

# Travel Nevada Co-op Program 2026/2027



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# About Datafy

Datafy is proud to be  
**Travel Nevada's Preferred  
Partner** for Analytics,  
Advertising & Attribution.



## Company History

- **Rooted in helping communities thrive:** Originally founded as the proprietary software of an economic development consultancy that served many rural Nevada communities.

## Experience

- **Over 195 travel & tourism clients** across the U.S.
- **Tourism data experts & strategic partners:** Datafy's team comes from DMOs, marketing agencies, economic development, research, data science and more.

## Ownership & Company Profile

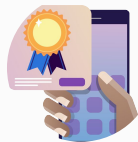
- Owned and operated in the US.
- Privately held. No parent or subsidiary companies.
- **Everything done in house.**

# How is Datafy Different?



## Expertise

Our team has decades of experience in travel & tourism, so we understand the unique needs of your DMO.



## Data Quality

We handle everything good data needs all in house - providing answers to questions with speed and transparency.



## Customizable

We design, code and build your platform in house - so your software will be made custom to your specific needs.



## Beyond Analytics

There are so many ways that data should be put to use. Datafy's full-circle platform ensures that it's optimized in every way that it can be.

# Get it all in one place, with Datafy.

Data Analytics

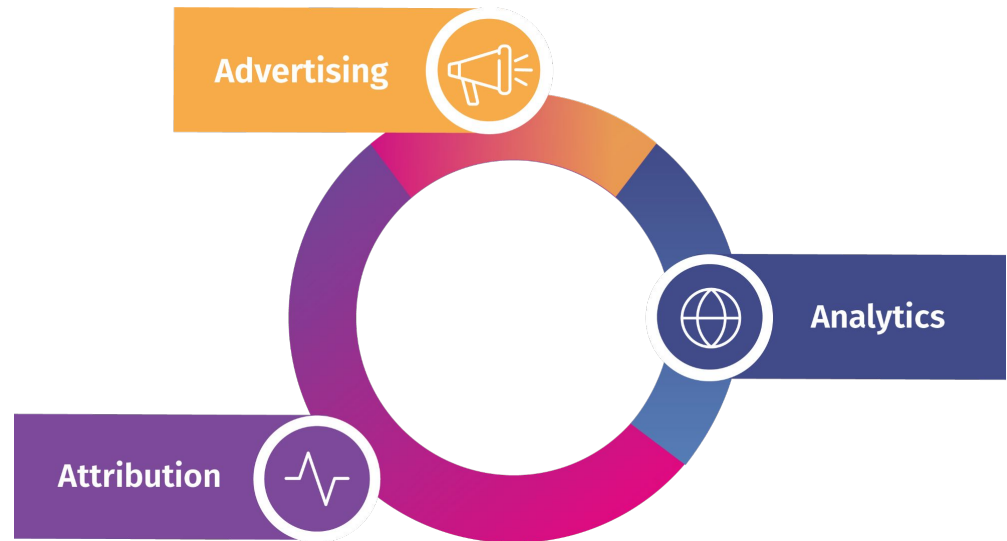
Customer Behaviors  
& Insights

Audience/Customer  
Segmentation

Advertising

Campaign  
Measurement

Attribution



# Datafy

## Big Data Analytics

### Geolocation

- Over 150M active monthly users
- Understand visitors physical behavior and movement

### Spending

- Basic and Advanced Spending options available
- Understand origin spend and identify high-value markets

### Demographics

- Consumer profile matched at the household level
- Understand demographics specific to an origin market, point of interest, event and more

### Bring Your Own Data

- Visualize other owned data sources (Lodging, Tax, etc.)
- Layer owned data with Geolocation or Spending data to gain insights

# More on Datafy's Spending Data



## Basic Spending Data (Included in All Packages)

- **SOURCE:** Retail Spend Data from Mastercard, representing 34% of all domestic credit and debit card holders.
- Historical data back to February 2018.
- View spend data by percentage share.
- View spend data by geographic breakout (State, DMA, MSA, County, City and Zip Code) and by merchant category (major retail categories as provided by Mastercard).



