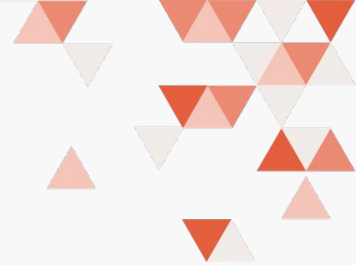




Co-Op Marketing Opportunity

March 20, 2024



Sojern Team **Introductions**



Brenda Armstrong

Senior Director, Co-Op Development



Robert Wiese

Senior Sales Director Team Lead

Who We **Are**

Born from travel from day one,
Sojern is an easy-to-use
marketing platform that gives
travel marketers the tools to cost
effectively drive demand, convert
customers, and build loyalty.



Born for Travel. Built for Performance.

Sojern Travel Data Partners

Categorical breakout of the thousands of data partners we work with:

- ▶ 10 Airline sites
- ▶ 10 Hotel chain sites
- ▶ 17 Sites that straddle OTA/META
- ▶ 31 OTA sites
- ▶ 42 META sites
- ▶ 3 Travel general interest sites (ie Frommers)
- ▶ 3 Cruise sites
- ▶ 3 Car Rental sites
- ▶ 9,000+ single hotel properties within our SMB network



Identify Your Ideal Visitors

From billions of travel signals collected daily



Our AI models have been analyzing these data points for over 15+ years
and we can act on data signals within 11 seconds

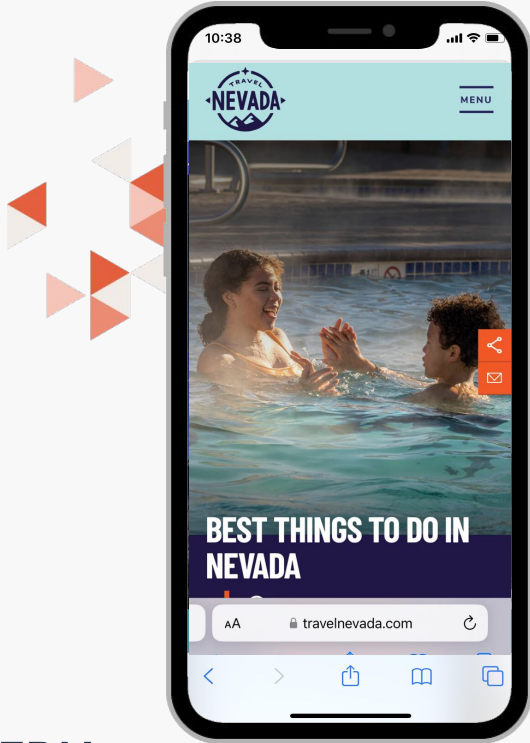
Influence Travelers Throughout the Buying Journey

Full funnel strategy to drive awareness, influence visitation & economic impact at scale



Custom Co-Op Program

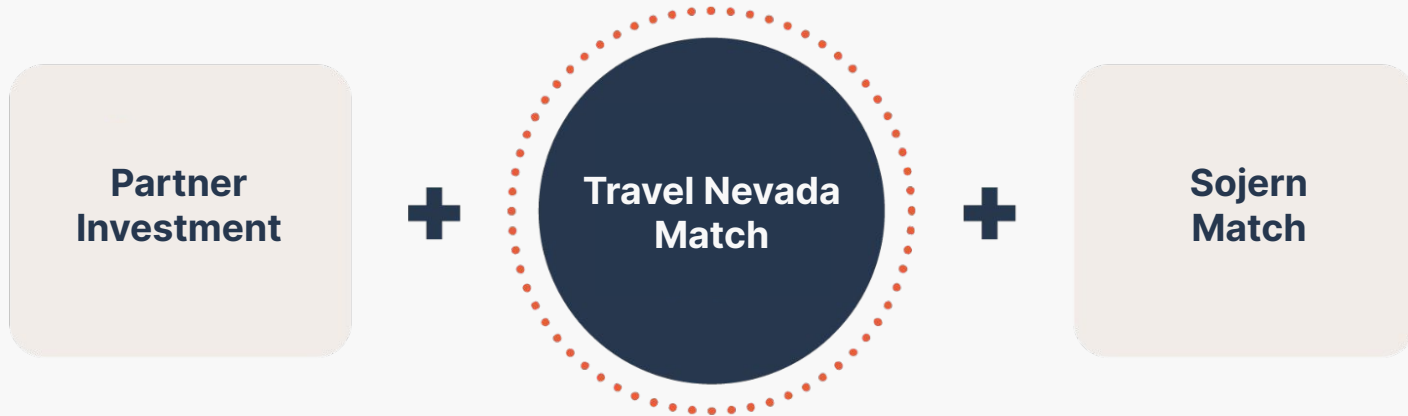
Multi-channel digital Co-Op Marketing built for your local hotels, attractions & destination



