



Servus, Wien!

From inspiration to being there: How to make travel data work for you

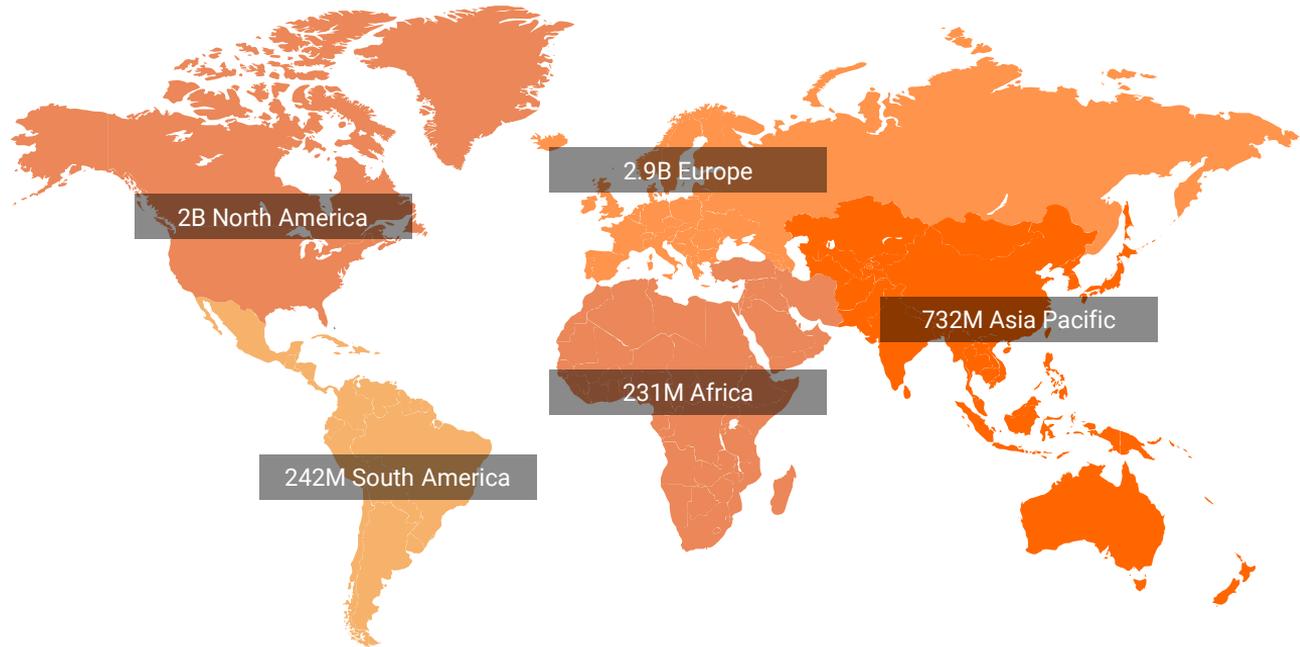


Sojern has Pioneered Data Partnerships for 10 Years

We see 6.2 billion travel data partner searches across 238 countries and territories.

80+ Global Data Partners:

- Airlines, Car Providers, Hotels, OTAs, Meta-Search Sites, Cruise Agents, and All-Inclusive Travel Operators
- Sharing data Real-time
- 1B Cookies & Device
- +350M Traveller Profiles



