *Introduction*
2. *Summary*
3. *Meeting the Users*
4. *Hypothesis*
5. *Data*
6. *Testing & Validation*
7. *Experimentation*
8. *The Solution*
9. *The MVP*
10. *The Road to Release*



Stay N Sleep in 2024

- Consistent quarterly booking growth
- Handled over \$1bn USD in payments
- New users are finding us daily
- 200+ custom local experiences
- AND almost nobody books just once...



Product, marketing, sales, & Customer service worked together to find out.

Today we collab to present...

Where do we go from here?

Loyalty Rewards

The One solution to rule them all.



Executive Summary

Loyalty rewards are a natural next step in the evolution of Stay N Sleep that compliments our growing business feature suite and directly responds to validated demand from our current users and partners alike.

Today we can all have a part in bringing this to market!

The Facts

42%

Of guests book *multiple* times

32%

Of guests use business features

9%

MoM growth of group bookings

350%

Increase in loyalty program inquiries

Execution Strategy

Staged Approach

Stage 1

Loyalty rewards for guests

Stage 2

Integrated partner programs

Stage 3

Comprehensive dual-sided package

Success Metrics

Repeat
Bookings

Group
Bookings

CLV

Let's get to know our users...

Key Persona Highlights

Gina Globetrot



- Global travel
- Frequent flyer
- Executive Leader
- 42 y.o
- Family - sometimes they join
- Apple, Mastercard, Airmiles, UberX
- ROI driven
- Earned comfort
- Loves expensive tea

Ollie Onsite



- On-demand travel
- Client onsite
- Mid-level Manager
- 29 y.o
- Married no kids
- Lenovo, Google, Uber, Atlassian, Air Miles
- Productivity driven
- Flexible stays
- Loves gaming & technical projects

Tina Teammeets



- Planned events
- Team meetups
- People leader
- 35 y.o
- Family - never join
- Apple, tripAdvisor, Uber for business
- Organization driven
- Budget conscious - may plan multiple people
- Loves people

Hypothesis

By introducing a comprehensive loyalty program with exclusive perks we will boost group bookings and repeat bookings from business users and for top hosts.

Based on strong returns from loyalty benefits in adjacent markets, and with support from our user data, all models indicate a high potential for success, direct alignment with our core values and support for major revenue streams.

The Data

Loyalty program inquiries

- **350%** increase in loyalty program inquiries (-6m)
- **67%** of inquiries generated by users linked to business travel
- **3 Major partner** inquiries

Adjacent competition

- **Uber:**
Uber Rewards Program
- **Marriott:**
Marriott Bonvoy Program
- **Air Canada:**
Aeroplan Program

Guest behaviour

- **42%** of Guests book multiple times
- **23%** of Guests have booked 5+ times
- Repeat Guests filter by price or rating **2x more**

Host behaviour

- **54%** left due to guest quality or volume
- **35%** host units with notable business amenities
- **3x** more likely to cancel low rating/volume guests

More Data Here!

Time for more...

Good News

Validation & Testing so far

User Interviews

- 78% had express interest in loyalty benefits
- 69% had redeemed adjacent loyalty benefits

Usability Tests

- 82% organic click-through rate in mockups
- 59% filtered by loyalty program benefits

Partner Responses

- 3 major partners offered combined programs
- 1 tech partner offers loyalty stack technology

Host Interviews

- 74% indicated intent to register
- 52% were open to add business amenities

Experimentation

Booking Confidence: Badges

The Test

- Organic user searches
- Badge vs no Badge
- No price or listing changes

The Results

- More clicks on badges
- Faster to book
- Less hunting within each listing

Group Bookings: Discounts

The Test

- With vs without discounts
- Booking speed
- Booking volume

The Results

- Slight increase in group size
- Faster booking speed
- Discounts = sales

Branding: Icons & Message

The Test

- Luxury vs
- Simple vs
- Cutting Edge

The Results

- Simple Luxury
- Better emotions
- More confidence

ANNOUNCING



Prestige

Program Details

For Prestige Guest Accounts

- **Special booking options**
 - High quality rooms
 - Business equipped
- **Partner rewards**
 - \$5 Uber credit per booking
 - 40 Air Miles per booking
- **Bulk booking discounts**
 - 2% for 3-5 guest orders
 - 5% for 5+ guests

