



SOJERN

Engage Travelers

Advertising Solutions for AOT Co-Op Partners 2014

Sojern by the Numbers in 2013

Global Data Footprint



U.S.
50 States

EMEA
45 Countries

ASIA
12 Countries

S. AMERICA
9 Countries

10B
Impressions

1.9MM
Car Rentals

1.1MM
Heads in Beds

500+
Global Clients

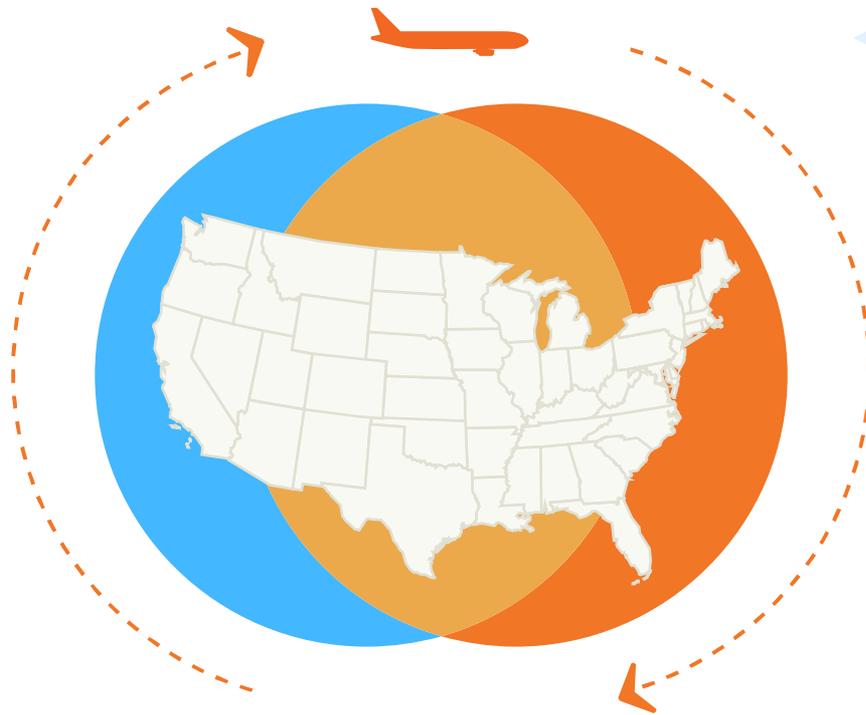
280MM
Boarding Passes

160MM+
Traveler Profiles

8
Locations

90
Employees

The Universe of U.S. Travelers



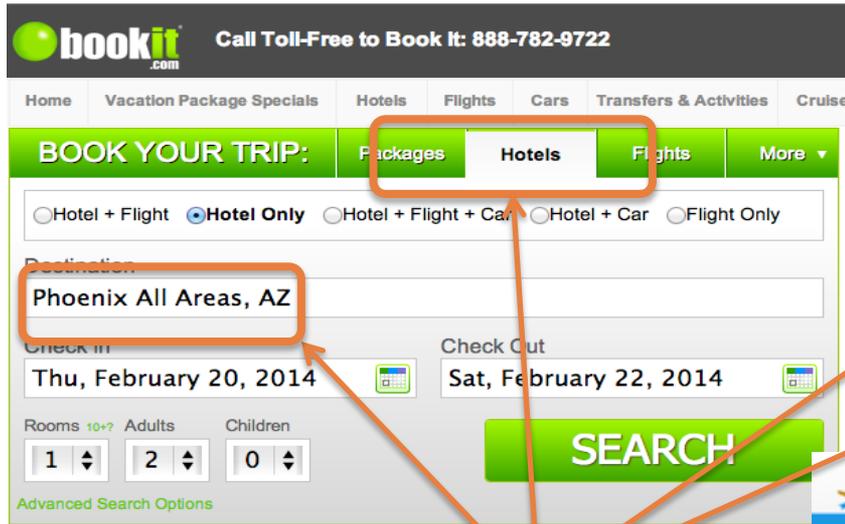
15% of Americans
Fly At Least Once Per Year

- 50MM** Airline Travelers in the U.S. (approx.)
- Sojern's 160MM+ travel data profiles
- Sojern reaches **80%** of U.S. airline travelers

How Does Sojern Work?



