

Supercharging booking confidence: How Super.com drove massive growth with Refund Protect

THE CHALLENGE

Super.com, one of the world's fastest-growing travel and fintech platforms, needed a flexible, high-performing alternative to traditional travel insurance. Customers wanted refundability without complexity, and Super.com wanted a solution that increased checkout confidence, supported their mobile-first flow, and reduced customer service burden with fast, automated refunds.

THE RESULTS

\$50m+ worth of bookings protected in 2025

100% YoY sales growth

ABOUT SUPER.COM

Founded in 2016 and headquartered in San Francisco, Super.com is a global all-in-one savings and earning app helping millions of customers put more money back in their pockets. With over \$200M raised, 250+ employees, and \$3B+ in total sales, the company has quickly become a category leader in both travel and fintech, powered by its fast-growing Super+ membership program.

KEY HIGHLIGHTS

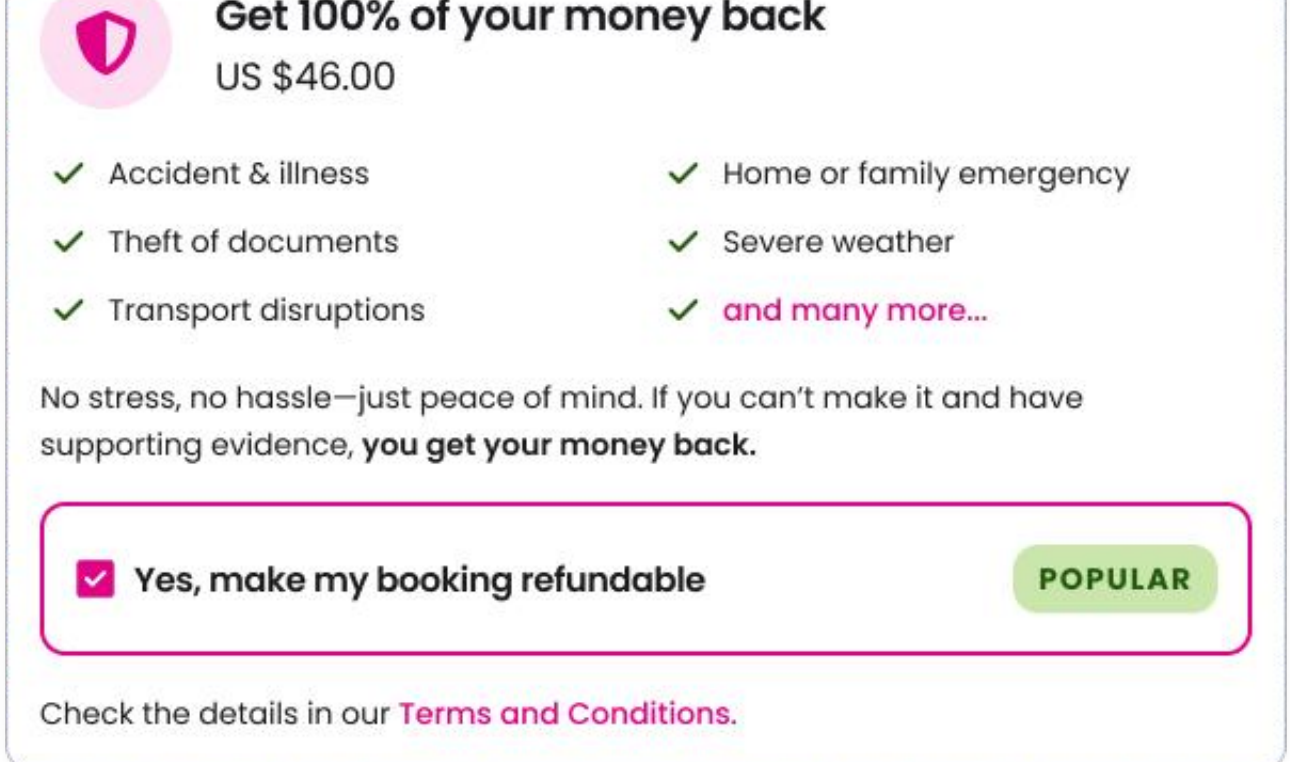
- Fastest-growing membership program in its sector
- Flagship offerings in travel savings and fintech products
- Mobile-first booking experience for scale

Website	www.super.com
Key stakeholders	Aaron Black
Founded	2016
Industry	Travel and Fintech
HQ	 San Fransisco
Company size	250+

"We partnered with Protect Group to offer flexible refund protection on hotel and flight bookings. Customers wanted more peace of mind, and traditional insurance didn't meet their expectations. Protect Group gave us an easy, low-friction way to add refundability, improve checkout confidence, and reduce support burden through a fast, automated refund application process."