Destination & Traveler Research

The first search

The first search for the booked destination

More research & exploration

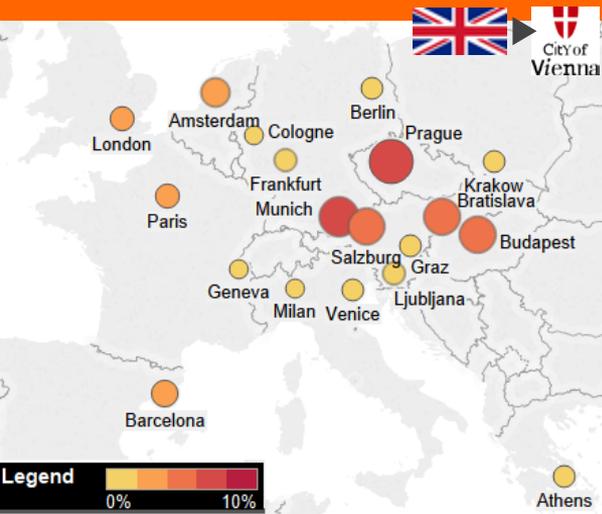
Flight booking

Accommodation booking



In-destination activities

Alternative & Co-Destinations



Booking Path Analysis



Collaborations



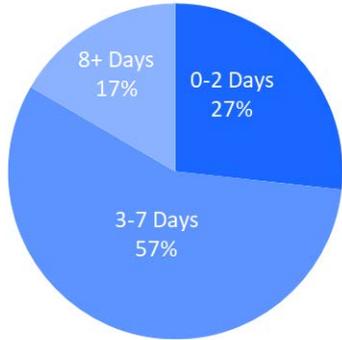
Destination Stats

Traveler Segmentation

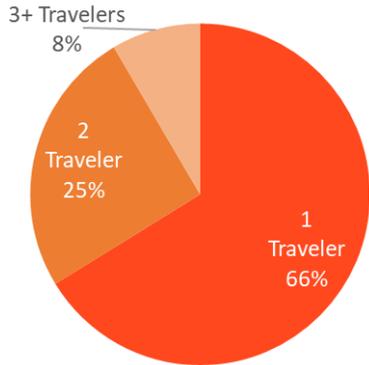
Trends & Forecasting

Building Behavioural Traveller Segments

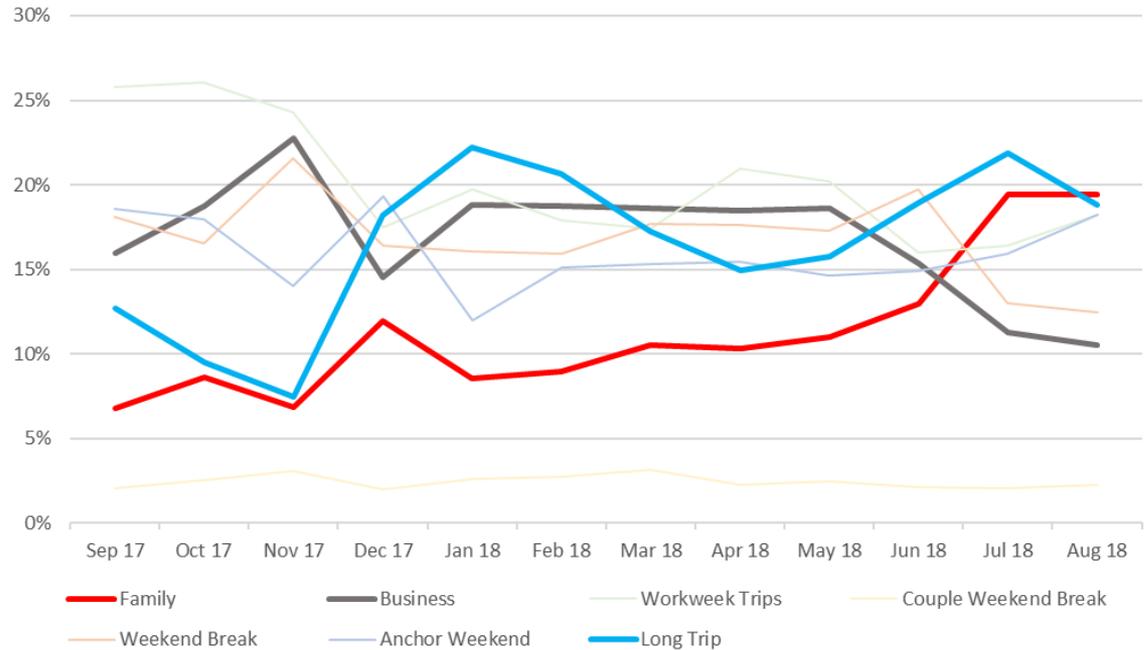
Booked Trip Duration



Booked Number of Travelers



