

# ADARA

## TRUSTED, HIGH QUALITY, TRANSPARENT DATA

100+

first party data  
partnerships

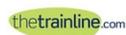
450M+

monthly unique  
profiles

ADARA

### KEY DATA PARTNERS

ADARA collects **search, booking, loyalty & itinerary data** in **real time** directly from the world's leading travel sites



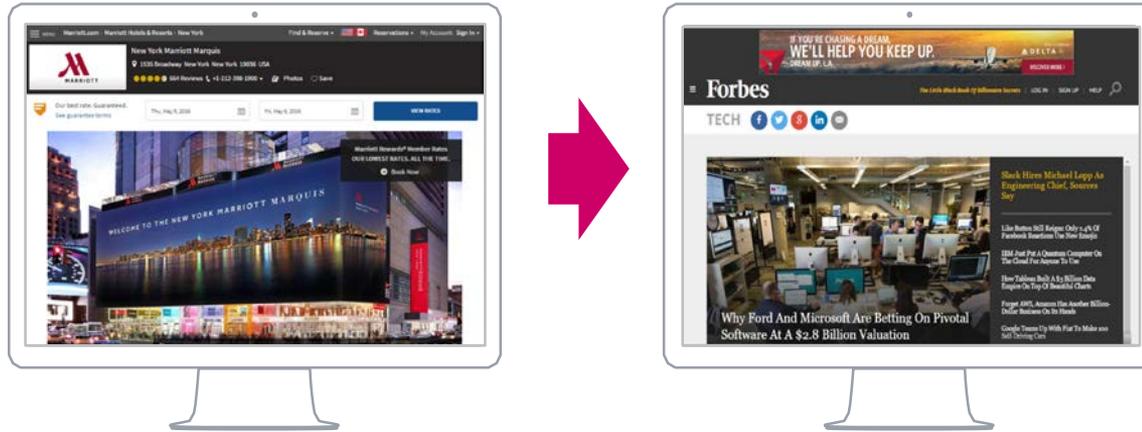
# ADARA DELIVERS TRAVEL INTENDERS — PROSPECTING TACTICS

First-party, real-time data — ‘Travel Intent Data’ takes the guesswork out of prospecting  
1+ billion rich traveler profiles  
450+ millions monthly customers



**ADARA serves your ad the instant we see the prospect online!**

## HOW DOES DATA MONETIZATION WORK?



- A customer visits Marriott.com to search for a hotel in Boise
- A cookie is created on the consumer's browser which identifies them as a Marriott customer and collects data about their website behavior
- ADARA sees the customer later on Forbes (or thousands of other sites) and an ad for Delta Air Lines is displayed
- ADARA collects ad revenue from Delta and pays Forbes for the ad inventory
- **Marriott receives a share of the ad revenue for the use of its data**

## IDAHO VISITOR PROFILE

Who is searching & booking?

2-million searches annually

53% business / 47% leisure

7% front of cabin / 93% economy

50% mid-tier hotel

33% full-service hotel

LOS = 2.0 days

\$155 ADR



## MOST VALUABLE FEEDER MARKETS

*ADR by State of Origin*

