

# Digital Co-Op Program

## We Help DMOs and CVBs Boost Local Tourism With a Comprehensive Advertising and Analytics Package

With our custom-tailored Digital Co-Op Program, Sojern has removed the operational complexity of executing and measuring joint branding and performance campaigns for multiple hotels, attractions, and convention and visitors bureaus (CVBs). The program's plug-and-play framework provides each "host," meaning a DMO at the country, state or CVB level, with a number of key benefits to all participants, including:

### Key Benefits and Features

#### Custom Dashboard

Reporting dashboard includes an aggregate view of performance metrics across all campaigns, along with individual views for each hotel owner or attraction.

#### Analytics and Measurement

Understand overall tourism impact including lift in inbound flight searches and bookings, total direct bookings with local hotels, and more.

#### A Multi-Channel Approach

Integrated campaign targeting and multi-channel reach across branding initiatives, programmatic display, native, mobile, and video campaigns.

#### Discounted Media

We offer different models of flexible fund-matching or discounted media packages for all co-op participants. We become your partner in the co-op.

### Supported Marketing Channels



#### Programmatic Display

Standard IAB units, non-standard banner units, rich media, and more



#### Video

Run streaming video campaigns across a wide variety of media



#### Native

A full range of native ad offerings across a variety of sites and apps

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## Who We Are

Sojern is travel's direct demand engine, delivering \$10B in generated bookings for thousands of travel brands including destinations, attractions, hotels, airlines, cruise operators, and more. In the tourism space alone, Sojern enjoys successful partnerships with 800+ global brands including destinations & attractions. Sojern is the first travel audience company to be designated a Google Marketing Platform Partner and we are a Brand USA Affinity Partner.



### What We Do Better

Sojern has the technology to travelers as they shop in real-time, removing wasted impressions and maximizing return on ad spend, driving results for campaigns. Post-campaign, Sojern provides critical insights and data analytics—down to economic impact reporting—to enhance all of your marketing efforts.



### Where We Excel

Serving your ads to 95% of all internet audiences on premium websites via Display, Mobile, Dynamic Creative, Native, In-stream Video, YouTube TrueView Adapted Audiences, Facebook, PMP, and more, across devices, for more precise marketing of your campaign to drive incremental visitation.



### How We Do It

Sojern has 350M+ traveler profiles built with data partnership information from online travel agencies, airlines, hotels, and more, which provide live search data and confirmed bookings so we can identify where a traveler sits in the path-to-purchase, engage and convert them.



### We Deliver Results

Whether a traveler is in the dreaming phase of planning a trip to a destination or has booked their trip, Sojern targets them on their device with the relevant message to meet your campaign goals, whether that be traffic to your website, incremental visitation, or ticket sales.

For more information, please contact us at [TourismOS@sojern.com](mailto:TourismOS@sojern.com)