



**SPA**FINDER R

Marketing Opportunities<sub>1</sub>

# Bringing you the best technology & customers



Blackhawk believes in the power of brands to motivate people. We develop new ways to give, receive & use “branded value” gift cards, digital payments & loyalty points around the world.



Spafinder, a division of Blackhawk Network, is one of the world's largest marketing, gifting, incentives & rewards companies in the spa & wellness industry. We sell gift cards which can be used for payment of any services at our extensive global network of partner locations. Gift cards are available at over 40,000 retailers, via corporate rewards programs & sold online at [www.Spafinder.com](http://www.Spafinder.com)



# Our network & gift cards

Spafinder has an extensive network of top spas, hotels, resorts, day spas, fitness & wellness studios

We drive customers to our partner locations with the sale of our gift cards, which can be used as payment for any service

Gift cards are available at major retailers, including



# Some exciting initiatives this year

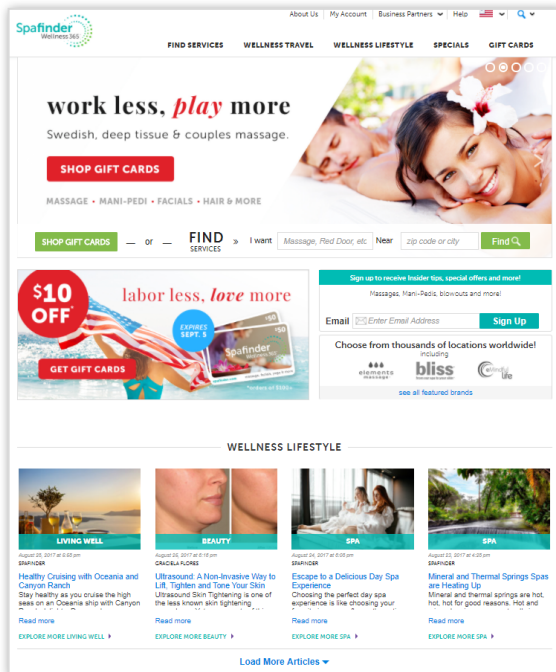
---

- \$7M increase of Spafinder gift cards in the market
- New major retailers added, our gift cards will now be sold in
  - ✓ All Target stores nationwide
  - ✓ 420+ Whole Foods stores
- New & improved Spafinder gift card
  - ✓ Receive payment within 2 business days
  - ✓ POS automatically debits from the card
  - ✓ Easy accounting
- Partner Reporting Tool
  - ✓ Easy online access to download reports & view redemption data anytime
- Increased marketing in retail distributors to launch new card June–December 2017
- Increased participation in B2B loyalty & rewards program with Chase Bank & airline partners
- Focus on quality properties: we removed non-performing partners from the network, so the consumer is more likely to find your business!
- Additional paid marketing opportunities: adjusted for both peak times & slower seasons



# Our platforms maximize opportunities to reach prospective customers

## Web



7MM visitors annually

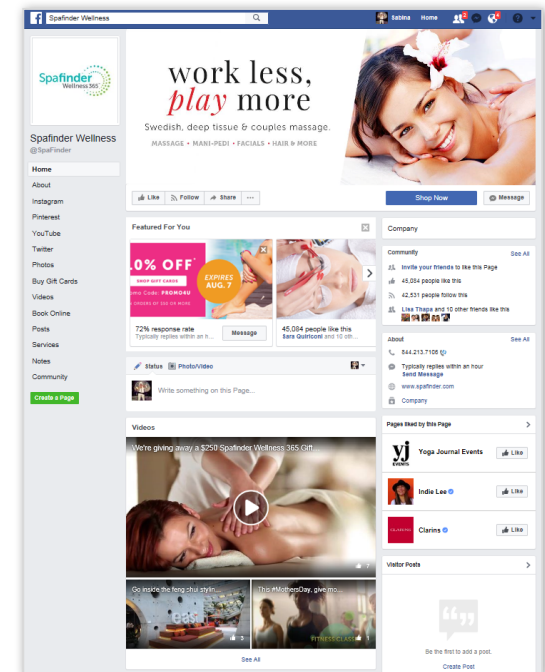
- spafinder.com
- spafinder.ca
- spafinder.uk

