



Sojern Overview

Travel Oregon





Who We Are

Sojern works across hotel, airline, cruise, transportation, and tourism industries, as well as with non-travel brands.



Built on a decade of expertise analyzing the complete traveler path to purchase, Sojern drives travelers from dream to destination.



Best Advertising
Solutions Company
2016



2013, 2014, 2015,
2016, 2017, 2018



AdAge Best Places
to Work 2017

Sojern Data Partners

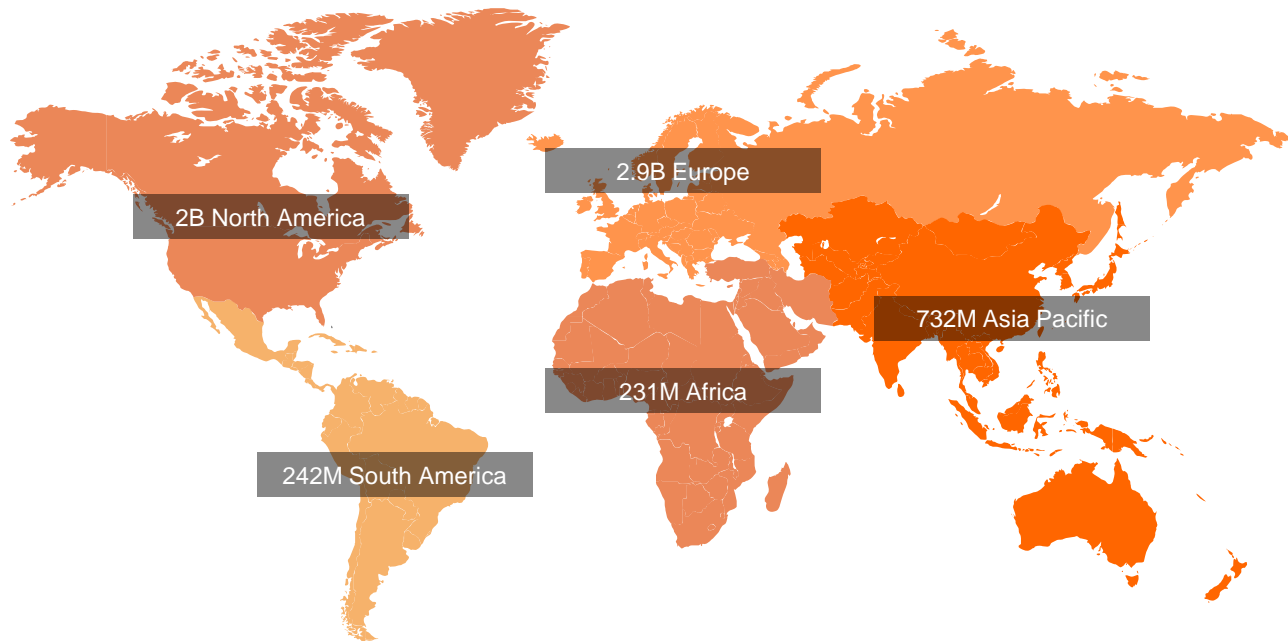
We See 6.2 Billion Travel Data Partner Searches Across 238 Countries and Territories

105+ Global Data Partners:

- Cruise Agents, Luxury Providers, Tour Operators, OTA's, Meta Search Brands, Airlines, Car & Hotel Providers

Our Data Strategy Remains Cost-Effective:

- Pay for Performance
- Optimized per Advertiser



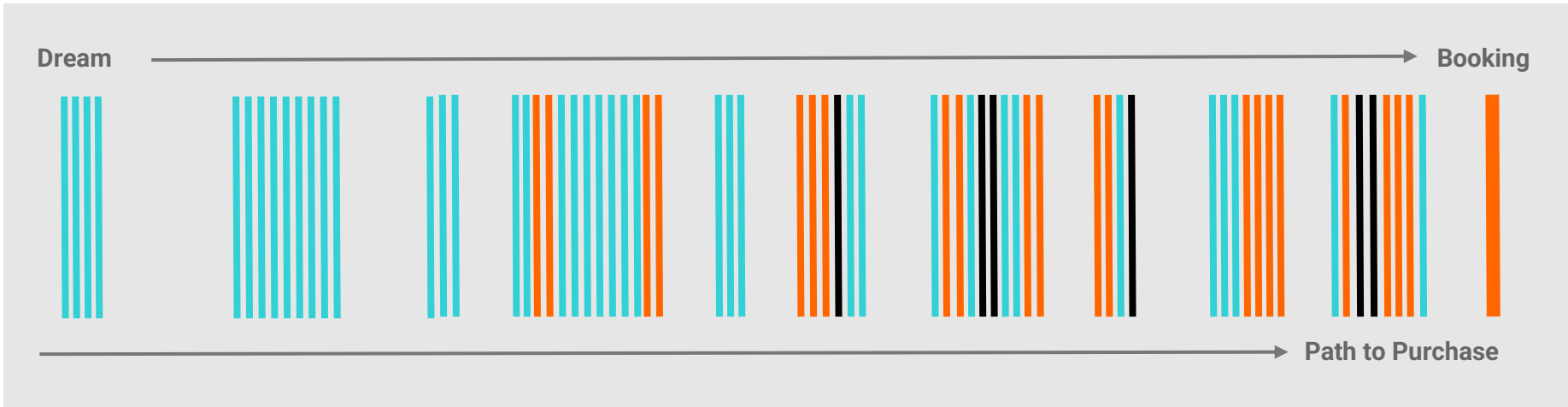
We Start with Real People and Their Real Activities

We analyze anonymous travelers in real time as they plan their travel.



We See What Individual Brands Can't

Our data science and unique partnerships strategy gives us unmatched visibility into global travel demand, stitching together a path-to-purchase view across the broad landscape of competitors and aggregators.



How We Create Traveler Profiles

We can put our 350M traveler profiles to work—together with your data—to identify and exclude key target audiences and drive reach to new customers

Sojern Data Examples

Travel Bookings



Past Travel History



Travel Sites



Travel Search Behavior



Profile Example

Experience Seeker
Decision Maker
Prefers Brands
Lux Biz + Leisure
Multi-device Booker