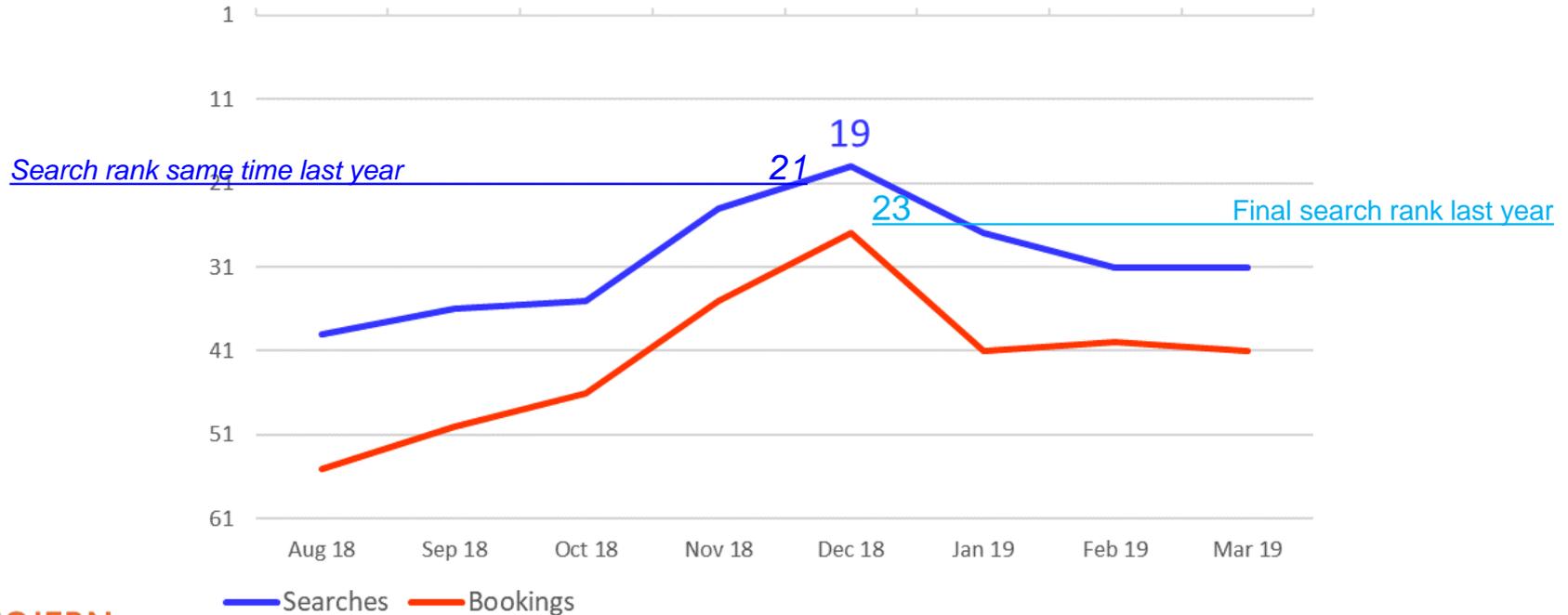
Bookings to Vienna by Traveler Segment



Vienna is already a popular destination for Winter

Using travel intent and booking data to uncover trends

Rank of Vienna among European Destinations: Trend as of August 2018



A scenic view of the Bagan temples in Myanmar at sunrise, with several hot air balloons floating in the sky. The image is overlaid with a semi-transparent dark brown filter. The text is centered and reads:

**“Marketing is no longer about
the stuff that you make,
but about the stories you tell.”**

- Seth Godin



Consumer Attention: Harder to Capture than EVER!



