

Sojern Co-Op Always-On Menu

Rates

- Display: \$5
- Pre-roll video: \$14

Budget range

- Between \$5K and \$50K per RDMO campaign

Targeting

- General
 - Traveler intenders to RDMO within Sojern's real-time aggregated travel data (airlines, hotels, OTAs, rental car companies, meta-search companies, restaurant reservation, etc). Additional emphasis on active adventurers aged 18-54.
- Custom targeting parameters available per partner as well
 - Examples: geography, searched for competitive market like SF for example, interests, race/ethnicity, etc.

Discounts & AV

- Discounted CPMs
 - Display: \$1 discount (typically \$6)
 - Pre-roll video: \$1.50 discount (typically \$15.50)
- Creative services as AV
 - In order to unlock, RDMOs must spend \$5K min. of media for at least six weeks
- Campaign performance report as AV
 - In order to unlock, RDMOs must spend \$15K (required to see reliable data)
 - Included: bookings, economic impact, ROAS, trip planning timeline, length of stay, searched & booked months, origin markets, alternate destination searches
 - Example included in email

Campaign management

- Sojern will facilitate campaign setup with RDMO directly (aligning on timeline, display or video, targeting, creative service needs, etc.)
- Sojern contacts
 - andrew.baker@sojern.com
 - robert.wiese@sojern.com