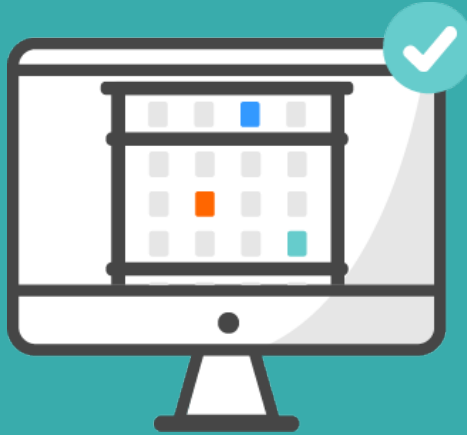


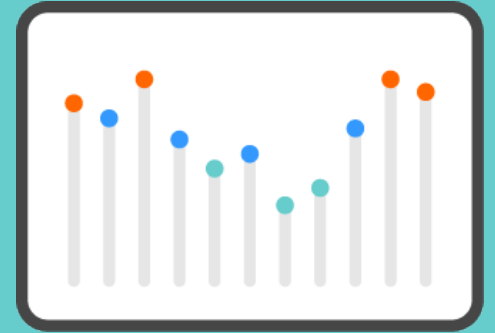
Sojern Traveler Platform



Data Monetization



Data Driven Marketing



Audience Insights

Access 350M+ Monthly Traveler Profiles

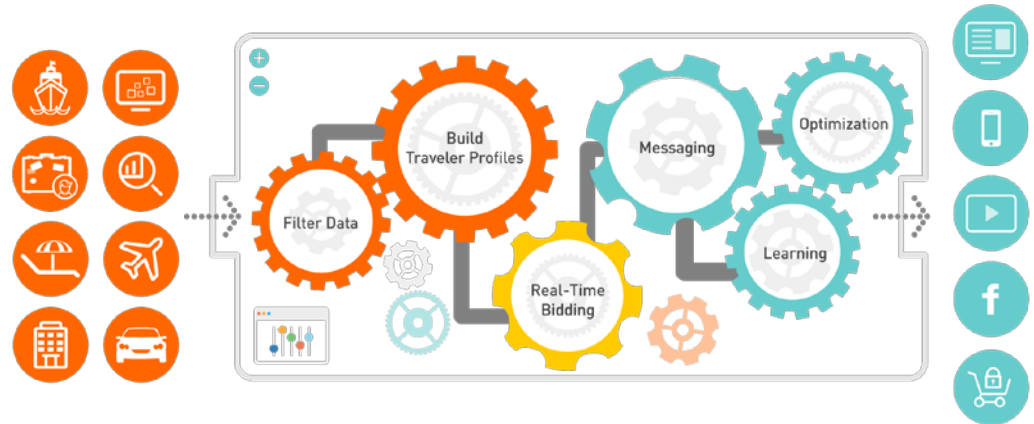
Your traveler audience is tuned to achieve optimal performance for branding, bookings or a combination of both.

Audience

- Gender
- Home Market
- Household Income (HHI)
- Travel Frequency
- Travel Preferences
- Travel Purchase Patterns
- Travel History
- Favorite Destinations

Travel Intent

- Geo-Targeting
- Dates of Travel
- Origination and Destination
- Leisure or Business
- Average Trip Length
- Trending Destinations
- Travel Planning Stage



Value Added Data Insights & Custom Analytics for Destinations



Destination Infographics

Using our unique travel search and booking partner data, we report per market on travel behavior



Post Impression Travel Conversions & ROAS study

Travel search and booking behavior and economic impact as direct result of media spend



Causal Impact Lift Studies

Predictive model based on pre-campaign control vs exposed relationship of geos



Future Forecasting and Website Analytics

Identify CVB website positioning in the travel planning process; Forecast future visitation



Publisher Comparison Studies

Post impression conversions search/book tracking and comparison of all digital publishers on a media plan

Benefits for our Valued Customers

Access to New Inventory



YouTube TrueView

inventory can only be accessed programmatically through a direct partnership with DoubleClick.



Native Ads allows your ad to look, act and feel like part of the content. Currently in alpha testing.

More Ways to Target



Keyword Contextual Targeting (KCT) serves ads based on the content of the page of the site.



Affinity Targeting reaches audiences based on their specific interests, such as “luxury shoppers” or “family vacationers.”

Partner Peace of Mind



Beta Access so you can be one of the first to test new DoubleClick products.



Expert Resources so your campaigns always stay on the cutting edge.



Exclusively Powered by Sojern’s travel intent data across the full suite of DoubleClick’s ad product offerings.

Why Sojern



**Dedicated Tourism
Team & Stellar Customer
Service**



**Strong Performance
Record for Destinations &
Attraction**



**First and Only Travel
company to become
DoubleClick CMP**



**Culture of
Excellence**



Data Insights



**Proactive Optimization
& Campaign Reporting**