

priceline.com[®]
partner networkSM

insider secrets from priceline

hotel marketing - insider secrets from priceline



Priceline.com is a leading online travel provider. But you don't have to be the priceline negotiator to earn some serious green in this market.

Earn More With These Insider Secrets

Name Your Own Price - 10% more business for you!

When you can integrate Name Your Own Price savings on your site you are offering an exclusive program that other booking engines just do not have. Priceline Partner Network members currently report about 10% of their sales as Name Your Own Price sales. That means that 10% of the visitors are flexible, and that means that without flexible options available on your site, you are going to miss out on what could be 10% more business.

	Non Flexible Monthly Bookings (\$)	Non Flexible Monthly Bookings (\$)	Non Flexible Monthly Bookings (\$)
Your Site with Priceline Partner Network	\$10,000	\$1,000	\$11,000
Your Site with another leading booking engine provider	\$10,000	\$0	\$10,000

hotel marketing - insider secrets from priceline

Commissions on Phone Sales - 25% more profit!

Priceline Partner Network has a call center that takes your bookings 24/7. While other affiliate programs, or maybe even your current provider offers this service, you may notice that their commission payouts on phone bookings are often half of their commissions for online bookings. The Priceline Partner Network's are the same. So, really with Priceline Partner Network depending on the number of phone sales you do, theoretically you could increase your profitability by 25%!

	Monthly Phone Bookings	Monthly Commissions	Total Monthly Profit
Your Site with Priceline Partner Network	\$4,000	10%	\$400
Your Site with another leading booking engine provider	\$4,000	5%	\$200

Flexible Service Fee Program - 35% more earnings!

This is where you can really maximize your earnings with a very small increase in price. Priceline Partner Network offers an optional Service Fee Program. The amount and structure of the service fee program is completely up to you. We highly recommend using the program though because it can increase your profit in a big way fast. In most cases the Service Fee is set up as a flat fee per night, plus a percentage of the booking.

So, Let's say you have a service fee of \$5.00 a night, plus 2.5% of the total booking. If a customer books 2 nights at \$110, then the fee of \$7.75 per night will be charged, amounting to a total service fee of \$15.00. Priceline Partner Network will split that with you down the middle. Now you're increasing your profit on your sales by roughly 35%.

	Monthly Bookings	Monthly Commissions	Monthly Service Fee Earnings	Service Fee Contribution to Earnings
Your Site with Priceline Partner Network	\$10,000	\$1,000	\$375	37.5%
Your Site with another leading booking engine provider	\$10,000	\$1,000	\$0	\$0

hotel marketing - insider secrets from priceline

Banner Advertising

This is a part of the business that is often overlooked and can really increase your earning per visitor. Priceline Partner Network is partnered with some great advertisers including Hertz, Alamo, Telus, and more. The Priceline Partner Network banner program is also optional, but when you are earning an extra \$2 per 1000 impressions on your sites, we think you will want to leave it on.

	Monthly Visitors	Average CPM Rates	Earnings on Banner Advertising
Your Site with Priceline Partner Network	500,000	\$2	\$1000
Your Site with another leading booking engine provider	500,000	\$0	\$0

Affinity Advertising

Priceline Partner Network is also partnered with Affinity . This is a great program that we recommend you offer. Affinity is a service that your customers can sign up for when they get to the booking page. This is a rewards service for your customers. But here is how you are going to profit from this. Affinity is going to pay you \$0.25 every time their ad is seen. That means that you are making another \$0.25 on every booking you make. The customer doesn't even need to use the service for you to earn your commission!

	Monthly Bookings	Earnings on Affinity Impressions
Your Site with Priceline Partner Network	100	\$25
Your Site with another leading booking engine provider	100	\$0

hotel marketing - insider secrets from priceline

Contact

For more insider secrets contact our Partner Relations Manager:

Rob Mauer

Partner Relations Manager

P: 204-943-7885

F: 204-943-7869

Rob.Mauer@priceline.com