



Co-Op Marketing
Updated w/ Pricing & Matches
– 2/13/25

The World's Travel & Entertainment Data Consortium

The partners that power the Impact



300+ Major Brands

including airlines, hotels, ota's, meta's, real estate, ticketing, dining, etc.



2.1B Global Profiles

connected to real-time digital actions



Privacy-First Identity Graph

linking identities using future-proof technology



Real-Time Behaviors

to activate and enrich your marketing

Adara's Global Footprint

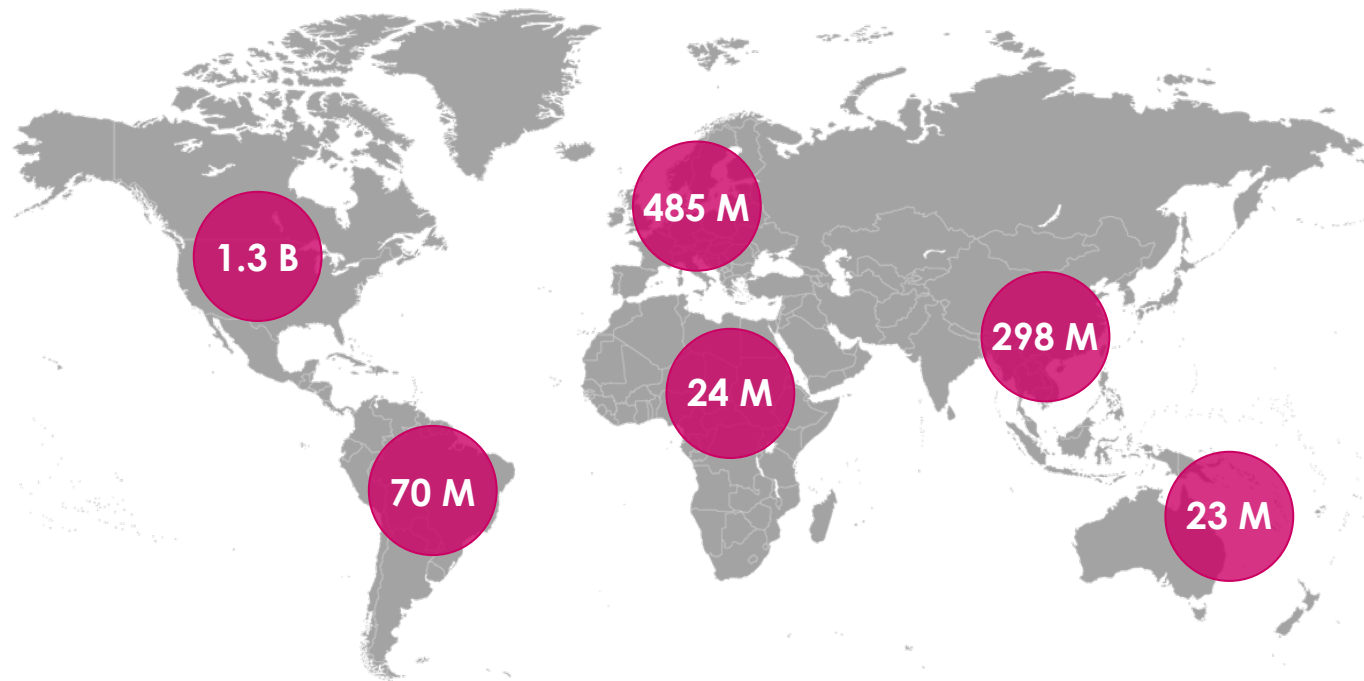
De-identified & aggregated transaction data

