



Remarketing & Google Discovery Ads Co-op Advertising Program

Presented to Travel Oregon
July, 2021



MADDEN
CONNECT PEOPLE TO PLACES

Goals and Deliverables

- Provide DMO's and private businesses the opportunity to reach a highly targeted audience by retargeting visitors who have visited TravelOregon.com.
- Madden will create the partner adverts where needed, with no Travel Oregon branding or match.
- 3, 6 and 9 month options for partners to choose from.
- Madden will provide monthly reporting to both Travel Oregon & the partners.
- Depending on the level of buy chosen, we will place adverts on both the Google Display Network & Facebook. There is also a Google Discovery Ads option. We won't focus solely on impressions, instead we'll work with partners to determine what a 'conversion' is for them & strategize accordingly.



Why Madden?

We Know Oregon

In the recipe for marketing success, knowing the destination, it's challenges, the politics, and the industry are key ingredients. Having worked with your partners for many years to deliver digital and print cooperative campaigns that increase awareness and stretch their budgets, we can confidently say that we know Oregon.

Travel & Tourism Experience

Madden has decades of tourism marketing experience and has evolved from a print publisher into a full-service agency exclusively serving DMOs. One of our specialties, as you know, is creating cooperative opportunities that benefit both our clients and their partners. We use the latest technologies, trends, and tactics to deliver successful campaigns and we'd have it no other way.

Data-First Strategies

Everything we do is driven by data. From research your team has gathered and conducted to providing performance measures for your stakeholders, we consider all available information at every stage of your program. A Travel Oregon RM co-op campaign will be optimized throughout the year based on the actionable insights data provides. We're so passionate about data that we provide a customized reporting dashboard for our partners called Madden Voyage, available 24/7.



Why Madden continued

Proactive Support

Creative, innovative, strategic, and quirky—Team Madden provides the highest level of customer service and has fun in the process. We don't sleep at the office, but we do work tirelessly to perfect campaigns that inspire consumers and lead to travel. You and your partners will have access to a team of self-proclaimed marketing nerds who love travel and tourism.

Our Work to Promote Tourism

Madden attends a wide variety of conferences to support our partners across the state and often work with our partners to petition policy and law makers to help them understand the value of what our industry does. We attend both the Governor's Conference on Tourism and the ODA Annual Conference, and we are in-market often to meet with partners & key constituents.

If you want a partner who specializes in the destination marketing vertical, shares your passion for travel, and delivers smart solutions to your marketing needs, Madden's got you covered.



Remarketing

Your Remarketing Ad Co-op uses the power of your brand and audience to help your partners increase site traffic and increase Oregon visitation. Partners can choose from 4 different options, starting at a 3 month campaign all the way up to the full year. Depending on the buy, we will place ads through Google & Facebook, with a strategic focus on actual click “conversions” rather than just impressions.

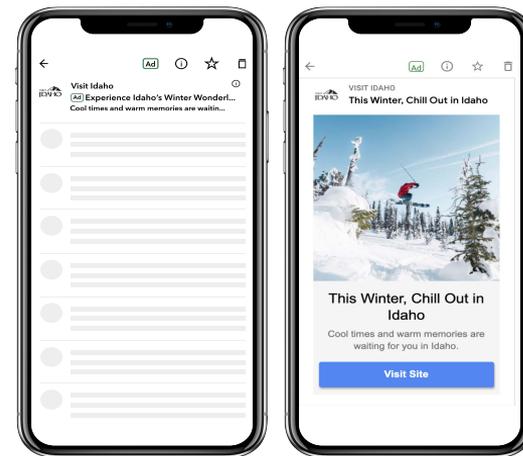
Duration	Deliverables	Total Cost
3 months	Google Display RM - 1.2m+ impressions. 1 Ad set (Service fee =\$1,200, Creative \$800, total media \$3,000)	\$5,000
6 months	Google Display RM - 1.55m+ imp Facebook RM - 7,500 clicks 2 Ad sets (Service fee = \$2,971, Creative = \$1,600; total media = \$7,429)	\$12,000
9 months	Google Display RM - 2.5m+ imp Facebook RM - 13,000 clicks 3 Ad sets (Service fee=\$5,029, Creative=\$2,400, total media = \$12,571)	\$20,000
9 months	Google Display RM - 5m+ imp Facebook RM - 22,500 clicks 3 Ad sets (Service fee=\$9,314, Creative = \$2,400, total media = \$23,286)	\$35,000



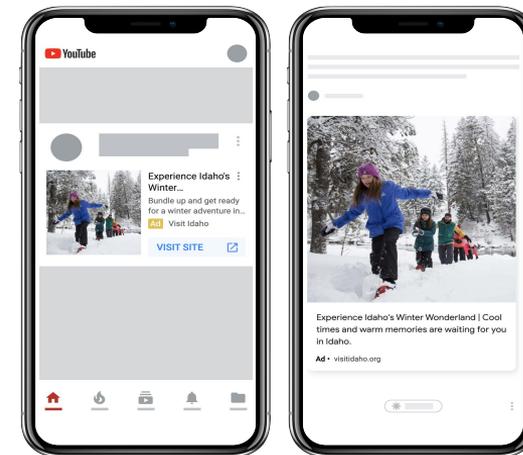
Google Discovery Ads

Leveraging Google Discovery Ads, partners can take advantage of the opportunity to reach targeted consumers who are showing interest and intent to visit Oregon through these dynamic campaigns that stretch across YouTube, Google Watch Feeds, and Gmail promotions . Partners can choose from 4 different options, starting at a 3 month campaign all the way up to the full year.

Duration	Deliverables	Total Cost
3 months	Google Discovery Ads; est clicks 6,600+ (Service fee = \$1,200, Creative \$800, total media \$3,000)	\$5,000
6 months	Google Discovery Ads, est clicks 17,500+ (Service fee = \$3,200, Creative = \$800; total media = \$8,000)	\$12,000
9 months	Google Discovery Ads, est clicks 30,000+ (Service fee = \$5,486, Creative = \$800, total media = \$13,714)	\$20,000
9 months	Google Discovery Ads, est clicks 53,500+ (Service fee = \$9,771, Creative = \$800, total media = \$24,429)	\$35,000



Gmail



YouTube

Discover



Looking Forward

When all is said and done, it's important to remember why we're doing this. Travel does more than bring dollars to Oregon; it brings people together, expands worldviews, and creates treasured experiences travelers cherish for a lifetime. You are looking for a partner that will help you create advertising opportunities for your partners—Madden has been, and will always be that partner.

We can't wait to get started.



A person in a dark jacket and shorts stands on a rocky shore, looking out at the ocean during a sunset. The sky is filled with colorful clouds in shades of purple, orange, and blue. The sun is low on the horizon, creating a bright reflection on the water.

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