AARON BLACK

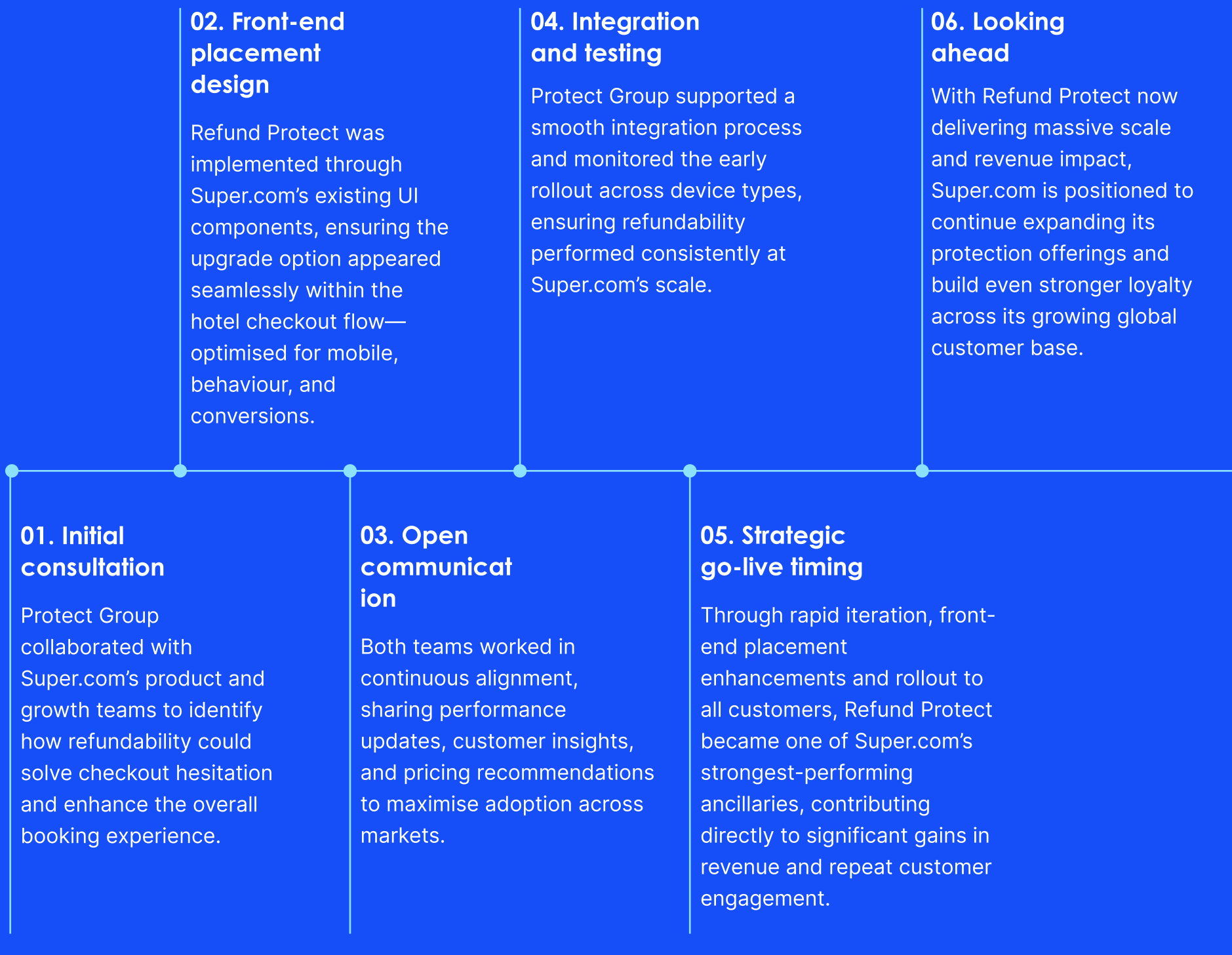
Staff Product Manager



By embedding Refund Protect into its hotel booking flow, [Super.com](https://www.super.com) unlocked a high-performing ancillary that felt native to its mobile-first UX. The frictionless upgrade option, supported by Protect Group's AI-driven Smart Pricing and automated refund process, quickly became a major driver of incremental revenue and customer satisfaction.

THE SOLUTION

Super.com integrated Refund Protect into its booking flow, giving customers a simple, flexible way to secure refundable stays. With automated refund applications, mobile-optimised UX, and AI-powered pricing, the solution improved customer trust while unlocking significant incremental revenue.



THE RESULTS

Refund Protect delivered explosive year-over-year growth, with volume increasing 200% and sales rising 100+% from November 2024 to November 2025. Over \$50+ million in protected booking value in sales was generated, positioning Refund Protect as one of Super.com's most impactful ancillary products.

Super has agreed to Partner with Protect Group to offer their customers Refund Protect for the next 5 years. They have also recently started using Protect Group's Smart Pricing methodology to increase conversion and revenue.

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

- The products and platforms that contributed to partner success.
- Refund Protect

Enabled customers to easily upgrade their hotel bookings to refundable ones, reducing hesitation and improving booking completion rates.
- Smart Pricing

Dynamically adapted pricing to customer and itinerary behaviour, driving sustained increases in uptake and revenue.
- Pulse Reporting Dashboard

Gave Super.com real-time insight into adoption, performance, pricing impact, and behavioural patterns across global markets.