

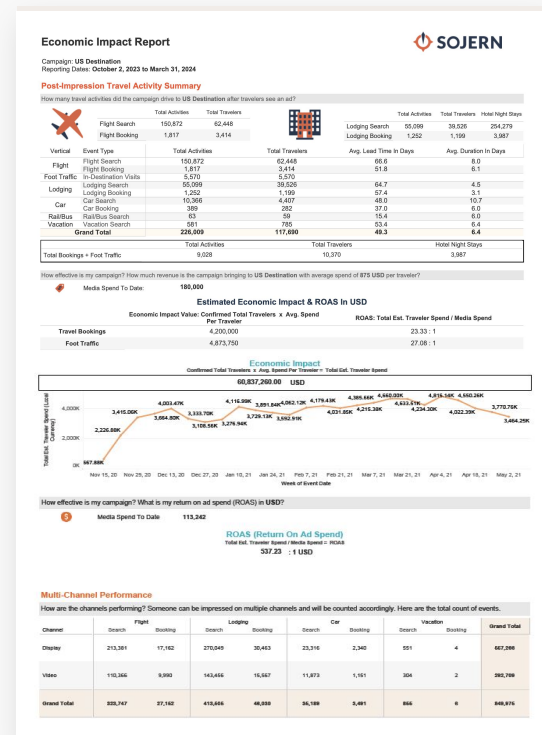
Your Sojern Economic Impact Report

Measuring Return of Your Marketing Spend

DMOs are the only vertical in travel that do not have a cash register or defined attribution model. **Our goal is to equip you with real-time insights that help prove the value of your marketing dollars** to your destination's stakeholders. As a valued partner, the Economic Impact Report comes free to you.

Why it Matters:

- ▶ Proof of:
 - ▷ Economic impact (average spend per traveler)
 - ▷ Return on ad spend (ROAS)
 - ▷ Confirmed Travelers
- ▶ Your success is measured by clear, reliable data, and can be transparently incorporated in other industry attribution reporting.



Here's What You Can Expect to See:

Beyond multichannel Campaign Performance, our Post-Impression Travel Summary shows bookings your campaign drove to local businesses and our Traveler Insights help you better understand audience behavior so you can optimize future campaigns for success.



Post-Impression Travel Summary

ROAS, total economic impact, room nights booked, foot traffic (***new**), searches and bookings for hotels and flights



Campaign Performance

Multi-channel attribution to flight, lodging, transportation, and vacation packages



Traveler Insights

Length of stay, booking lead time, search and departure months, origin markets, top competing destinations

How does Sojern's **Economic Impact Report** work?

Through Sojern's data partnerships, this reporting analyzes travel behaviors of people after they have been impressed with an ad.



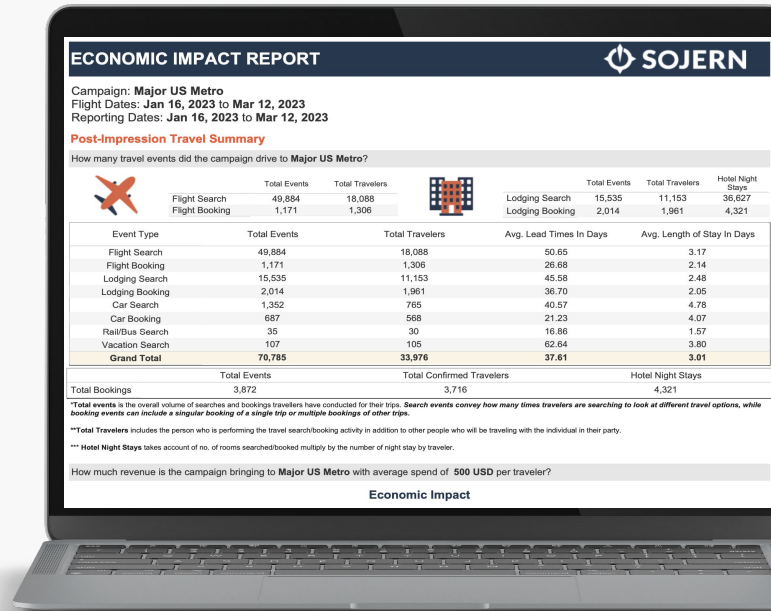
Sojern Travel Activity
(searches, bookings)



Channel Insights (display,
native, pre-roll videos)



Audience Info (origin, lead
time, length of stay)



"One of the things that made Sojern stand out for us as a partner is your use of data. Working with taxpayers' money we have to drive value and return, and your effective targeting, consistent monitoring and optimising the campaign as well as the Economic Impact Report helps us maximise impact and measure it."

Elen Thomas
UK Country Manager, SLC Representation

**WESTERN
AUSTRALIA**

Questions?

Connect with a Destination Marketing Expert