Who is Sojern?

Sojern is a digital advertising company focused 100% on the travel and tourism industry. We activate multichannel solutions across programmatic display, social, video, native, CTV, and more to reach the right traveler, at the right time. We support individual destinations by driving incremental visitation and proving out economic impact, and also offer a digital Co-Op program.

The Sojern Formula for DMO Success

With travel intent and booking data from 90+ global data partners, we reach travelers based on their path to purchase. We share campaign performance reports to show economic impact driven by campaigns and give 24/7 access to performance in an online account, as well as a dedicated account manager.

New Economic Impact Performance Reports

OPPORTUNITY & GOAL
DMO’s are the only vertical in travel that does not have a cash register (defined attribution model). Our goal is to provide insights, free to our partners, to prove out how advertising efforts drive incremental visitation and boost economic impact.

WHY IT MATTERS
- Reporting and proof of ROAS/Economic Impact
- Are you driving incremental visitation?
- Sojern reporting directly competes/complements organizations who monetize similar types of data such as Impact, Arrivalist, etc.

SOLUTION
- NEW Campaign Performance Report (formerly Wrap Report)
- Provide visibility for our partners through real-time data

What is an economic impact performance report?

Through Sojern’s data partnerships, this reporting analyzes travel behaviors of the people who were impressed with an ad.

How does it work?

Campaign (Profile IDs)
Sojern Travel Events (advertisers & partners)
Product Support (display, native, pre-roll videos)

Captures travel events up to 30 days from last impression
**Sojern For Destinations**

**Driving Economic Impact for DMOs**

**Insights That Prove Value for Tourism/DMO Partners**

Sojern’s insights show high engagement among travelers who are exposed to ads, are easy to comprehend, and shift from a campaign wrap report to a fluid in stream live report.

- Capture strong travel signals
- Relevant & easy to use insights
- Monitor performance

**Key Performance Metrics:** Including bookings driven and ROAS for every dollar spent on marketing.

**Post-Impression Travel Summary**

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Event Type</th>
<th>Total Events</th>
<th>Total Travelers</th>
<th>Avg. Lead Times In Days</th>
<th>Avg. Length of Stay In Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight</td>
<td>Flight Search</td>
<td>266,319</td>
<td>73,487</td>
<td>36.37</td>
<td>3.60</td>
</tr>
<tr>
<td></td>
<td>Flight Booking</td>
<td>22,317</td>
<td>16,106</td>
<td>27.50</td>
<td>2.33</td>
</tr>
<tr>
<td>Lodging</td>
<td>Lodging Search</td>
<td>334,707</td>
<td>118,473</td>
<td>28.48</td>
<td>2.55</td>
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<tr>
<td></td>
<td>Lodging Booking</td>
<td>37,483</td>
<td>16,891</td>
<td>19.92</td>
<td>1.99</td>
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<tr>
<td>Car</td>
<td>Car Search</td>
<td>29,167</td>
<td>10,852</td>
<td>17.87</td>
<td>6.20</td>
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<tr>
<td></td>
<td>Car Booking</td>
<td>2,364</td>
<td>361</td>
<td>11.73</td>
<td>4.75</td>
</tr>
<tr>
<td>Vacation</td>
<td>Vacation Search</td>
<td>700</td>
<td>444</td>
<td>48.76</td>
<td>6.16</td>
</tr>
<tr>
<td></td>
<td>Vacation Booking</td>
<td>5</td>
<td>16</td>
<td>4.90</td>
<td>6.00</td>
</tr>
<tr>
<td>Rail/Bus</td>
<td>Rail/Bus Search</td>
<td>381</td>
<td>57</td>
<td>31.60</td>
<td>15.31</td>
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<tr>
<td></td>
<td>Rail/Bus Booking</td>
<td>966</td>
<td>57</td>
<td>3.69</td>
<td>2.64</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>694,609</td>
<td>236,487</td>
<td>22.99</td>
<td>3.08</td>
</tr>
</tbody>
</table>

**Total Bookings**

- Total Events: 63,335
- Total Confirmed Travelers: 32,155
- Total Confirmed Rooms: 16,774

**Additional insights:** How effective is a multichannel strategy? Where else did travelers consider who didn’t book?

**Economic Impact**

- Confirmed Total Travelers: 60,837,260 USD
- Avg. Spend Per Traveler = Total Est. Traveler Spend: 1,892 USD

**How effective is my campaign? What is my return on ad spend (ROAS) in USD?**

- Media Spend To Date: 113,242 USD

**Let’s Get Started**

Talk to a Sojern representative to activate an individual or Co-Op campaign and take advantage of these insights.