






### What is a Limited Time Offer Application?

A Limited Time Offer Application (LTO) is an interactive marketing application that serves as the central hub for a multi-channel campaign promoting a special offer or package. An LTO application is the perfect marketing tool to drive bookings and revenue in times of low occupancy, group cancellations, around a major holiday (Ex. Cyber Monday), new product launches, etc.

The LTO application features a prominently displayed countdown clock, booking functionality with embedded promo code, large, rich images of the hotel, social and viral sharing features, an Email sign up widget, and promotional content about the sale, benefits, and rules.

For a one-day Limited Time Offer, users complete the sign up form to receive an email reminder on the day of the sale. For a multi-day Limited Time Offer, users sign up to receive a promo code to book the special offer.

### BENEFITS:

-  Highly visual and fully-responsive design
-  Generates buzz and brand awareness
-  Builds the email marketing list
-  Increases website traffic
-  Boosts bookings during a need period