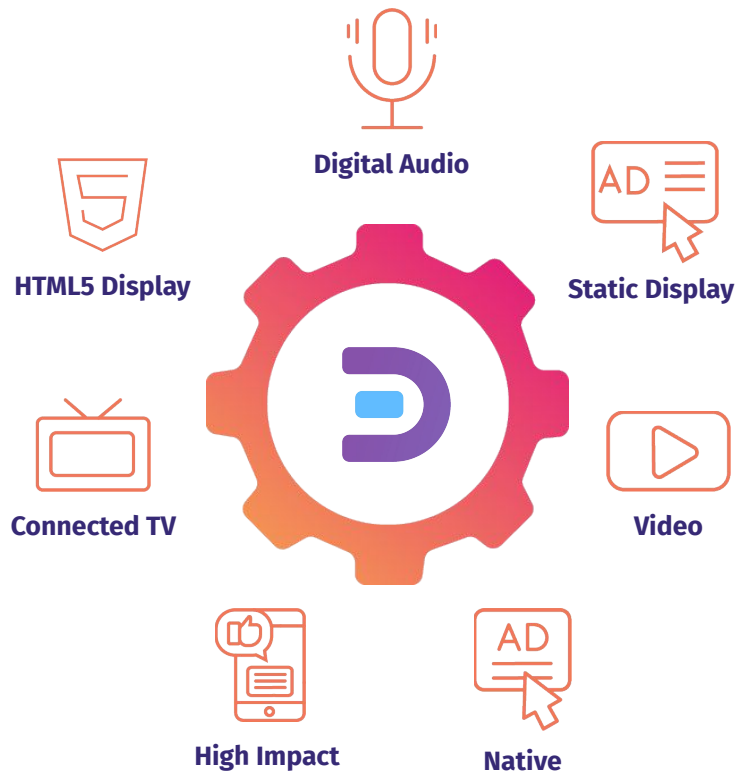
## Advanced Spending Data (Included in Advanced Packages)

- **SOURCES:** Retail Spend Data from a cross-section of over 70 M credit and debit cards, including Mastercard, Visa, Discover, and American Express.
- Historical data back to early 2021.
- Average spend per visitor per trip estimates and total spending volume estimates based on daily date ranges.
- Ability to view spending data by geographic breakout (State, DMA, MSA, County, City and Zip Code) and by merchant category (major retail categories).
- Ability to apply custom filters to this data such as excluding residents to your county or specific zip codes.
- Ability to hone in on top spending visitor markets down to the zip code level for each spending category.
- See correlation between spending categories and peak spending days.
- Ability to see changes in per market spending over time.



# Datafy Advertising

Target the **most qualified audience** for your campaign across various websites and apps, with **media placed through our own DSP**, using a variety of online touchpoints:



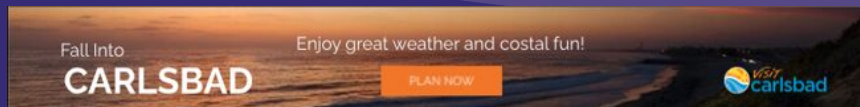


# Ad Samples

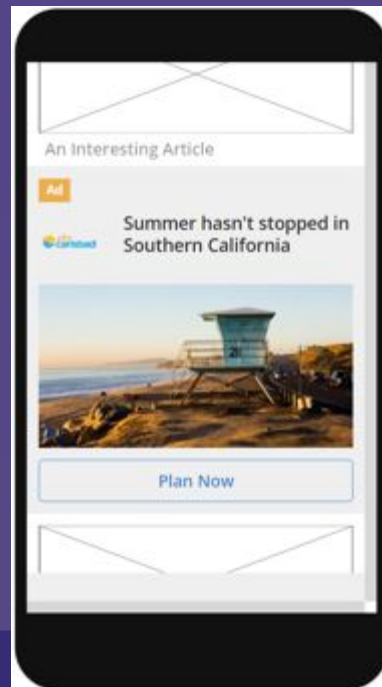
## Video Ad



## Banner Ads



## Native Ad



## Banner Ad



## Banner Ad



# Advertising and Audiences

Datafy's technology allows DMOs to create specific targeted audiences based on previous visitation and physical behavior within or outside the community.

Then, Datafy's advertising can tell you about the audience that saw your ads and showed up in market.

## Datafy Audience Segments

- 01** Past Visitors to Hotels
- 02** Visitors to Competitive Destinations
- 03** Visitors to Similar Events
- 04** Website Visitors
- 05** Special Interests
- 06** Look-a likes to Visitors



# About Datafy's Attribution

Datafy can expand attribution insights to **external digital media placements** beyond Datafy's programmatic platform.

Pixeling your digital media placement can provide insights about visitors who showed up in market after seeing your ads.