Advertising Now: Data-Driven

**Right Message + Right Format +
Right Traveller + Right Time + Right Device**

This is Athens Case Study

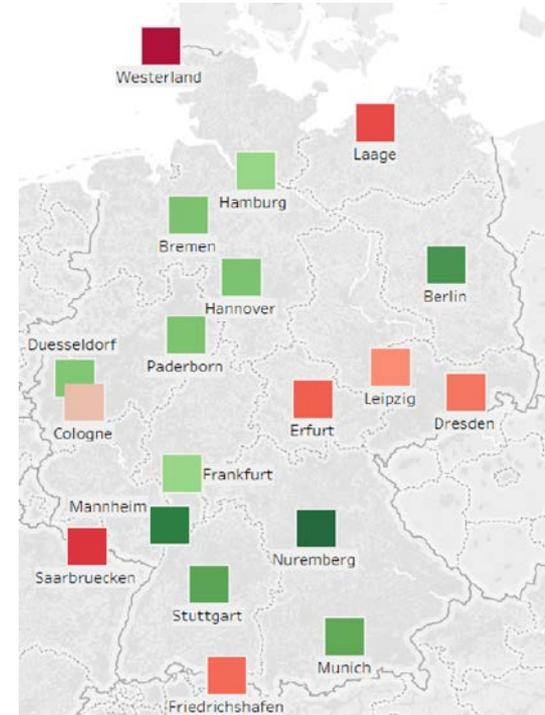
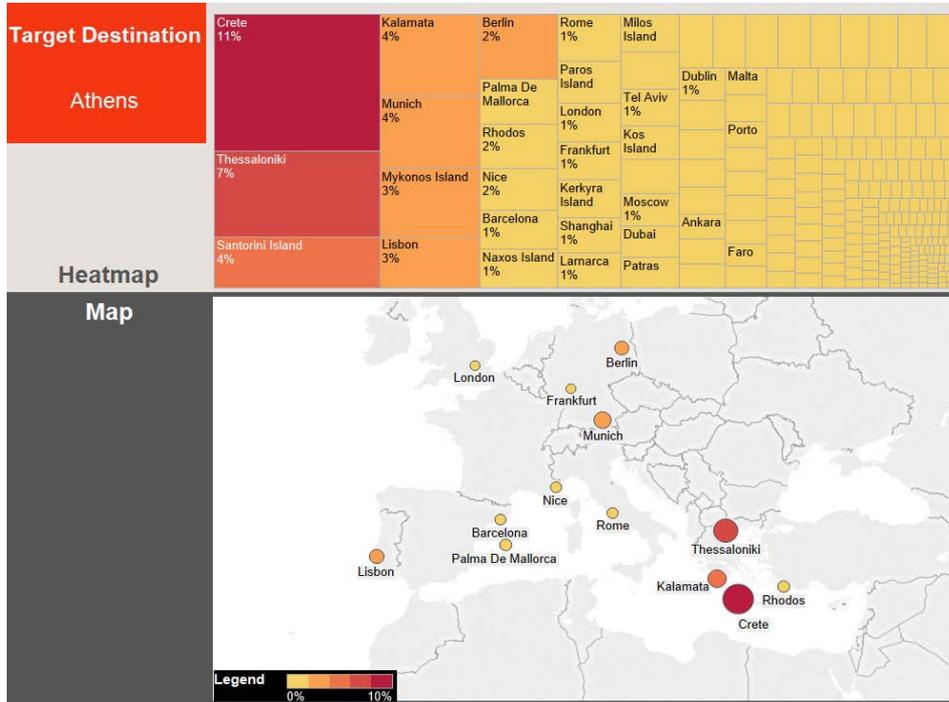
**PLAN WITH OUR
INSIGHTS**

**GENERATE NEW
DEMAND WITH
REAL-TIME DATA**

**LEARN FROM OUR
REPORTING
ANALYTICS**

Audience Insights

Online Comp Set and Heatmap Destination Index



Green = high, Red = low

This is Athens and Sojern

Spring 2018

The Challenge

Position Athens as a city break to option Germans
Change the perception that is it just a hub to Greek islands.
Launch the campaign asap!

The Content

3 Different Videos (Spring Breaks, Explorers, Young at Heart)
This is Athens website
Endless pictures database

The Strategy

Use travel intent to prospect those who searched for any city break holidays for the Spring and those who have booked any city breaks in the past.
Target Searches with > 3 days to city break destinations in Europe.
Use intent-based marketing for Facebook, Instagram and YouTube to:

- Split the targeting by age but focus on Frankfurt, Berlin, Nuremberg
- Target specific videos by lookalike on interest: adventure travel, frequent travellers, cultural travellers

Media Insights by Google & Facebook

This Analysis is possible thanks to Google and Facebook analytics tool.

