

Sojern For Destinations

Driving Economic Impact for DMOs

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.

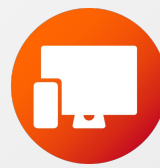
The Sojern Formula for DMO Success

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.

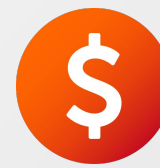
500+ DMO Partners



1000s of DMO Campaigns



\$13B Bookings Driven



13+ Years in Travel



New Economic Impact Performance Reports

OPPORTUNITY & GOAL

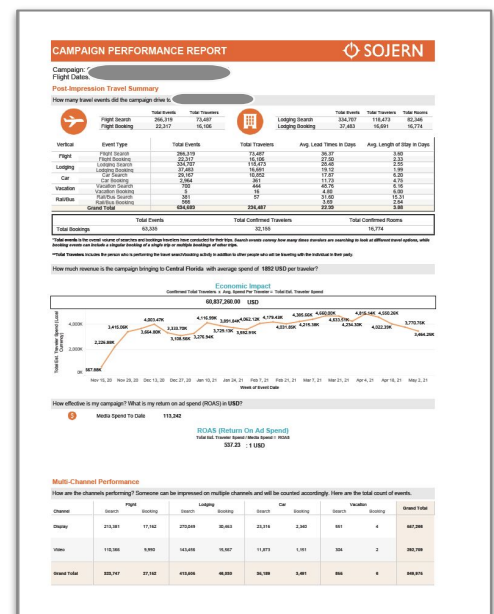
DMO's are the *only vertical in travel that does not have a cash register* (defined attribution model). Our goal is to provide insights, free to our partners, to prove out how advertising efforts drive incremental visitation and boost economic impact.

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?



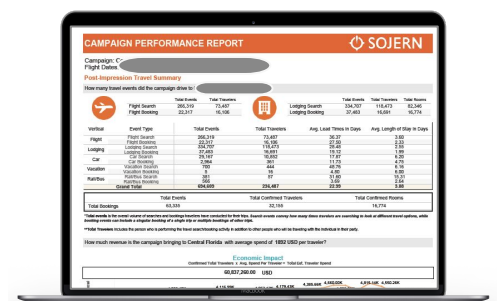
**Campaign
(Profile IDs)**



**Sojern Travel Events
(advertisers & partners)**



**Product Support
(display, native,
pre-roll videos)**



Campaign Performance Report

Captures travel events up to 30 days from last impression



www.sojern.com

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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

How many travel events did the campaign drive to



	Total Events	Total Travelers
Flight Search	266,319	73,487
Flight Booking	22,317	16,106



	Total Events	Total Travelers	Total Rooms
Lodging Search	334,707	118,473	82,346
Lodging Booking	37,483	16,691	16,774

Vertical	Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days
Flight	Flight Search	266,319	73,487	36.37	3.60
	Flight Booking	22,317	16,106	27.50	2.33
Lodging	Lodging Search	334,707	118,473	28.48	2.55
	Lodging Booking	37,483	16,691	19.12	1.99
Car	Car Search	29,167	10,852	17.87	6.20
	Car Booking	2,964	361	11.73	4.75
Vacation	Vacation Search	700	444	48.76	6.16
	Vacation Booking	5	16	4.80	6.00
Rail/Bus	Rail/Bus Search	381	57	31.60	15.31
	Rail/Bus Booking	566		3.69	2.64
Grand Total		694,609	236,487	22.99	3.08

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

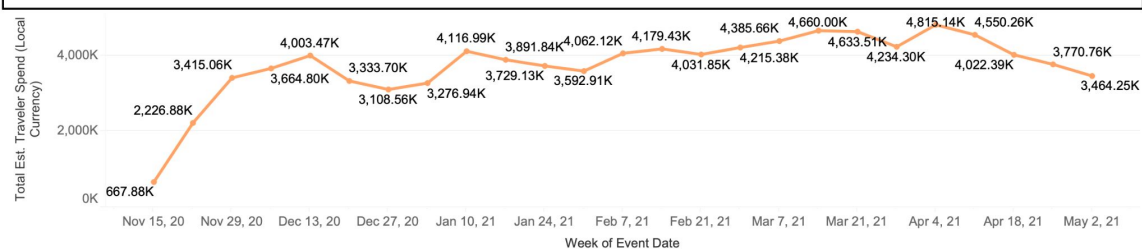
Additional insights: How effective is a multichannel strategy? Where else did travelers consider who didn't book?

How much revenue is the campaign bringing to with average spend of 1892 USD per traveler?

Economic Impact

Confirmed Total Travelers x Avg. Spend Per Traveler = Total Est. Traveler Spend

60,837,260.00 USD



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



Media Spend To Date 113,242

Sojern's Campaign Report for DMOs Shows:

Economic impact

Return on Ad Spend

Post impression travel summary

Hotel bookings driven

Multichannel performance

Info on your audience

Let's Get Started

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

Connect with Sojern today on
www.Sojern.com.