## Email



200K+ consumer database

## Social



44K+ Facebook

21K+ Twitter

3K+ Instagram

# Spafinder.com audience

## Demographics

- **73% Female**
- **35% are <45 years old**
- 30% are 25–34 years old
- 23% are 35 to 44 years of age

## Visitors

- **77% New Users**
- 27% Returning Users

## Site Traffic

- 447,200 visits/month
- 2 minutes spent/visit on spafinder.com
- 4 page views/visit
- Top 5 States: NY, CA, IL, TX, D.C.

## Top Metro Markets\*

- New York, NY
- Los Angeles, CA
- Chicago, IL
- San Francisco, CA
- Miami, FL
- Washington D.C.
- Dallas/Ft. Worth, TX
- San Diego, CA
- Atlanta, GA
- Phoenix, AZ



# Media & press coverage



# JOIN THE SPAFINDER PARTNER NETWORK TODAY!





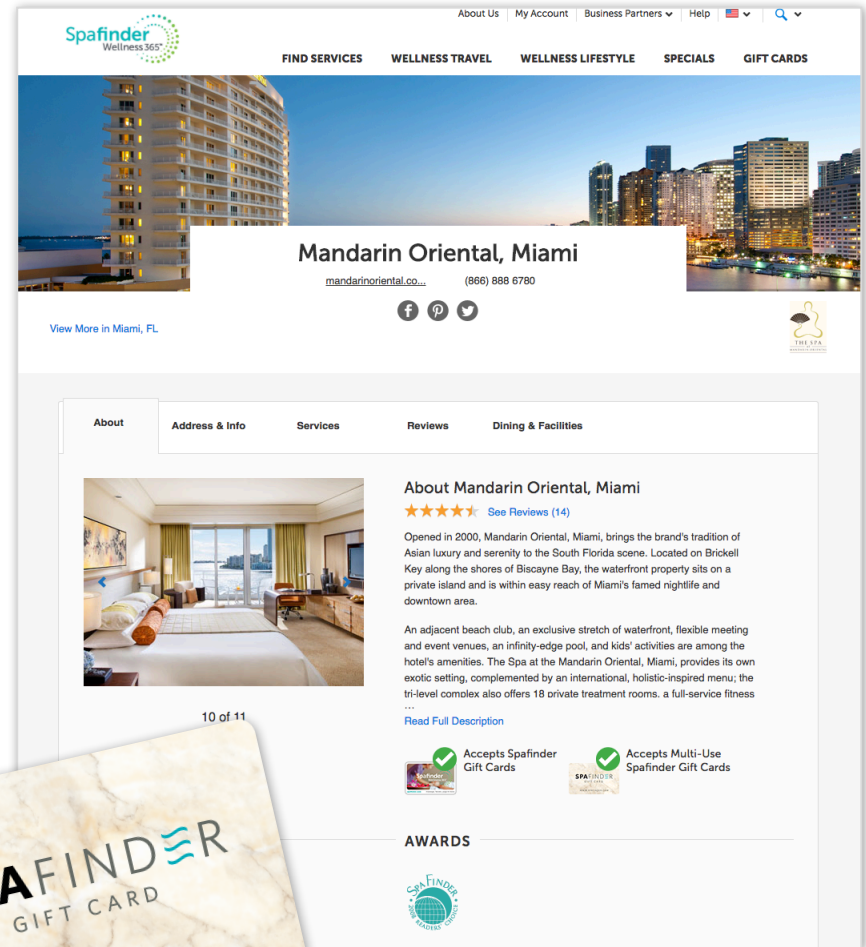
# Marketing program

## Partner Program Includes

- Ability to accept Spafinder Gift Cards
- Year-round exposure
- Dedicated customer support
- Easy online & mobile redemptions
- Comprehensive reporting