## Attribution Insights

- 01** Who are my visitors
- 02** Top origin markets
- 03** Demographics (age, income, etc.)
- 04** Trip length
- 05** Top points of interest
- 06** Top performing channels
- 07** Targeted in-market spending insights

# Boardroom Highlight Examples

Let the true success of your digital advertising and marketing strategies shine with a snapshot of key reporting benchmarks and metrics, beyond just impressions and CTRs:



**15,648**

**Total Trips Taken**

By Visitors who Live 50+ miles away



**\$4,334,496**

**Estimated Financial Impact**

By Attributable Visitor Audiences



**9.5x**

**More Likely to Visit\***

Visitor Lift after Ad Exposure



**8,195**

**Total Room Nights Booked**

By Visitors who Live 50+ miles away



**\$0.85**

**Avg Cost Per Visitor Day\***

Based upon days Visitor Days spent in Market



**\$79 : \$1**

**Return On Ad Spend\***

ROAS based on impacted visitation

# Travel Nevada Co-op Packages & Pricing

DATAFY

# How to compile your co-op selections

## Step 1: Select your Analytics Package from the 3 options on the following slides

- **DATAFY ESSENTIAL:** A cost-effective way to gain big data insights plus website attribution.
- **DATAFY ADVANCED ANALYTICS:** Dive deeper into Credit Card Spending Data and gain additional insights with International Data and the ability to upload your own data sets with our Bring Your Own Data tool.
- **DATAFY ADVANCED ANALYTICS + ATTRIBUTION:** For DMOs who are running digital media and want to gain insights into in-market conversions.

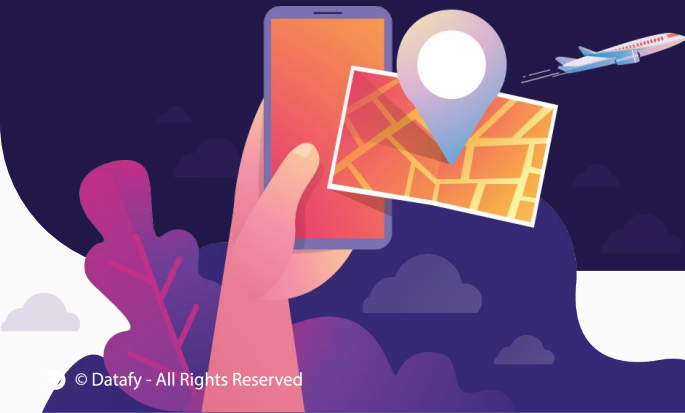
## Step 2: Add Datafy Advertising to Target In-Real-Life Audiences

- *Datafy Advertising is an optional addition to your Analytics subscription.*
- Select an advertising commitment with a minimum total spend of \$10,000.
  - Campaigns are customized based upon your budget and goals.
  - Datafy Advertising is priced on a CPM basis.
  - All Datafy Advertising include attribution reporting in the CPM price.
  - All Datafy Advertising campaigns include an incremental lift analysis.

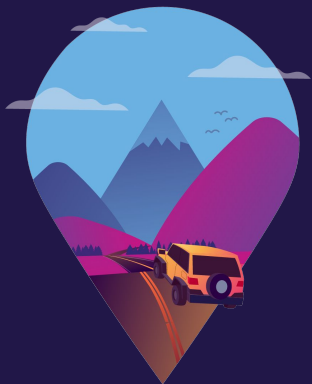
**NOTE:** When applying for your grant, please submit the total cost. Datafy will bill the DMO for the total price and then the state will reimburse the DMO for the approved grant contribution.

# Step 1: Choose Your Analytics Package

 DATAFY



# Analytics Packages



## Option 1: Datafy Essential

Destination Population Size	CO-OP PRICE FOR GRANT	SAMPLE: 50% GRANT	SAMPLE: 50% DMO COST*
Between 30,001 and 100,000	\$21,500	\$10,750	<b>\$10,750</b>
30,000 or less	\$12,500	\$6,250	<b>\$6,250</b>

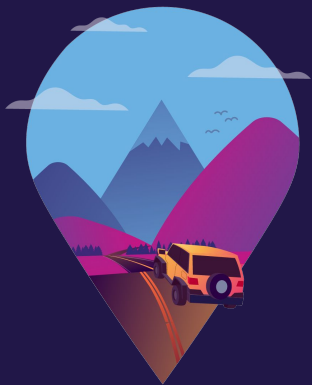
### Essential Package Inclusions:

- Geolocation Dashboard
- 'Basic' Mastercard Spending Dashboard
- Airport Dashboard
- Custom, Exportable Reports
- Website Attribution
- Ongoing Training with Dedicated Customer Experience Representative

**\* When applying for your grant, submit the total "Co-op Price for Grant".** Datafy will bill the DMO for the total and then the state will reimburse the DMO for the approved grant contribution e.g. 50%.