Sojern 1st collects travel search and book actions from our 22+ travel partner sites



bookit.com Call Toll-Free to Book It: 888-782-9722

Home Vacation Package Specials **Hotels** Flights Cars Transfers & Activities Cruise

BOOK YOUR TRIP: Packages **Hotels** Flights More

Hotel + Flight Hotel Only Hotel + Flight + Car Hotel + Car Flight Only

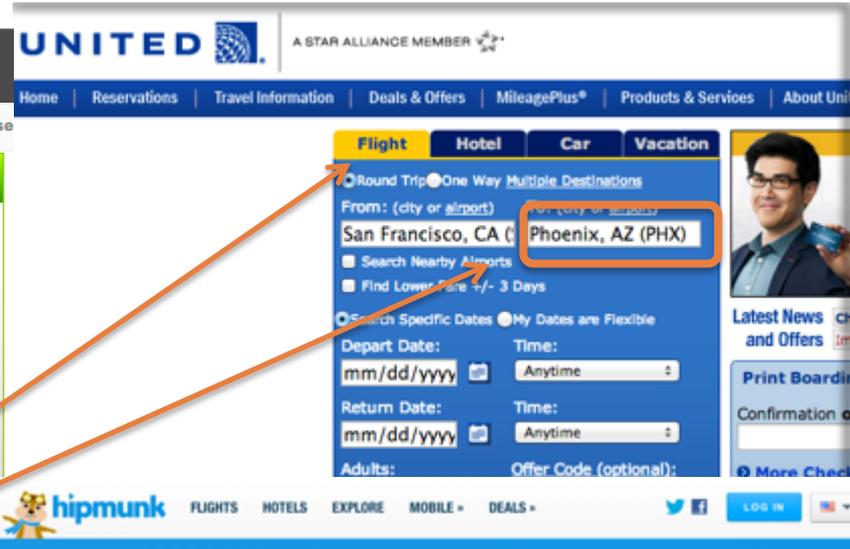
Destination: **Phoenix All Areas, AZ**

Check In: Thu, February 20, 2014 Check Out: Sat, February 22, 2014

Rooms 10+: 1 Adults: 2 Children: 0

SEARCH

Advanced Search Options



UNITED A STAR ALLIANCE MEMBER

Home Reservations Travel Information Deals & Offers MileagePlus® Products & Services About Uni

Flight Hotel Car Vacation

Round Trip One Way Multiple Destinations

From: (city or airport) **San Francisco, CA (SFO)** To: (city or airport) **Phoenix, AZ (PHX)**

Search Nearby Airports Find Lower Fare +/- 3 Days

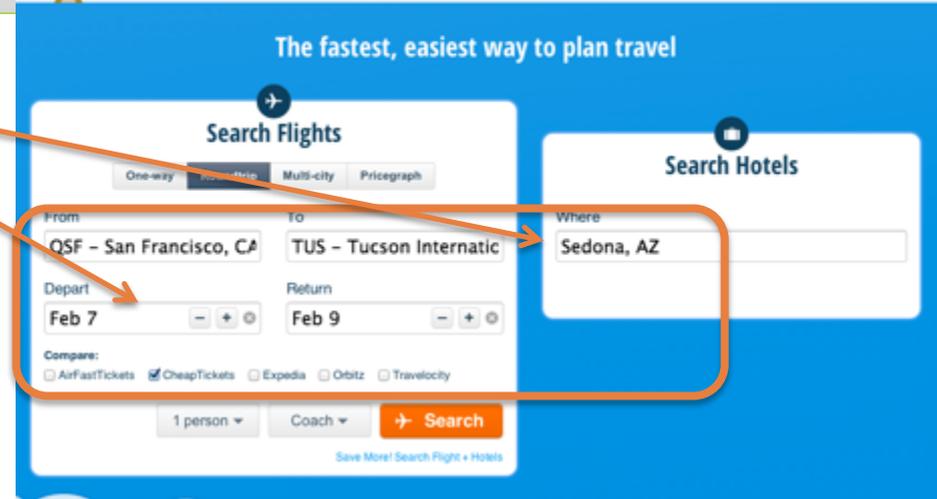
Search Specific Dates My dates are flexible

Depart Date: mm/dd/yyyy Time: Anytime

Return Date: mm/dd/yyyy Time: Anytime

Adults: Offer Code (optional):

hipmunk FLIGHTS HOTELS EXPLORE MOBILE DEALS



The fastest, easiest way to plan travel

Search Flights Search Hotels

One-way Round-trip **Multi-city** Pricegraph

From: **OSF - San Francisco, CA** To: **TUS - Tucson Internatic** Where: **Sedona, AZ**