2.1 Billion rich profiles that include, on average: 30+ data points per profile

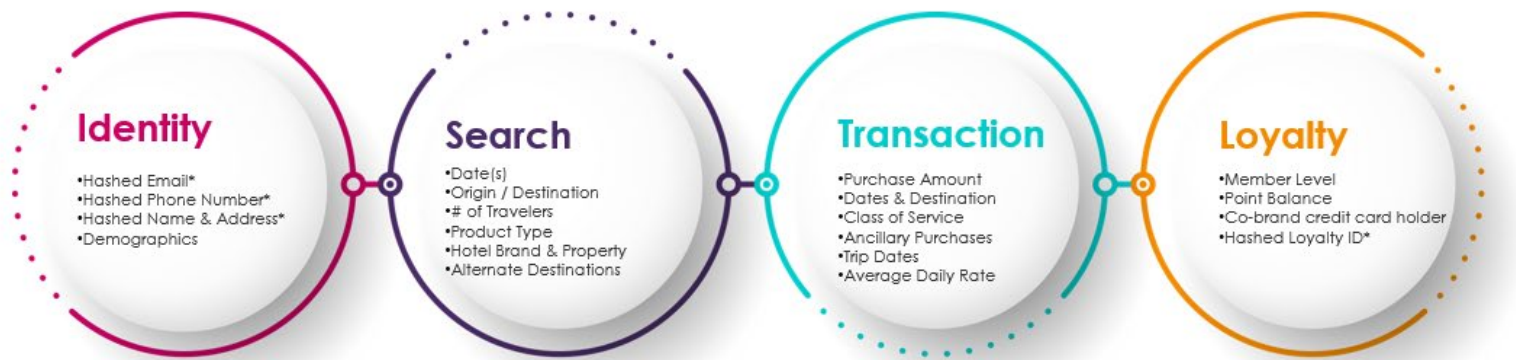
Over **2.5+ Billion** hashed emails

3 Billion travel searches annually

180 Million air and hotel bookings annually



What Type of Data is Typically Shared?



What does this mean for Washington - Analysis over the past 12 Months

Activity by Vertical

Vertical	Search Count	Booking Count	Avg # Travelers	Avg Search to Book Days	Avg Book to Travel Pd (Days)	Avg Advance Period Search	Total # Travelers	Avg Trip Duration	Total Nights	Total Revenue USD	Avg ADR USD
1 Hotel	39,323,510	3,418,037	1.68	11.42	30.76	42.18	5817436	2.16	7,493,491	\$1,152,055,719.27	\$170.65
2 Flight	51,388,241	2,878,507	1.36	9.87	43.3	53.17	3928123	4.09	11,795,552	\$353,446,261.97	0

Travel Summary by Destination

Destination City	Destination State	Destination Country Name	Pct of Bookings	Search Count	Booking Count	Avg # Travelers	Avg Search to Book Days	Avg Book to Travel Pd (Days)	Total # Travelers	Avg Trip Duration	Total Nights	Total Revenue USD	Avg ADR USD
Seattle	1 WA	United State...	57%	59,866,389	3,614,055	1.48	10.85	41.74	5394136	3.55	12,979,357	\$862,073,69...	\$215.98
Spokane	2 WA	United State...	9%	6,603,695	588,299	1.52	6.81	35.22	893314	2.74	1,617,323	\$122,285,26...	\$155.21
Bellevue	3 WA	United State...	3%	2,757,976	203,835	1.55	14.28	26.87	317379	2.33	476,185	\$84,115,189...	\$205.26
Vancouver	4 WA	United State...	1%	918,875	94,250	1.63	6.21	21.48	154150	2.43	229,771	\$22,925,646...	\$131.45
Bellingham	5 WA	United State...	1%	1,082,875	89,323	1.63	8.55	25.84	146171	2.42	217,003	\$16,978,455...	\$131.38
Tacoma	6 WA	United State...	1%	1,111,424	84,062	1.63	1.59	31.33	137380	2.28	192,247	\$23,235,100...	\$153.48
Everett	7 WA	United State...	1%	849,451	74,647	1.5	14.89	22.41	112515	2.62	196,085	\$14,160,957...	\$131.05
Tukwila	8 WA	United State...	1%	670,516	70,997	1.74	2.42	26.03	123631	2.29	162,948	\$19,959,177...	\$157.83
Pasco	9 WA	United State...	1%	823,037	60,561	1.32	13.31	24.53	79899	3.1	188,158	\$6,738,922.01	\$140.89
Wenatchee	10 WA	United State...	1%	615,103	57,863	1.77	20.26	26.06	102603	1.84	106,694	\$11,989,836...	\$134.79
Kennewick	11 WA	United State...	1%	630,900	57,006	1.56	41.34	21.79	89434	1.81	103,254	\$10,617,884...	\$119.08
Renton	12 WA	United State...	1%	709,783	56,309	1.66	23.29	30.82	93534	2.36	133,204	\$16,010,165...	\$149.31
Ocean Shore...	13 WA	United State...	1%	318,063	52,693	2.09	0	24.01	110889	1.81	96,181	\$9,230,455.18	\$149.20
Yakima	14 WA	United State...	1%	531,793	49,223	1.54	25.21	23.35	75993	2	98,965	\$9,076,647.26	\$124.20
Redmond	15 WA	United State...	1%	683,478	45,199	1.58	9.11	25.01	71361	2.86	129,715	\$20,475,347...	\$181.75