For Prestige Host Listings

- **Option to Prestige host**
 - Listing only shown to Prestige
 - Visible Prestige designation
- **Vetted professional guests**
 - Highly reviewed
 - Many bookings
- **Reduction in service fees**
 - 2% service fee (3% normal)
 - No reduction in service



How to Qualify

Prestige Guest Accounts

1. More than 2 past stays
2. Greater than 4 star rating
3. Individual user or business account

Prestige Hosts Listings

1. More than 4 bookings
2. Greater than 4 star rating
3. Per listing qualification

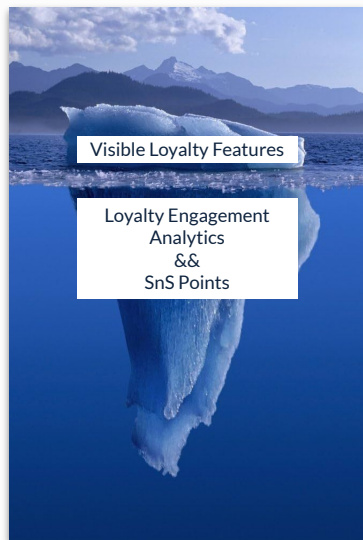
Themes:

Quality Behavior = Quality Experience
Low barrier of entry
High return rate

Prospective: SnS Prestige

Highlights:

- *Automated qualification*
- *Prestige badges: Guests & Listings*
- *Prestige perks page*
- *Prestige discounts at checkout*
- *Data & Analytics tracking*



User Interface

- Rewards information screen
- Prestige Badges (listing & profile)

Backend Tech

- Specific loyalty data tracking
- SnS Points = hidden total

Integrations

- Uber Rewards (API)
- Air Miles (API)

Analytics

- Drive future changes
- Engagement data for partners

TBD

- *Dedicated Support UI*
- *Scaling considerations*

Before we jump... the MVP

Highlights:

- *Users first -> convince hosts*
- *Rewards at checkout*
- *Auto-applied badges*
- *Basic analytics*

Goals & Metrics

- Collect real data to solidify full investment
- Data to encourage prestige host signups
- Prestige user metrics:
 - Repeat bookings - users
 - Group bookings - user groups
 - CLV, CLV, CLV!

User Interface

- Prestige User Badges
- Minor checkout discount UI

Backend Tech

- Specific loyalty data tracking
- Discounts system for guests

But NOT

- *Host rewards or badges*
- *Integrated*
- *Metrics beyond usage*
- *Dedicated rewards pages*
- *Dedicated support*

Roadmap

Research & Planning

- Data analysis
- User interviews
- Department head feedback
- Personas

(8 weeks)

Design & Develop

- Study User Flow
- System Design
- Validation
- EPICs & Stories
- Sprints!

(12 weeks)

MVP Launch

- QA
- Usability tests
- First launch
- Light Launch (6 weeks)

Feedback & Analysis

- User feedback
- Usage analysis
- Re-prioritize next sprints

(6 weeks)

