

Amsterdam, 20th of February 2018

Unfortunately we have decided to stop with the Staying guest app.

After the introduction of our service in May 2017 we have tried to market our service and to improve the usage of the Staying guest app.

We want to thank all signed up properties for their valuable feedback. A special thanks to the early adopters who were really helpful with all comments, suggestions for improvements, bug reports, etc. We feel sorry to let you down now.

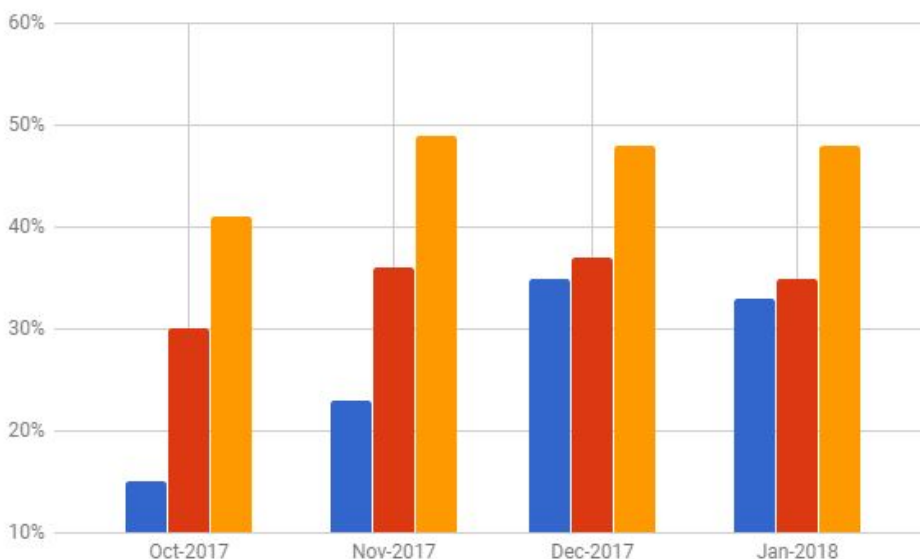
We are data driven. And we have done several experiments to improve our service. We like to share the results with you.

We have sent marketing emails to about 50,000 properties (2- 50 rooms in native english speaking countries). 3,000 property owners have signed up and have installed / tried out the guest app.

Of the 3,000 owners only 120 decided to start using the app for their guests ('active' properties). Although the number of 'active' properties was small, it generated enough data to run experiments to improve our service.

Our most important data point was the number of guests installing the app after receiving an invitation of the property ('conversion').

To become successful we wanted this conversion to be at least 60%. And this is where we failed. We ended up around 35%.



*Blue: percentage of invited guests using the chat functionality*

*Red: percentage of invited guests installing the app*

*Yellow: percentage of invited guests opening the link in the invitation email and/or text message*

The yellow column shows the percentage of guests opening the invitation link in the email and/or text message. More than half of the guests was not interested at all, simply did not read their email or were afraid to click on a link (some feedback).

The growth in Oct/Nov is caused by our experiment to send not only an email but also an sms / text message. This showed a nice improvement. Other experiments were not as successful. We didn't manage to increase the percentage during the last couple of months.

The red column shows the number of guests installing the app ('conversion'). The 'sms' experiment showed a nice improvement in Oct/Nov. But other experiments failed and in January the number actually decreased. We got a lot of feedback. Some people don't want to install any more apps or even don't know how to do it.

The blue column shows the percentage of guests using the chat functionality. We made some improvements in the app to make it easier. We also introduced the 'customized' welcome message of the property. This made it more personal. A successful experiment was to add the question 'Please let us know what time you arrive'. In November we successfully introduced a solution to chat without installing the app ('browser based chat').

Existing properties can keep inviting guests until the end of April. The 'direct' link will work as well until the end of April.

From the 1st of May guests can not install the app anymore.

Guests who already have installed the app can use it until the end of 2018.

New properties can not sign up anymore.

If you have any questions/comments please feel free to contact us at [info@staying.nl](mailto:info@staying.nl)

The Staying Team