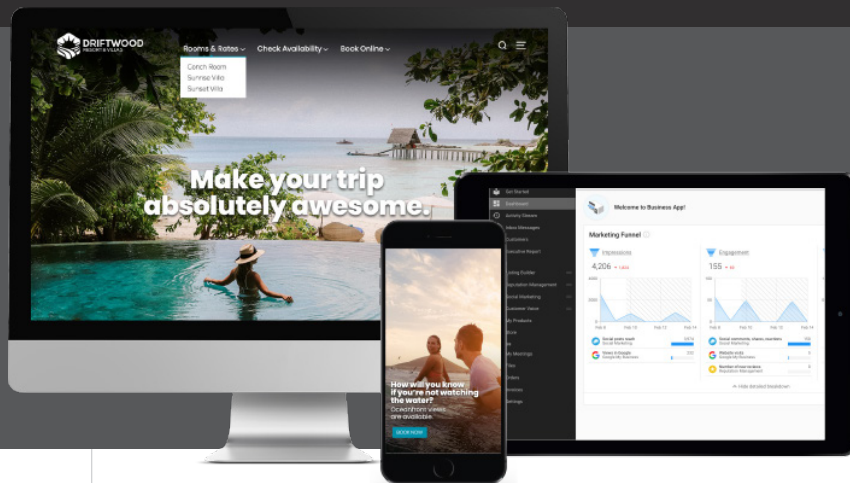


DTN DIGITAL MARKETING PRODUCT SHEET

DTN WEBSITE

A versatile and customizable website solution that empowers your partners to connect with and convert inbound and in-market visitors with an easy-to-use content management system and a robust business insights dashboard.

\$149 MONTHLY
\$899 ONE-TIME SET-UP



DTN LISTINGS

Ensures that your partner's business information is accurate across devices to create positive experiences for your visitors.

\$78 MONTHLY

	Google Dr. Connor McDavid x	Accurate	✓ Synced
	Facebook Identified x	Found with 2 possible errors	✓ Synced
	Instagram Identified x	Accurate	✓ Synced
	Twitter John17381372 x	Accurate	✓ Synced
	Foursquare View listing	Found with 2 possible errors	Manual update only
	Neustar / Localize	Not found	Manual update only

DTN REPUTATION

Empowers your partners to understand their online reputation and customer sentiment and enables them to easily manage customer reviews and questions.

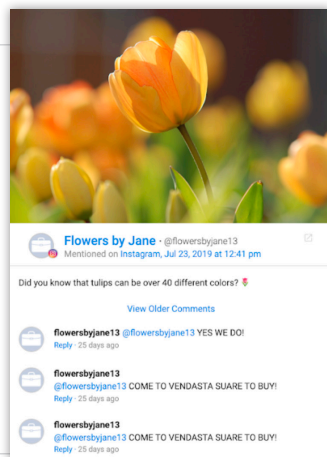
\$78 MONTHLY

Explore trending keywords		
Services	Negative	25
Clinic beds	Positive	14
Facility	Negative	11
Staff	Negative	10
Queue	Positive	10
Emergency room	Positive	9
Rooms	Negative	8
Experts	Negative	5
Timing	Negative	4

DTN SOCIAL

A robust social media content management console that will help your partners manage social media content, respond to their fans, and address customer concerns.

\$49 MONTHLY



DTN DASHBOARD

Summarizes data from all of your partner's digital marketing channels – from site traffic to social engagement to listings management – making it easy for partners to know what's happening and what they need to do next.

**FREE WITH THE PURCHASE OF ANY
DTN DIGITAL MARKETING PRODUCT**

Do you allow dogs in your rooms?

DTN COMMERCE

An add-on option for DTN Website, DTN Commerce is a robust online shopping cart and POS solution designed to help your partners more easily manage in-store and online sales, inventory, and promotion.

\$60 MONTHLY
\$1,000 ONE-TIME SET-UP

DTN CHAT

Your partner's 24/7 web bot team member that will empower your partner to field customer questions online and after hours and convert those users into customers.

\$69 MONTHLY



Oh yeah, we love our animal guests. There's a small \$75 cleaning fee if your furry friend tags along. FYI.

Also for very hairy children.

May I loop in our reservation desk to check the availability of our pet-friendly rooms for you?

Connect with front desk

I have more questions...



Making visitor marketing easy.
Details online at DTN.Marketing.

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DTN DIGITAL MARKETING WHAT'S IN IT FOR MY DMO?

ANNUAL REBATES

DMO partners who participate in the DTN Digital Marketing program will receive an annual rebate for the life of the customer's program. The amount of the rebate is based on the scope of the partner's program. Annual rebate amounts for our most common program packages are outlined below. (Rates are subject to change over time.)

DTN Website
DTN Commerce				.	.
DTN Chat
DTN Search					.
DTN Listings	.	.			.
DTN Reputation		.			.
DTN Social		.			.
ANNUAL REBATE	\$197	\$171	\$131	\$167	\$559

What do I need to do?

Almost nothing! The DTN Digital Marketing program asks very little of our DMO partners. We simply request that you allow us to have conversations with your partners about their digital marketing strategies and, if it's a good fit, offer DTN Digital Marketing products as a possible solution.

Will you increase the volume of calls to our partners?

The DTN Sales team will fold details about the complementary digital audit and DTN Digital Marketing products into the conversations that we're already having with your partners in the course of our sales campaigns.