

# Simpleguide DTN Express



## Make partner ad-buying easy through your CRM member/partner extranet

Now DMOs can give their members and partners the convenient option of viewing and purchasing online advertising opportunities from the **DMO and the Destination Travel Network** through the Simpleview CRM member/partner extranet.

You're already communicating with your members and partners through your Simpleview CRM member/partner extranet, and many of you have requested additional ways to encourage ad sales through this communication tool. That's why we created DTN Express. **DTN Express brings online ad buying opportunities to the extranet for members and partners to view and purchase via a quick and simple online form.** Members and partners are aware of the opportunities available to them every time they visit the extranet, and they can choose to participate when the time is right for them.

### HOW IT WORKS



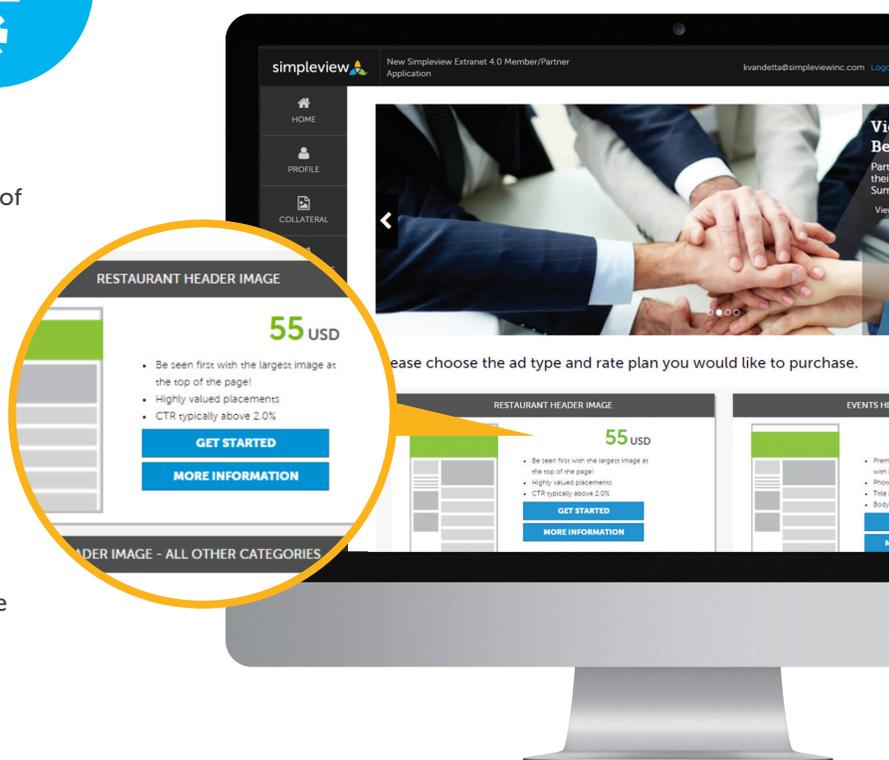
#### MEMBERS/PARTNERS SEE COLORFUL, VISUAL EXAMPLES

Members/partners see colorful, visual examples of options available on your website, such as Page Sponsor or Featured Listing ads.

#### PURCHASE A SUBSCRIPTION

If they like what they see, they can click to purchase a monthly ad subscription.

They can then fill out a simple online form with ad specifications, and DTN takes it from there, creating an ad that seamlessly integrates with the destination website. It's that quick and easy. That's why we call it Express.



## DTN IS HERE TO HELP

While your members/partners will have the option to select and provide details for their website ads, **they can speak with a DTN representative at any time for help choosing ad placement options or tracking ad progress.** Ad subscriptions can be cancelled at any time.



### Q: WHY IS A SUBSCRIPTION MODEL RIGHT FOR YOUR MEMBERS/PARTNERS AND YOU?

**A:** The convenient subscription model means member/partners don't have to remember to order a new ad each month, and **they can plan their budget around an expected flat rate.**

DTN can spend less time on current customer retention and more time on bringing you new business. In turn, your DMO team can plan your budget around predictable monthly revenue.

### Q: WHO HANDLES THE AD PROCESS AFTER A MEMBER OR PARTNER PURCHASES AN AD SUBSCRIPTION THROUGH OUR EXTRANET?

**A:** DTN still handles all the details of managing the online ad campaigns, from placement and design, to performance tracking.

The DTN Express simply allows your DMO to provide one more avenue for members/partners to invest in your website sponsored content offerings, via the Extranet. They can still reach out to DTN at any time for service, whether they are currently engaged in a DTN program or simply interested in their options.

## Other questions about DTN Express?

Contact Paul Franke:  
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Schedule a Demo:  
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