## Profile Page

- Hero image & description
- 16 images + streaming video option
- Property contact info, map, hours of operation
- Services section with descriptions & spa menu
- Special Offers section for seasonal packages
- Facilities section, photos & descriptions
- Customer Reviews
- Social Media info



# Legacy gift cards have a two step redemption process



## Redeem Online

1. Go to **www.Spafinder.com/redeem**
2. Login to your partner account with your username & password
3. Enter gift card number & face value
4. Payment is received in approximately 10 business days

## Redeem Via Mobile App

1. Download “**SFW Partners**” App
2. Choose card type “Spafinder Wellness 365”
3. Scan gift card barcode & enter dollar amount
4. Submit for instant validation response
5. Payment is received in approximately 10 business days



# New multi-use gift cards makes things easier for you & your customers



## Benefits for your business

- Easier payment process for you and your customer
  - *Redeem at point of sale*
  - *Your payment is received in 2 business days*
- No need to login to call to redeem
- Faster payment
- Less accounting
- Happier customers

## How it works

- Customer presents a new Spafinder gift card
- Swipes the gift card through your POS system
- Enter the transaction amount
- Your POS automatically debits the charge from the amount on the gift card
- You receive payment within 2 business days

# MAXIMIZE YOUR PROGRAM



# Best practices

## General Awareness

**Let your clients know you accept Spafinder gift cards** via signage, email, social media and newsletters. The more clients who know you are a part of the network, the more gift card redemptions and new customer acquisitions you will see.

## Profile Updates

**Ensure your profile has the most updated information** to give the best impression of your property, including:

- Images (up to 16 plus a hero image)
- Tout (mission statement)
- Correct contact information and website link
- Social media links
- Updated Spa Menu
- Dining/Amenities Information
- Video

## Tools

### Special Offers

One of the most effective promotional tools is special offers. You can post an unlimited amount, as often as you wish. We recommend a combination of day spa deals, getaway offers and group promotions. You should have at least two offers posted at all times.

### Events

Events at the hotel can help to attract both local and out of town guests. We are happy to share the details of any events you are hosting, including Spa Happy Hours, Trunk Shows, Culinary Demonstrations or Holiday Parties.

### Reviews

Customer reviews are extremely important. They will help your search results and help a guest choose your location over another spa. Many of our partners use email or bounce cards to encourage customer reviews on Spafinder.com



# Reach our affluent, educated consumer database with targeted emails

## eNewsletter Email Example

### Dedicated Email

(3 tiers)

