

# Travel Nevada Co-Op Marketing Opportunity with Sojern



## Who is Sojern?

Sojern provides intelligent digital marketing solutions for the travel industry. We know when someone is looking to travel and can influence them to book directly with you. These solutions are now available to you at a value with a co-op program brought to you by Travel Nevada.

**350M**

In-Market Travelers

**15+**

Years of Travel Experience

**500+**

Tourism Accounts

## Why Work With Us?

We've delivered over \$13B in bookings for 10,000+ global travel brands including hotels, destinations, attractions, airlines, cruise operators and more. We can help you attract more visitors and drive bookings with the Travel Nevada Co-Op Program.

## How Does Sojern Do It?

We feed a variety of data points into our machine learning technology to understand who to show an ad to when they're actually searching and booking their travel. This allows us to engage and convert them at the right moment, with the right message.

## How Does the Co-Op Work?

Partners may apply for funds to be used in a Sojern program through Travel Nevada. Should the Travel Nevada grant funds be awarded, Sojern will work with you to build a custom marketing campaign to best set your campaign for success. All participants will receive access to a portal where you will be able to monitor campaign performance 24/7.

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## Campaign Details



**Campaign Flight**  
3 Month Minimum



**Target Audiences**  
Ideal travel Intent audiences based on participant needs



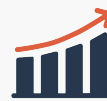
**Channel Options**  
Display, Native, Video Pre-Roll; Impressions based on channel preference and opt-in investment



**Pixels**  
Sojern pixel placement is required on website for optimal tracking, insights, and optimization purposes.



**Assets**  
[Sojern Guidelines & Spec Sheet](#); Creative assistance for display ads available through Sojern upon request at **no additional cost**.



**Reporting**  
Access to your own [Sojern Online Account Dashboard](#), which includes campaign performance, audience profile, market insights, and more.

## Potential Participants



Destinations



Hotels



Attractions

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## Participation Options

Package Level	Participant Investment	Travel Nevada Match	Sojern Match	Total Partner Media Value
Tier 1	\$1,500	\$1,500	\$1,500	\$4,500
Tier 2	\$5,000	\$5,000	\$5,000	\$15,000
Tier 3	\$10,000	\$10,000	\$10,000	\$30,000

All campaigns require 3 month minimum flight



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

Deadline to Apply for Program: **July 15, 2024**

Deadline for Campaigns to Complete: **December 31, 2024**

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