Launch & Marketing

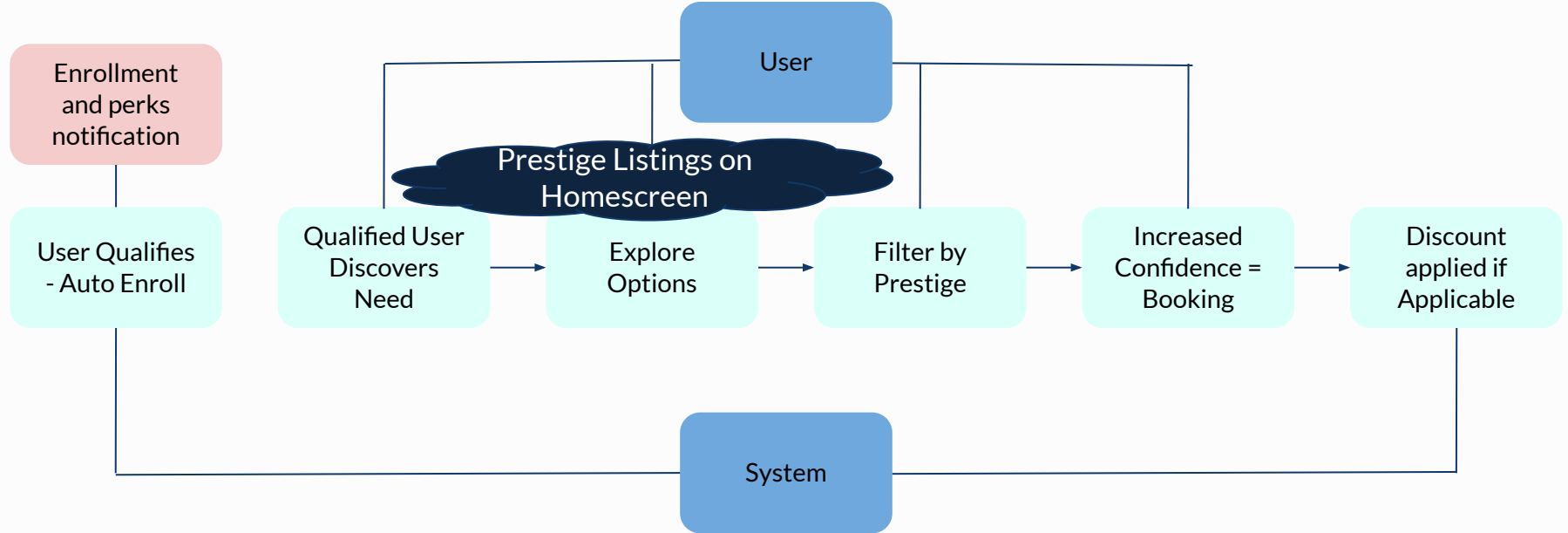
- Content
- Partner news releases
- Full support model
- Dedicated teams

(14 weeks)



We are here

User Journey - Searching & Booking with Prestige



User Journey – Other Considerations

Minor Changes


- Hosts can choose to book as Prestige only or available to all
- Host can see requesting guest's Prestige badge
- Prestige program & Partner's perks offering (non-MVP)



No Changes



- Non-prestige guest profiles
- Non-prestige listings
- Billing and reporting
- Payment methods


Mockups

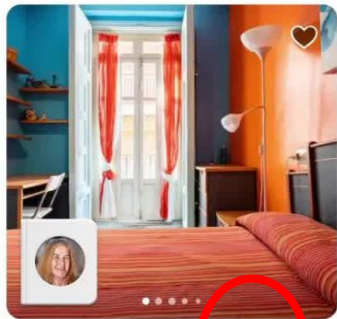
stay n sleep


Anywhere Any week Add guests 




Rooms  Amazing pools Top of the world Play Amazing views Countryside OMG! Beach Cabins Lakefront  Filters

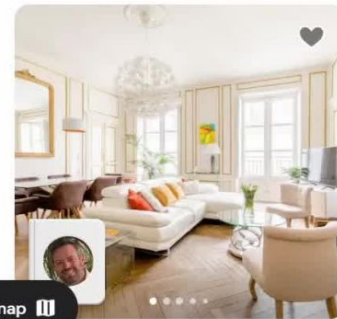
Display total price Includes all fees, before taxes 



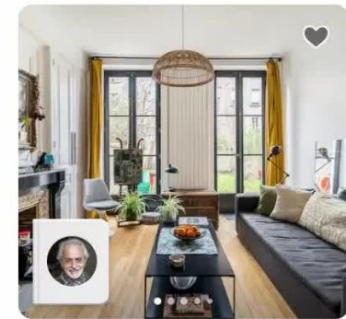
Valencia, Spain
Stay with Sagrario · Coach  ★ 4.87



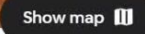
Torino, Italy
Stay with Carmela · Hosting for 7 years ★ 4.87