Co-op Offerings



- Leverage Adara's 300+ real time data partnerships with 2.1 Bn rich profiles to custom curate campaigns throughout the travel funnel to drive awareness and attributed bookings and revenue for your Destination partners
- Leverage Adara 1st and 3rd party data signals to engage active travelers.
- Display Prospecting & Retargeting, Native, Pre-Roll Video & CTV (:15s/:30s)
- Minimum investment: \$10,000 (\$5,000 min/month)
- Adara to add 20% match to all campaign buys
- State of WA match - \$2,500 per campaign buy
- Pricing structure on slide 9 – all campaigns can be tailored based on partner budget above the \$10k // \$25k minimum



Ad Units:

- Standard Display, Native, Video

Campaign Management:

- Adara will manage 100% of program
- Adara will design custom campaign with industry partners - includes full execution and reporting

Development:

- Adara can design custom program for each partner based on State of Washington Tourism targeting parameters
- Partner customization is accepted



Co-Op Campaign Rates

Medium	Minimums	Adara Match	WA Match
Display	\$5k a Month/ \$10k Minimum buy	20%	\$2,500
Native		20%	\$2,500
Pre-Roll Video		20%	\$2,500
CTV	Recommended \$25k buy	20%	\$2,500

- Campaigns can be scaled up from minimums // Additional State of Washington match to be confirmed



Targeting & Strategic Capabilities

We Offer Unique Targeting Strategies to Fit Your Needs

We'll help you determine the best audiences to hit your goals

01.

In Market Audiences

People who are searching for specific destination(s)

02.

Flight Market

People who are searching for destinations not within driving distance

03.

AI Audiences

Audience created with artificial intelligence designed to achieve your goal

04.

Past Visitors

People who traveled to your destination in the past

05.

Outdoor Enthusiasts

People who search for destinations with an abundance of outdoor activities

06.

High Yield Travelers

People who have a potential spend higher than most

07.

Business Travelers

People who are searching for a trip to take for business

08.

Days of Week Bookers

People who typically book on the weekends and/or Weekdays

09.

Travel Party Sizes

People who are traveling alone, as a couple or as a family

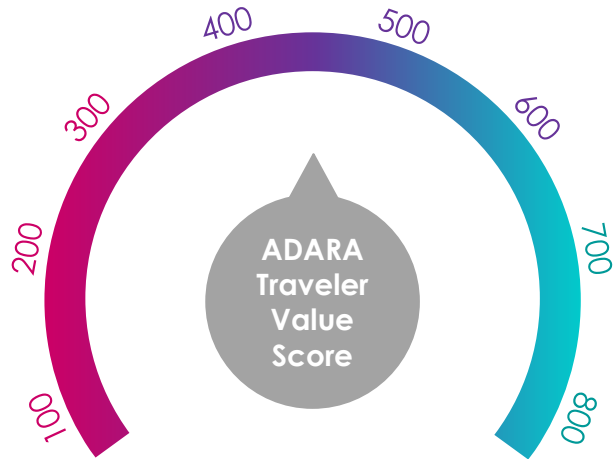
10.

Attraction Goers

People who have been to concerts, shows and games

Travel Value Score (TVS): Like a Credit Score for Travelers

Speak to Travelers, Not Just Searchers



Basic
Below 300

2-3
Trips/yr

\$1K - \$5K
per yr.

No
Loyalty Status

Primarily Research
on **OTAs**

Mid
300-600

1-2
Trips/mo

\$15K - \$20K
per yr.

Elite
Loyalty Status

**OTAs &
Book Direct**

Elite
Above 600

3+
trips/mo

\$60K+
per yr.