- 100K subscribers
- 200K subscribers
- 300K+ subscribers

### Special Offers Inclusion

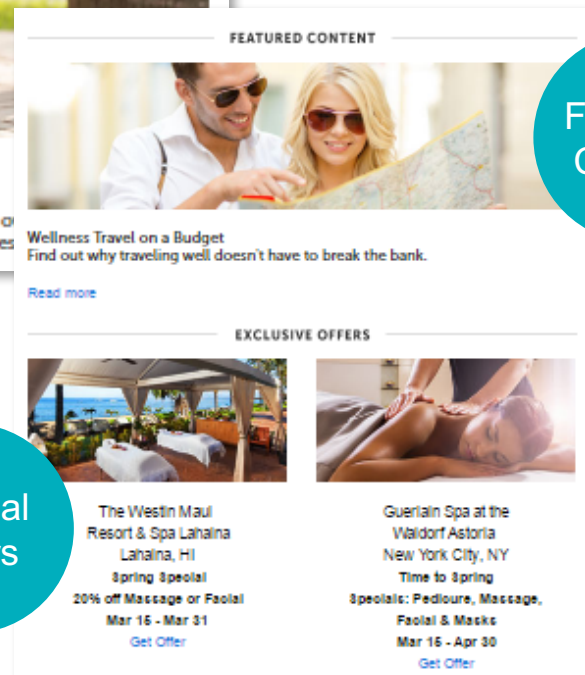
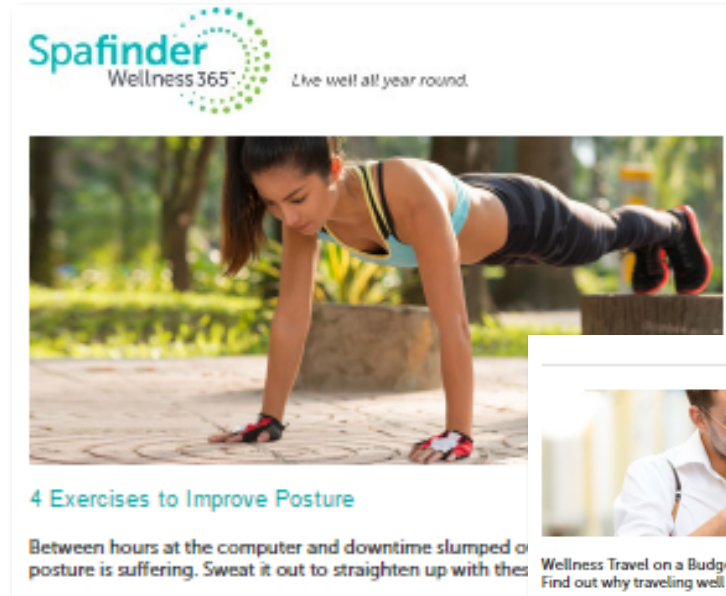
(eNewsletter or Spa Insider)

- 200K subscribers

### Featured Content Inclusion

(eNewsletter)

- 200K subscribers



Featured Content

Special Offers



# Maximize brand exposure & sales with month-long seasonal campaigns

## 2018 Vacation Campaign These Ideas

- **January:** Fab Fitness Vacations
- **February:** Couples Getaway
- **March:** Foodie Spas
- **April:** Mom & Me
- **June:** “I do” Destinations
- **July:** Spa by the Sea
- **August:** Girlfriend Getaways
- **September:** Urban Oasis Spas
- **October:** Staycation Vacations