Your Data Examples



Loyalty Program



Mobile App



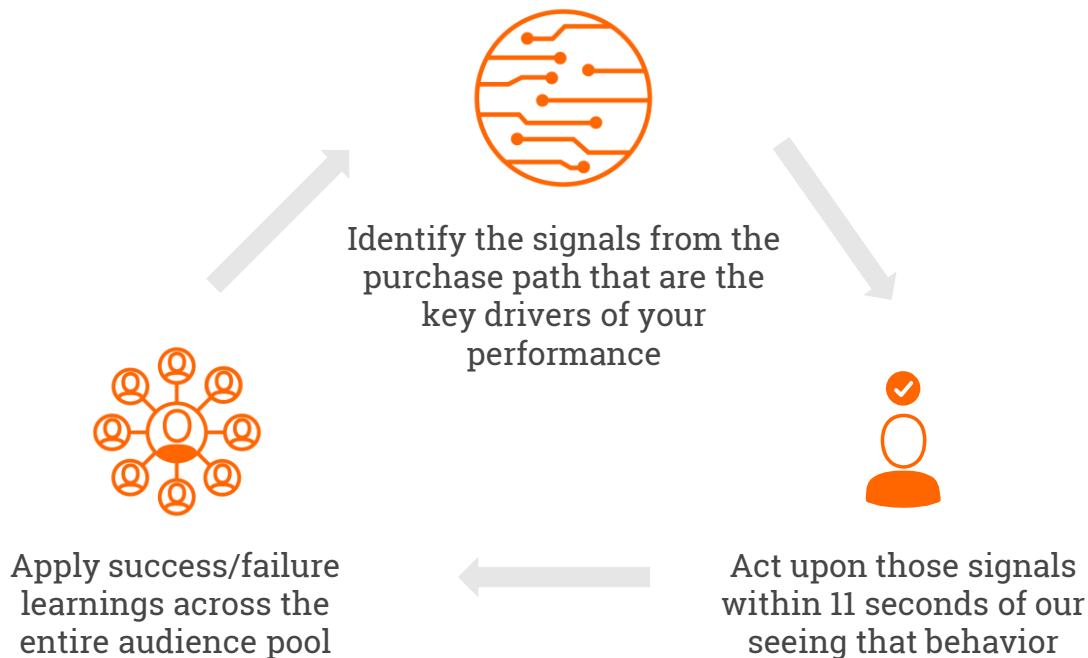
Travel Sites



Other Sources

Timing in Travel is Everything

Fulfill perishable inventory by better predicting how travelers will behave and more effectively deliver the results you want by acting within seconds of their real time behavior



Activating Travel Data Efficiently Across Channels

Inventory, targeting, ad formats, and creative capabilities tailored for reaching the traveler audience.



Cross Device
Display/Mobile



Video



Native



Connected TV



Dynamic
Creative



Private
Marketplace



Social



Co-Op

Partnerships with:



We work with 93% of the Travel Fortune 500

With Over 8,500 Clients worldwide



Sotheby's



The Sojern Tourism World

A team dedicated to your success.



Sojern Data

Billions of data points sourced from reputable travel partners all around the globe and across multiple travel verticals.



Free Analytics & Insights

Reports to help understand and track the true economic impact for destinations and attractions.



Sojern Traveler Platform

Industry leading approach to data transforming intent signals into custom audiences for our clients.



Customers First

Passionate, talented people dedicated to the tourism and attractions travel vertical.



Ad Products

A wide range of creative formats are available to use with Sojern audiences to engage your target customer.



Proven Performance

Sojern has proven track records for destinations and attractions of all sizes around the globe.

Audience Examples

Sojern has an audience to achieve every one of your campaign objectives



Luxury

Brand conscious business or leisure traveler



Business Traveler

Traveling alone, during the week, frequent traveler



Leisure

Anyone looking for relaxation and fun



In Destination

Currently on trip & searching for activities and fun



Have Booked a Trip

Conducting research in preparation for travel



Loyalty Programme

Brand loyal, enjoy personalized experiences



Frequent Traveler

Travel at least once per month, for business or leisure



City breakers

Couples enjoying short cultural getaways



Family

3+ people looking for family-friendly destinations

Google Certified Marketing Partner

Sojern is a Google Certified Marketing Partner

Google's Certified Marketing Partners Program helps brands and agencies identify which companies are truly best of the best at managing and powering campaigns on Google's advertising platforms.

Google Certified Marketing Partners are:

- ✓ Hand selected and verified by Google as experts on the Google Platform through a rigorous vetting process.
- ✓ Trusted by Google to provide the proper implementation and support needed for clients to successful.



Google Marketing Platform
Certified

Sojern is Google Marketing
Platform Certified



Brand Safety Matters

We make sure your ads are shown in a way consistent with your brand's values.



Digital Content Labels

- Content is analyzed and placed into one of four brand safety levels.
- Based on site construction, content, quality and user experience.



Viewability

- Viewability technology from Google, DoubleVerify or others.
- Gain more control over how often your ad is viewed.



Sensitive Categories

- Block inventory sources based on subject matter.
- Customize block list for each campaign.



Third-Party Technology

- Use third-party verification technology like DoubleVerify (DV).
- Block sites based on suspicious activity and other methods.



Introducing Sojern's Digital Co-Op Program

Utilize the same Sojern technology and marketing solutions that influence travelers in a traditional tourism campaign now available in a co-op.

DMO Marketers All Face Common Challenges

Running Effective Co-Ops Should No Longer Be One of Them

PROOF
IT'S
WORKING

FINDING
THE RIGHT
AUDIENCE

FUNDING

LACK OF
RESOURCES

TRAVELERS ARE
NOT LOYAL

KEEPING UP
WITH
TECHNOLOGY

CHANGING
RULES
ABOUT
DATA
USAGE

SUSTAINABLE
TOURISM



Sojern's DMO Co-Op Program Solves 3 Critical Things



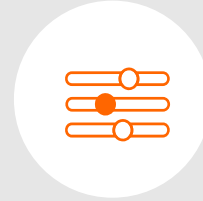
Serving the budget needs of all stakeholders

To date, Destination Marketing Organization Co-Op efforts have only been able to meet the needs of *some* stakeholders due to campaign minimums. Sojern offers scalable pricing and historical best practices on campaigns of all sizes.