- ▶ Drive visitor business to DMO partners
- ▶ Increase visitor spend in market
- ▶ Serve the budgetary needs of partners of all sizes
- ▶ Implement custom targeting
- ▶ Address various KPIs
- ▶ Measure results at every level
- ▶ Full support from Sojern to make the entire process as easy as possible

Co-Op Opportunity: **1:1:1 Match in Media Value**

Leveraging funds to make your marketing dollars go further



= **3X** the Value on Your Investment

Co-Op Program **Package Options**

Tier 1: \$1,500

- ▶ 3 Month Flight
- ▶ Custom Campaign
- ▶ Imp. and channels based on goals

\$4,500
Total Media Value

Tier 2: \$5,000

- ▶ 3 Month Flight
- ▶ Custom Campaign
- ▶ Imp. and channels based on goals

\$15,000
Total Media Value

Tier 3: \$10,000

- ▶ 3 Month Flight
- ▶ Custom Campaign
- ▶ Imp. and channels based on goals

\$30,000
Total Media Value

Deadline to participate: July 15, 2024

How We'll Drive Visits to **Your Destination**

Finding, engaging, and converting more travelers at the right time



Set Campaign Objectives

Together we'll build campaign goals and metrics that best suit your needs



Choose Channels

Display, Native, Video channels available as options based on your goals



Place Pixels on Your Website

We'll work with you to get pixels placed, which gives you deeper insights and details on campaign performance



Insights & Reporting

Track performance real-time in your Sojern account & an End of Campaign Economic Impact Report