Depart: **Feb 7** Return: **Feb 9**

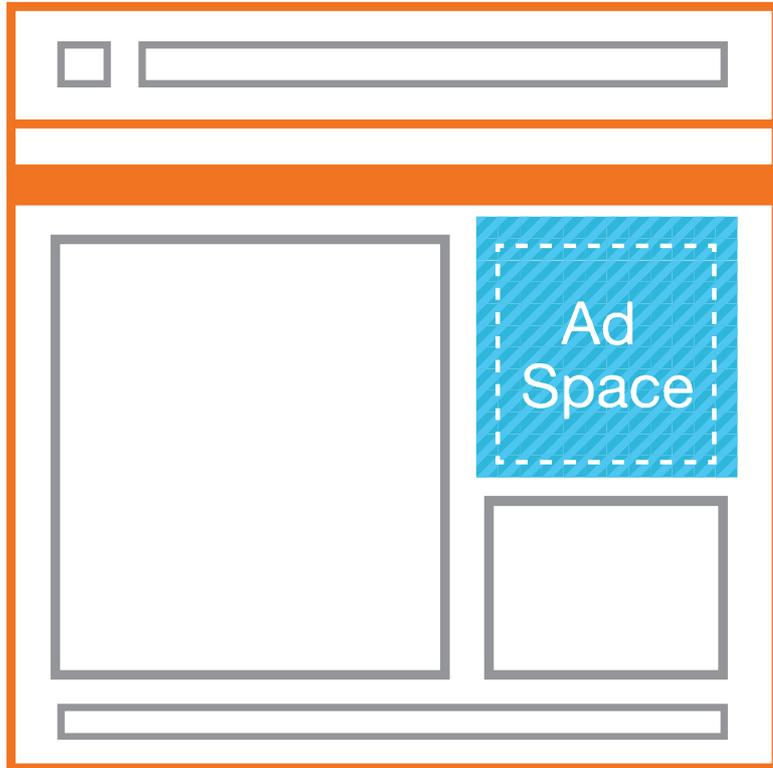
Compare: AirFastTickets CheapTickets Expedia Orbitz Travelocity

1 person Coach **Search**

Save More! Search Flight + Hotels

How We Collect Travel Data:
Anonymous "Traveler Profiles"
are built from data collected from the user's travel searches. Showing intent to travel the state of AZ triggers Sojern to serve your ads to promote awareness and influence travel decisions.

After seeing a person search, or book travel to Arizona, Sojern immediately bids on serving your ads to the same person as they surf the web (dramatization below)



When Sojern wins bids on your behalf, your ads are shown to those that have just booked travel to Arizona

The image displays a collage of web browser screenshots illustrating targeted advertising for Arizona. The ads are prominently featured on various travel-related websites, including CenturyLink, AccuWeather, CNN Travel, and MSN Video. The ad copy consistently reads "Heading to Spring Training? Add a day to your trip and..." and features the Arizona baseball logo. The screenshots show the ads appearing in different contexts, such as search results, video player overlays, and sidebar recommendations, demonstrating the reach of the advertising campaign.

Sojern does this on multiple channels across the web



Real Time Display
Standard Rich Media



Facebook Exchange
News Feed, Right Rail



Real-Time Video
In-Banner, Pre-Roll



Smart Devices
Mobile, Tablet



Email
Customized Offers,
Loyalty Program
Messaging



Who We Work With

Partnership With 100+ of the World's Top Tourism Brands



Case Studies



San Francisco Travel Case Study



Objective

- + Increase travel bookings to San Francisco.
- + Drive traffic to www.sanfrancisco.travel.
- + Track post-impression search and book behaviors.

Results

- + Return on Ad Spend:
 - 30 day **\$163** to \$1
 - 60 day **\$331** to \$1
 - 90 day **\$403** to \$1
- + Incremental Flight Bookings:
In 90 day 233,567 searches and **7,186 bookings.**
- + Optimized campaign to produce an overall CTR of **0.83%.**
- + Users exposed to the Sojern served ads were **12%** more likely to search and **14%** more likely to book travel to San Francisco.

The Promise of Big Data and Behavioral Targeting

- + The future is in 1:1 marketing
- + Listen to data and let it guide your marketing decisions
- + Customize messaging based on consumer actions and travel shopping patterns
- + Sojern tracks what matters...actual travel, incremental lift and engagement

Thank You!

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