This is based on correlation between campaign engagement and the users exposed to This is Athens Campaign.



8.5M Unique Users

Total Audience engaged with the Sojern campaign during 2 months



90% Viewability

The overall campaign viewability on video needed to be high to ensure true completion rate



+12,000 Visits

Unique traffic led by Native Ads to the website (German users increased 600%, from 5% to 35%)



68.9% Completion View

Based on Video Exchange (YT = 60% & FB = 190%)

Tourism Insights by Sojern

This analysis is possible thanks to Sojern analytic tool powered by our data partnerships.

This is based on correlation between the travel event and users exposed to This is Athens campaign.



1,368

Total confirmed travellers on Sojern data partners



546

Additional travellers with a signal in-destination through our partners



\$624*

Estimated spend x visit by a German traveller in Athens*

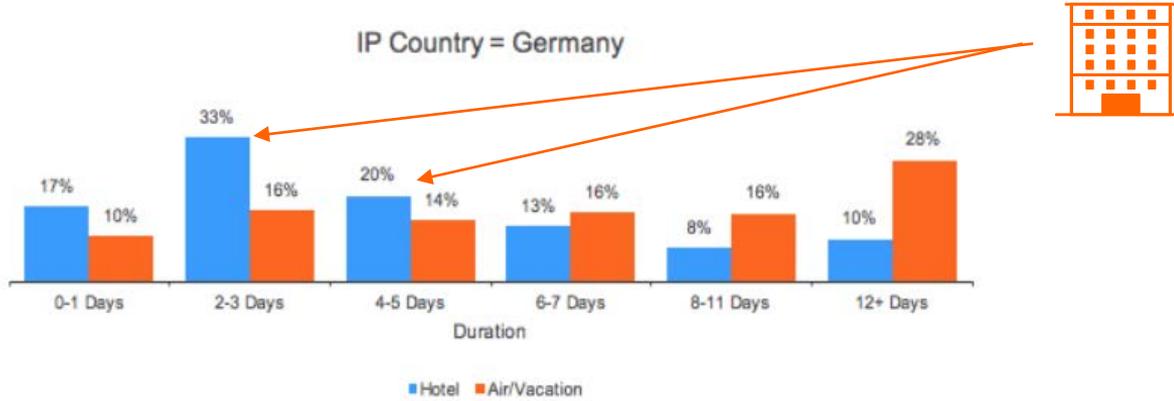


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Campaign ROI based on Bookers exposed to the Sojern Campaign

Further Audience Insights

Trip Duration Report



Trip Duration	Native Only	Video Only	Facebook
0-1 Days	14%	20%	17%
2-3 Days	20%	21%	28%
4-5 Days	14%	13%	19%
6-7 Days	15%	12%	14%
8-11 Days	11%	10%	3%
12 Days or more	26%	24%	19%