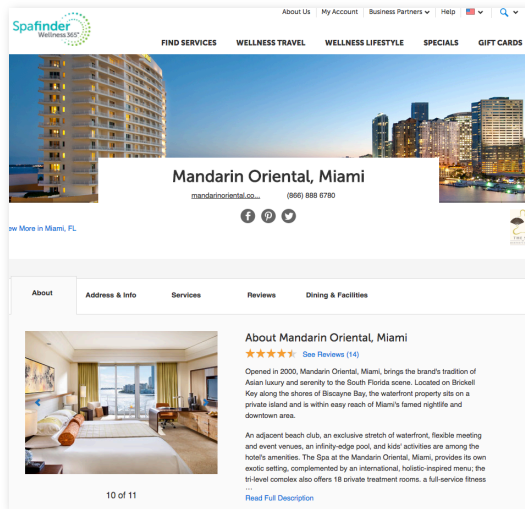


**500k**

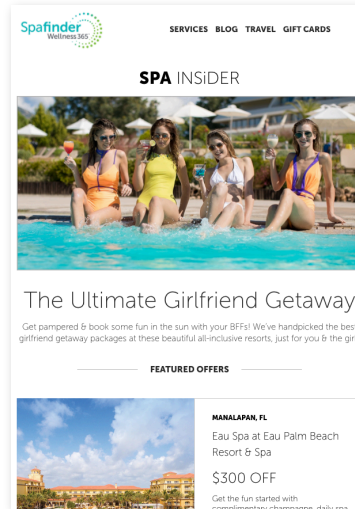
est. impressions  
per theme

# Broad reaching campaign channels drive sales to your offers

## Landing page



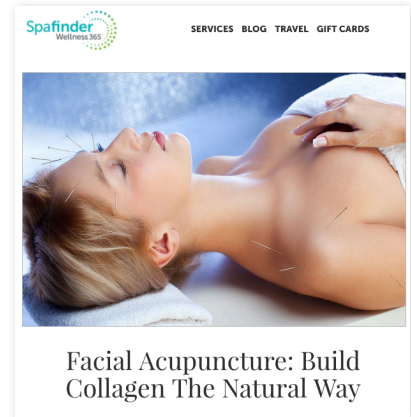
## Emails



## Blog post



## eNewsletter



## Homepage banner



## Additional Vacation Ideas Campaigns include...

- Facebook Posts
- 4 Run of Site Banners

# Get your business at the top of the search results with geo-targeting & banner ads

Partners receive **200% average increase** in profile views and nearly **DOUBLE** the amount of clicks to their website

## Individual Option

2 week priority placement

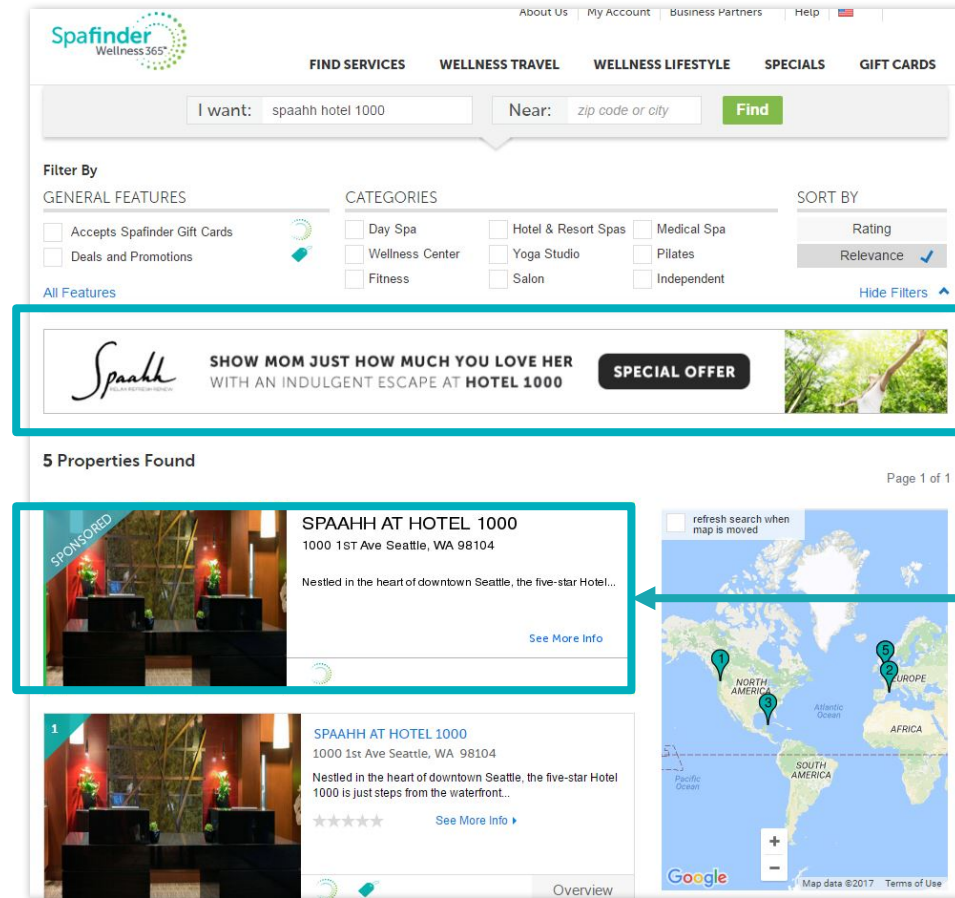
## Package Option

8 total placements in 2018  
(2 per quarter)

## Banner Add-On Option

Increase brand awareness by adding geo-targeted banner linking to your Spafinder profile or website.

\*Limited to two per top market  
(per 15 day period)



[View Online](#)



# THANK YOU

We look forward to sharing  
our network with you!