Proving out economic impact through insights

For your co-op effort we will directly tie together all unique campaign best practices and results for partners and prove out total economic impact for Travel Oregon



Turnkey including education and adoption

We'll take on the operational work and give you access to your own Sojern Online Account. We will also provide a webinar for stakeholders and or custom Q&A sessions.

"Sojern's digital co-op program has been giving our industry partners a very cost-effective way of connecting with our campaign's target audiences. It also gives us a cost-effective way of expanding our overall Colorado media footprint," said Cathy Ritter, Director of the Colorado Tourism Office. "They make it simple for our partners to participate, and with their match and ours offsetting the costs, it's no wonder that several of our DMO partners are integrating this into their own plans."



COLORADO
TOURISM OFFICE | COLORADO.COM

Join the Best-in-Class Tourism Teams Partnering with Sojern on their Co-Op campaigns



How Does It Work?

Let Sojern activate your co-op.



- We'll find and influence travelers to learn more about and visit your destination, attractions, and hotels.
- We'll help with the legwork. We can handle multiple billing setups, help you organize partners, and provide you with a dedicated support team.
- We'll also provide online access to reporting at every level of partnership— included aggregated reporting.

Finally, to be true partners in your co-op, we'll offer **discounted rates**. These are **exclusive to co-ops** and not available in any other program.

See FAQ for qualification criteria.

Choose from the following and we'll build the best digital co-op program for you and your partners.

Budget & Duration

We offer flexibility in both budget and duration.

Ad Products

We provide Programmatic Display, Native, and Video.

Billing

We can bill one entity or split it up across multiple partners.

Our Co-Op Program also offers you access to:

Insights & Reporting

All partners will get their own Online Sojern Account to view campaign reporting & insights at any time. We provide destination partners additional insights.

Discounted Media

To be true partners in your co-op, we're offering discounted CPMs to all qualified participants.

See FAQ for qualification criteria.

The Benefits of Sojern's Digital Co-Op Program

Activate, manage, and prove performance for your co-op.

Influence More Travelers More Efficiently



By using the latest in machine learning and data science, we identify people looking for travel and show them an ad for your co-op participants wherever they are online.

Measure Economic Impact



We'll track and measure your co-op campaign spend and report out regularly to all stakeholders so you can show that you're driving real results.

Easy to Use



We'll take on the operational work and give you access to your own Sojern Online Account so the reporting you need is at your fingertips.

Trusted Experts



Our data scientists are constantly optimizing your campaigns while your dedicated Account Manager ensures you are informed and happy.

Pricing Model Option #1: Preferred Rate

We are offering our co-op partners discounted media in order to contribute to the shared goal of driving economic impact to your destination.

Display CPM

- Our Co-Op rate is **\$5 CPM**

Native CPM

- Our Co-Op rate is **\$6 CPM**

Video CPM

- Our Co-Op rate is **\$14 CPM**

Pricing Model Option #2: Matching Funds

We are offering our co-op partners a matching fund equation in order to contribute to the shared goal of driving economic impact to your destination.