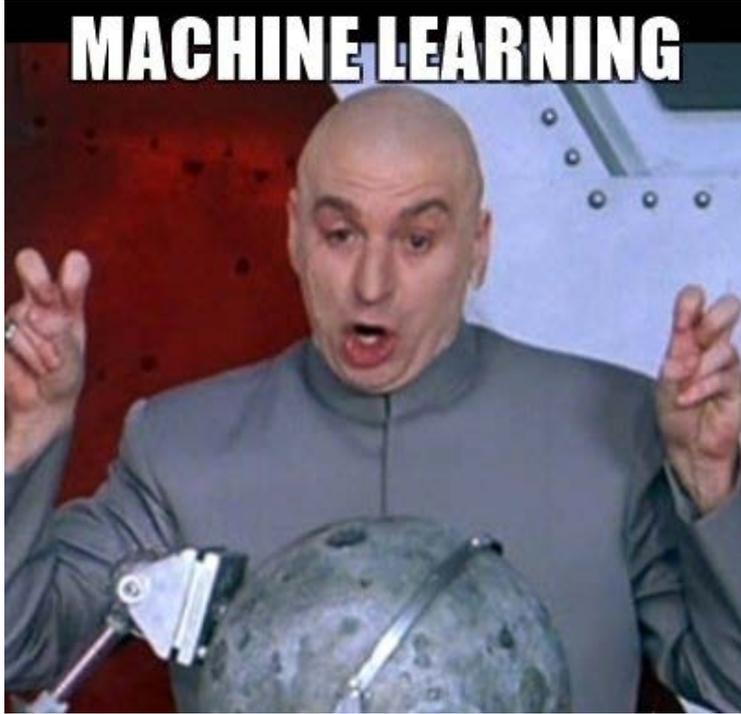




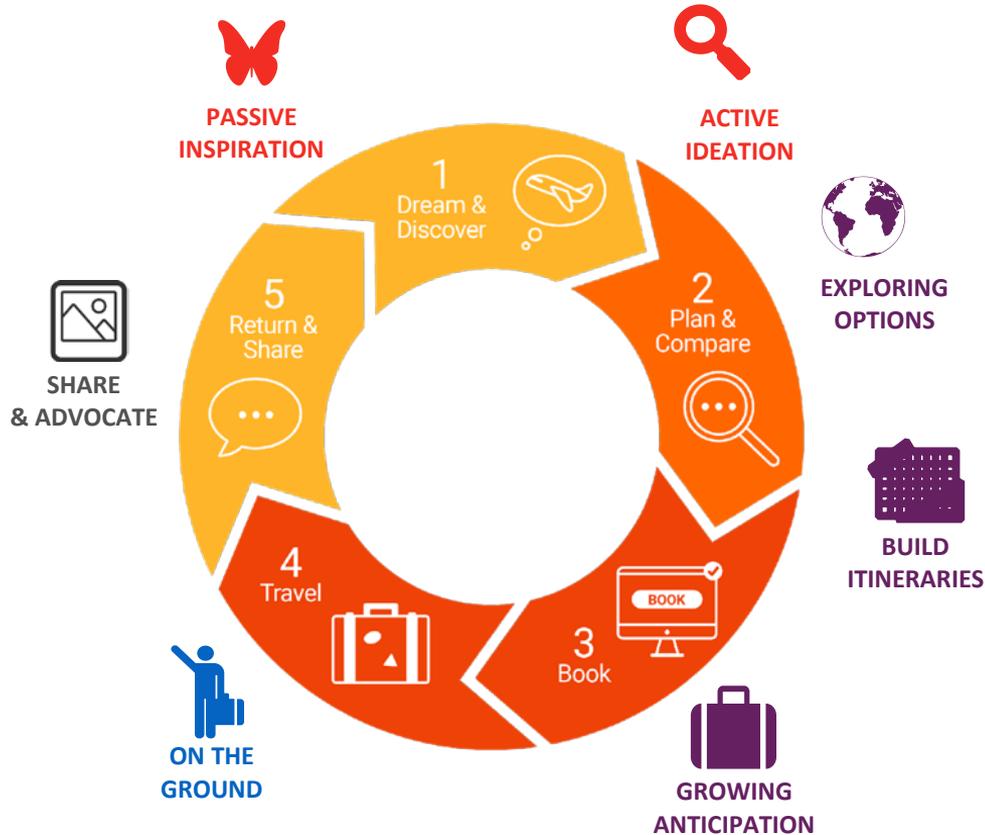
3 Things to consider

..after visiting the Belvedere Museum & Palace

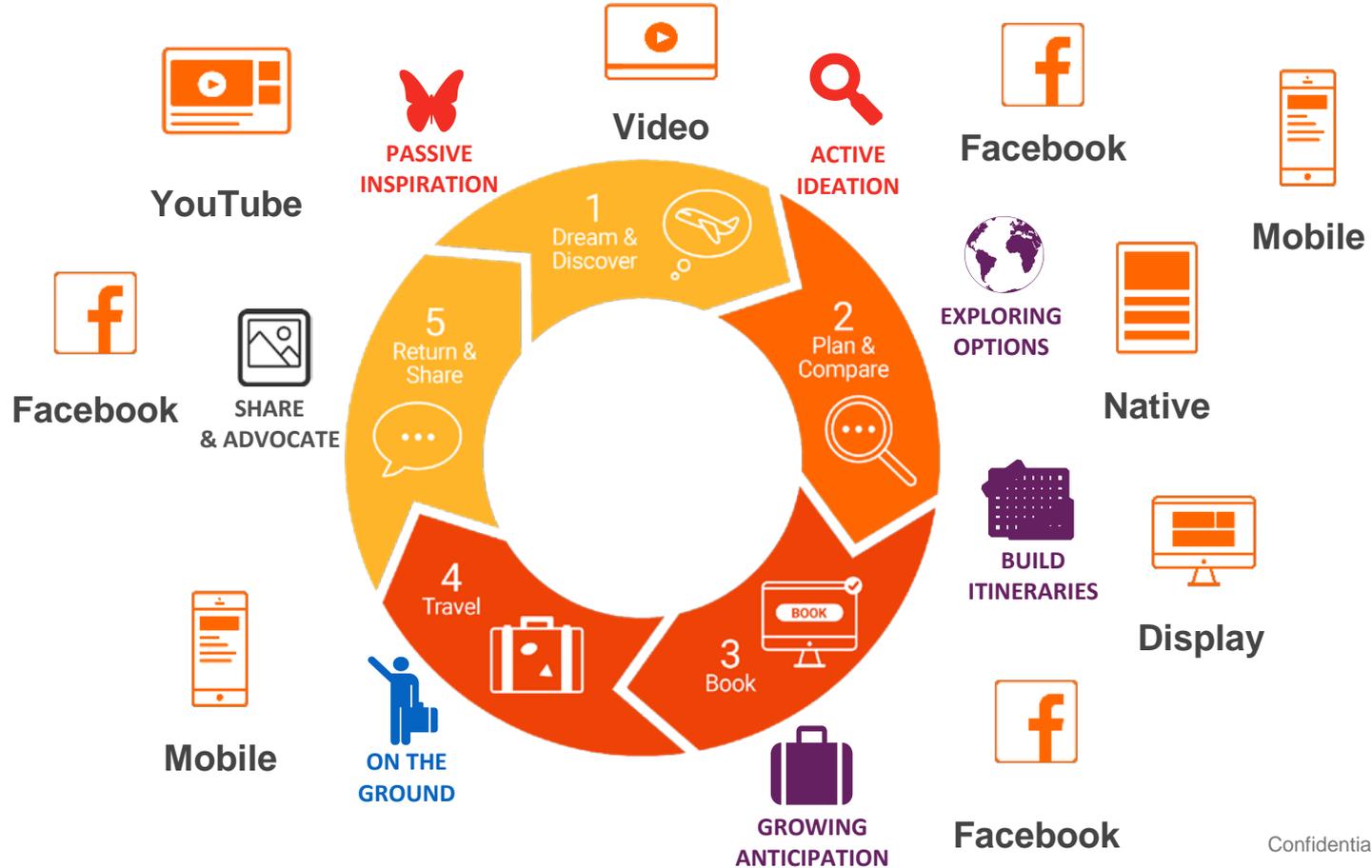
1. Machine Learning and AI are Transforming the Digital Marketing Landscape



2a. Today consumers journey is a loop. (not a funnel)



2b. Omni-channel approach based on consumer journey



3. Use the Right KPIs

Average Metrics	Direct Response	Branding	Travel Insights
Clicks, Visits	Landings	Reach, Completion Rate	Shift Share
CTR, CPC	ROI	New Users	Length of Stay
Impressions/Likes	Qualified Traffic	Viewability	Economic Impact
Total YOY Arrivals	Incremental Uplife A/B Test	Advocacy, Intent/Awareness studies	Incremental Searches / Bookings



Sojern - Travel Specialist Data Driven Marketing

Real-Time at Scale

+350M LIVE travellers
profiles monthly

Data Science

Billion travel events monthly
in our algorithms

Travel Data Diversity

Cruise, flight, hotel, car,
OTAs, Meta-searches

 **facebook and**  **Google Marketing Certified Partner**



THANK YOU

See You Next Time

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