# Analytics Packages



## Option 2: Datafy Advanced Analytics

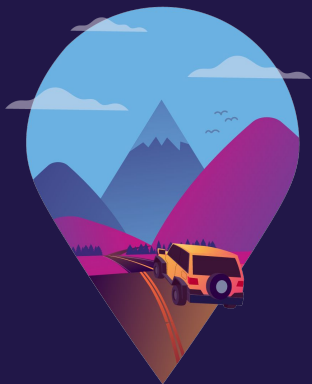
Destination Population Size	CO-OP PRICE FOR GRANT	SAMPLE: 50% GRANT	SAMPLE: 50% DMO COST*
Between 30,001 and 100,000	\$24,000	\$12,000	<b>\$12,000</b>
30,000 or less	\$17,000	\$8,500	<b>\$8,500</b>

### Advanced Analytics Package Inclusions:

- Geolocation Dashboard with Unlimited POIs
- 'Basic' Mastercard Spending Dashboard
- Airport Dashboard
- Custom, Exportable Reports
- Website Attribution
- Ongoing Training with Dedicated Customer Experience Representative
- *Advanced Spending Dashboard*
- *International Geolocation Dashboard*
- *Bring Your Own Data Tool*

**\*When applying for your grant, submit the total "Co-op Price for Grant".** Datafy will bill the DMO for the total and then the state will reimburse the DMO for the approved grant contribution e.g. 50%.

# Analytics Packages



## Option 3: Datafy Advanced Analytics + Attribution

Destination Population Size	CO-OP PRICE FOR GRANT	IMPRESSIONS INCLUDED	SAMPLE: 50% GRANT	SAMPLE: 50% DMO COST*
Between 30,001 and 100,000	\$36,500	100M	\$18,250	<b>\$18,250</b>
30,000 or less	\$27,500	50M	\$13,750	<b>\$13,750</b>

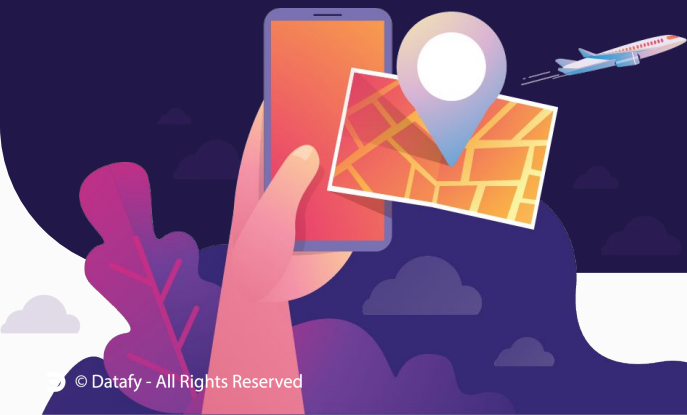
### Advanced Analytics + Attribution Package Inclusions:

- Geolocation Dashboard with Unlimited POIs
- 'Basic' Mastercard Spending Dashboard
- Airport Dashboard
- Custom, Exportable Reports
- Website Attribution
- Ongoing Training with Dedicated Customer Experience Representative
- Advanced Spending Dashboard
- International Geolocation Dashboard
- Bring Your Own Data Tool
- **Digital Media Attribution**
- **Dynamic Attribution Dashboard**
- **Incremental Lift Report**

**\*When applying for your grant, submit the total "Co-op Price for Grant".** Datafy will bill the DMO for the total and then the state will reimburse the DMO for the approved grant contribution e.g. 50%.

# Step 2: Add Datafy Advertising

 DATAFY



# Datafy Advertising to Target IRL Audiences



## Pricing is flexible. Apply for what works with your budget.

- ❑ Minimum advertising commitment: \$10,000 total
- ❑ Datafy Advertising is priced on a CPM basis. Campaigns are customized based upon your budget and goals.
- ❑ Datafy Advertising includes attribution reporting in the CPM.
- ❑ Ad spend of \$50,000 or more includes incremental lift study.

## Pricing breakdown examples:

\$10K Advertising Commitment = \$5,000 Grant, \$5,000 DMO Cost\*

\$25K Advertising Commitment = \$12,500 Grant, \$12,500 DMO Cost\*

\$50K Advertising Commitment = \$25,000 Grant, \$25,000 DMO Cost\*

➤ *Ad spend of \$50,000 or more includes incremental lift study.*

**\*When applying for your grant, submit the total Advertising Commitment.** Datafy will bill the DMO for the total and then the state will reimburse the DMO for the approved grant contribution e.g. 50%.



# Let's create a custom package together.

Please contact: [christine@datafyhq.com](mailto:christine@datafyhq.com)