Display CPM

- Partner Investment \$7.50 CPM
- DMO Match \$7.50 CPM
- Sojern Match \$7.50 CPM

eCPM = \$5

Native CPM

- Partner Investment \$9 CPM
- DMO Match \$9.00 CPM
- Sojern Match \$9.00 CPM

eCPM = \$6

PreRoll Video CPM

- Partner Investment \$21 CPM
- DMO Match \$21 CPM
- Sojern Match \$21.00 CPM

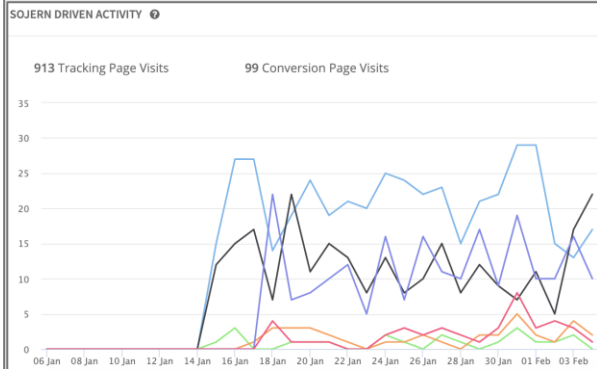
eCPM = \$14

All Partners will get their own Online Account

Each partner will get access to insights & reporting.

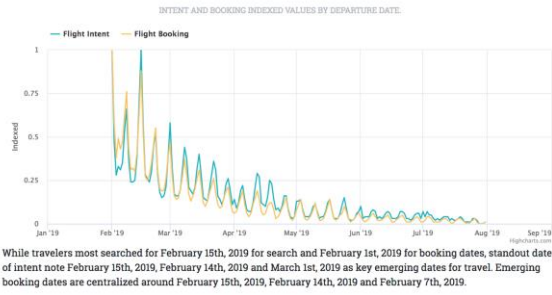
Travel Oregon will get access for each individual campaign and overall for the destination.

Campaign Performance



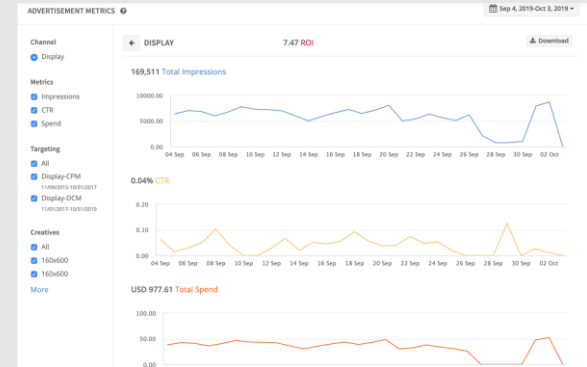
Destination / Market Insights

What Upcoming Dates are Travelers Considering?



Destination Forecast Report

Delivery



We can provide Travel Oregon with it's own Sojern Online Account that will aggregate insights from all your partners.

Note: All insights require pixel placement.

SOJERN
PROPERTY
Visit Idaho

VISIT IDAHO DASHBOARD

Fusion Portfolio: Visit Idaho

Summary

| | | | |
|-------------------------|---------------------------|--------------|----------|
| Total Selected Partners | Live Campaigns (Partners) | Total Budget | Spend |
| 5 | 4 | \$30,000 | \$12,344 |

Aggregate Performance

| | | |
|---------------------|--------------------|-----------------|
| Confirmed Travelers | Spent per traveler | Generated Value |
| 578 | \$1,200 | \$693,000 |

Campaign Performance

| PARTNER | OPPORTUNITY NAME | BUDGET | INVESTMENT | CLICKS | CTR | UNIQUE TRAVELERS | ESTIMATED TRAVELER SPEND |
|------------------------|------------------------|---------|------------|--------|------|------------------|--------------------------|
| Boise CVB | Boise CVB | \$4,000 | \$3,670 | 234 | 2.6% | 53,245 | \$1,190 |
| Lewiston CVB | Lewiston CVB | \$2,000 | \$1,675 | 234 | 2.6% | 33,245 | \$700 |
| Southern Idaho Tourism | Southern Idaho Tourism | \$6,000 | \$4,450 | 234 | 2.6% | 16,248 | \$800 |
| The Harkness Hotel | The Harkness Hotel | \$4,000 | \$3,300 | 234 | 2.6% | 11,251 | \$1,700 |
| Wallace Inn | Wallace Inn | \$8,000 | \$6,800 | 234 | 2.6% | 23,245 | \$2,200 |

Visit Idaho Map

Partners (5)

- Attraction
- Attraction
- Hotel



THANK YOU

See You Next Time

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