Nantes, France
Stay with Golwen ★ 4.96



Lyon, France
Stay with Edouard · Coach trainer ★ 5.0



FILTER

PROGRAM

BADGE

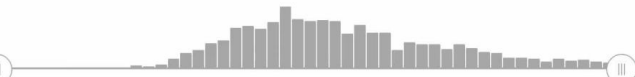
Mockups

×

Filters

Price range

The average total price for 2 nights is £415



min price
£ 20

max price
£ 1000+

Type of place

☐ Entire place
A place all to yourself

☐ Shared room
A sleeping space and common areas that may be shared with others


☐ Room
Your own room, plus access to shared spaces

☐ Prestige
Verified high quality business spaces


Clear all

Show 1,000+ stays

FILTER



Shipping container
Escape Pad



BADGE

★ 4.92 (37 reviews) • Superhost

Price details

| | |
|---------------------------------|---------|
| £150.00 x 2 nights | £300.00 |
| Prestige Group Booking Discount | -£15 |
| Airbnb service fee | £55.06 |
| DISCOUNT | |
| Total (GBP) | £340.06 |

Initial Sprints Overview (#of predicted sprints)

MVP Backend (x4)

1. Discounts System
2. Basic Badging Support
3. Backend Analytics

Validation & Planning (x5)

1. Prove Metrics
2. Real user feedback
3. Backlog reprioritization

MVP Frontend (x4)

1. Discounts in checkout
2. Profile Badges
3. In-app marketing

Research, Design & Strategy (x10)

1. Rewards type
2. User Behaviour
3. Experiment & Feedback

V1 Development (x7)

1. Partner integrations
2. Listing badges
3. Prestige rewards page



Metrics & KPIs

Core Metrics

Repeat Bookings

Metric: **RBR** (repeat booking rate)

Current Data: **42%**

Metric Goals

Goal

51% (21% increase over 6 months)

Group Bookings

Metric: **GBR** (group booking rate)

Current Data: **7%**

Goal

9% (28% increase over 6 months)

Customer Lifetime Value

Metric: **CLV** (customer lifetime value)

Current Data: **\$1045**

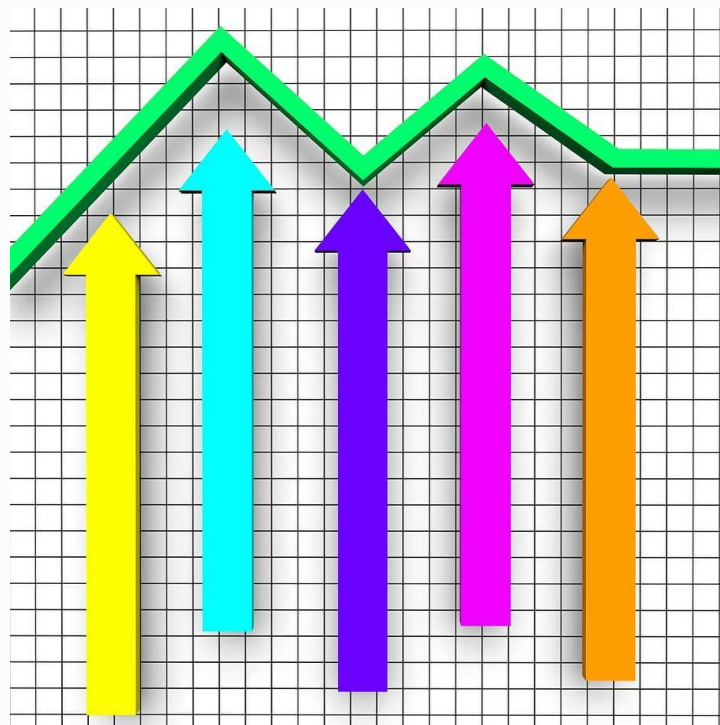
Goal

\$1150 (10% increase over 6 months)

More tracked metrics

- Redemption rate (*redeems perk*)
- Participation rate (*net users*)
- Upsell ratio (*individual to business user*)
- NPS
- CSAT

Valuable metrics that can still influence roadmap



GTM!

Launch Owner

Jesse Sheather (PM)

Target Personas

Gina Globetrot

Ollie Onsite

Tina Teammeets

Financial

Drive booking volume

Discounts for groups

Repricing prestige listings

Marketing Strategy

Badges

In-app marketing

Auto enrollment

LinkedIn case studies

Medium article

A/B testing paid ads

Support & Maintenance

Shared for MVP

Dedicated team for Prestige



Stay N Sleep Prestige drives value for ALL of our stakeholders



Q&A

–

Group
Coffee
Chat



Before we go...

Thank you Kaustubh!

Thank you for your time

Now Lets Gooooo

stay n sleep