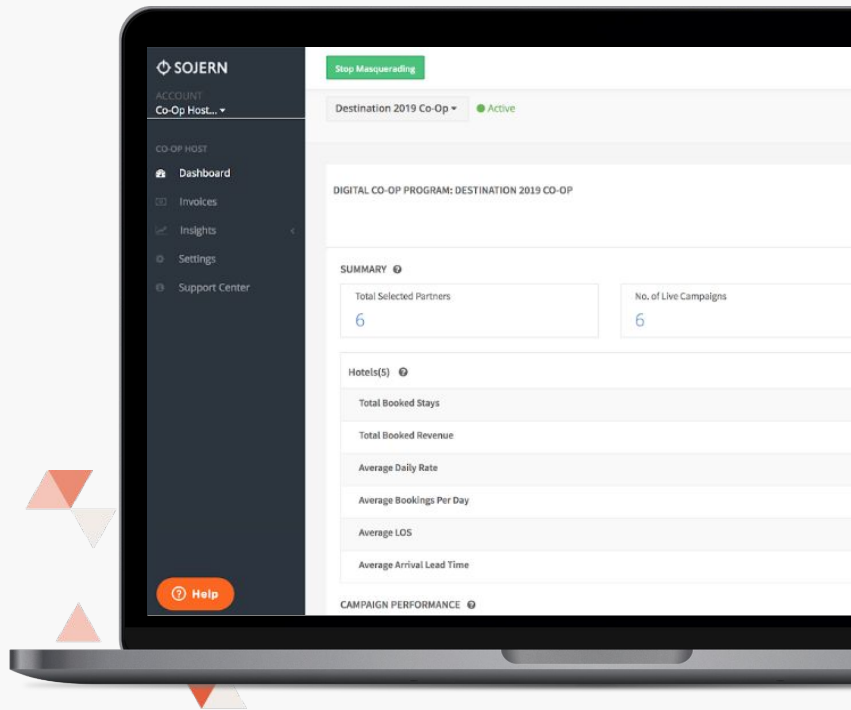
Sojern's Co-Op Marketing Solution

All-in-one advertising, measured results, turnkey service

Leverage Sojern's **travel intent data** to serve ads to travelers and influence them to book directly with your business.

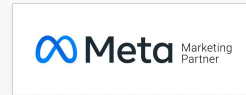
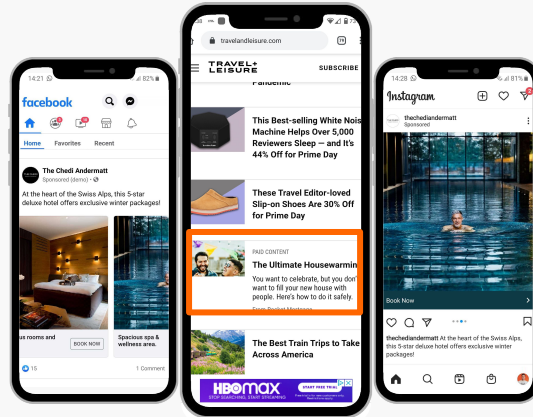
You'll have **24/7 online visibility** into your campaign.

We'll work with you on set-up, creative collections, and **best practices** to best set you for success.



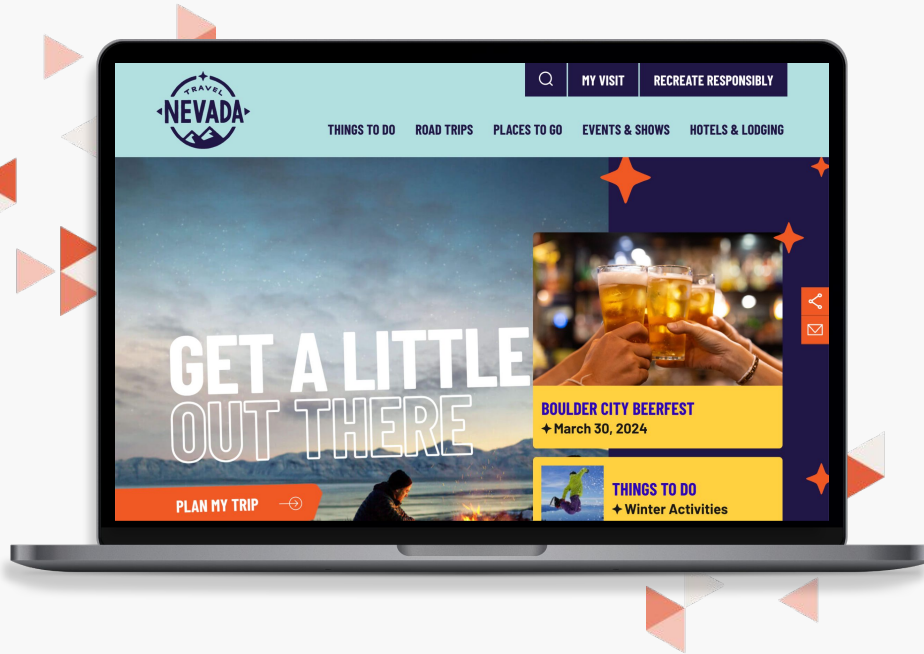
Where Travelers Can See Your Ads

We're experts in travel intent driven programmatic advertising with the partnerships to prove it



Everything You Need to **Get Started**

Managing Co-Op Marketing can be overwhelming. Sojern makes it easy.



- ▶ Sign up and start driving visitation
- ▶ We'll work with you every step of the way
- ▶ See measured results at every level

Questions?

Contact brenda.armstrong@Sojern.com