2+ Elite
Statuses

Mostly
Book Direct

Adara + Commerce Signals

Targeting + Measurement on spend using credit card data



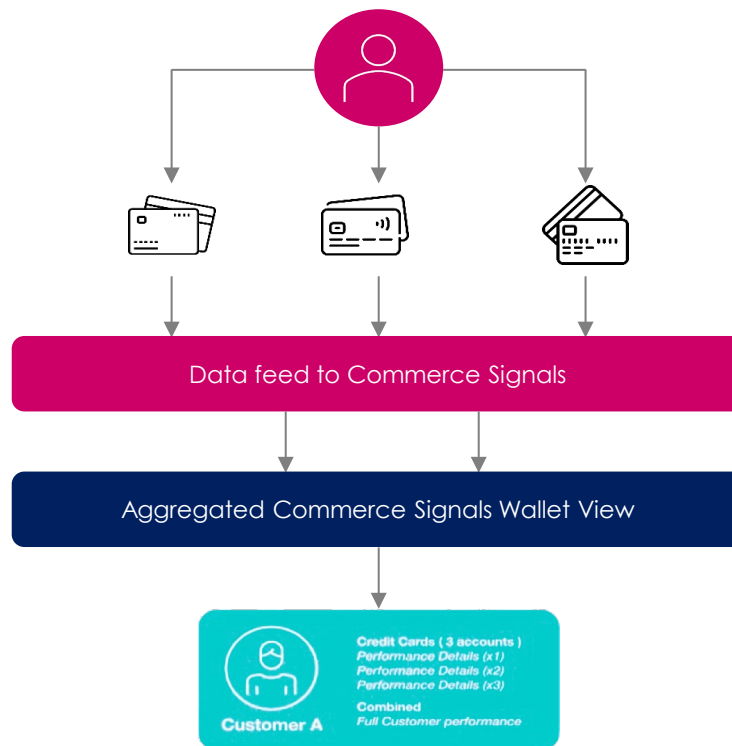
Visa, Mastercard & Discover

In-store, online & in-app purchases

Credit, debit and private label cards

195m individuals

40m households



Transaction-Based Audiences

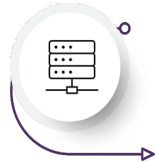
Reach bespoke audience segments based on purchase history

Adara now offers transaction-based data to help marketers reach and target key segments in travel and entertainment.



Precise Targeting

Reach the right audiences by leveraging consumers' past credit/debit card purchases



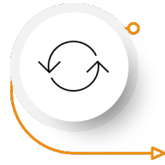
Rich Data Set

Access a wealth of data. Adara combines transaction data for **475M** verified identities and over **195M** individuals



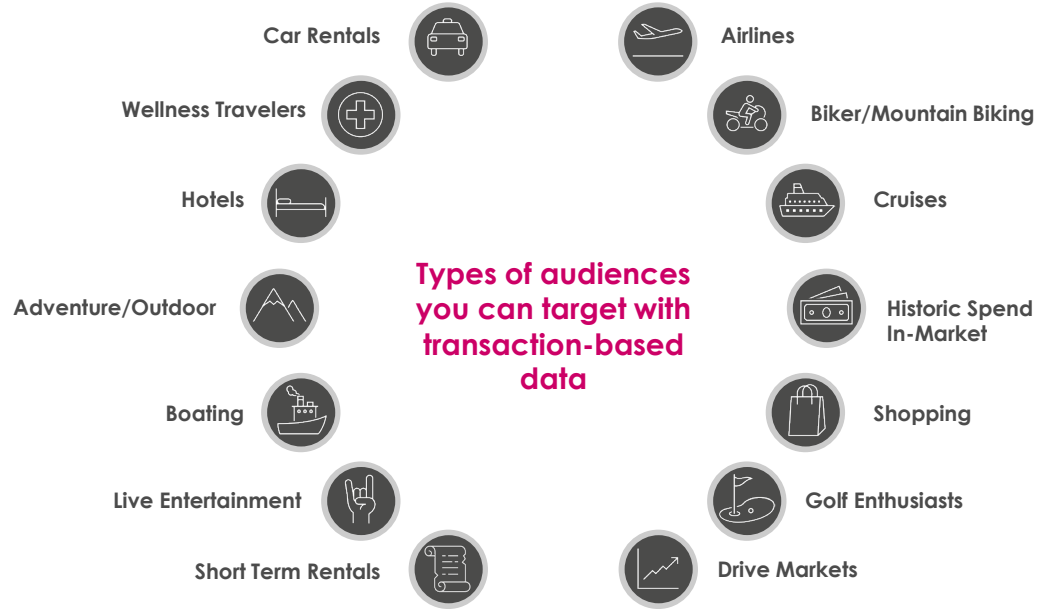
Custom Audiences

Create bespoke audience segments based on over **500** spending attributes



Frequent Updates

Ensure the best reach with attributes refreshed every month



These audiences are available exclusively with Adara's managed media services.

The Basics | Why are AI audiences better

An audience that is regularly **re-optimized** using **machine learning** to be the most likely to achieve **your specific goal(s)** at a given time.

How is this different from a “regular” audience? A regular audience is *not optimized for a specific customer goal* - it either selects audience members based on criteria on the transaction, or it selects audience members based on a *generalized score*

Why use an AI audience **instead of a regular audience?** Because it will **perform better** due to optimal construction.

The Basics | Why Our AI Audiences Are Better



Performance

- **3-20x better performance** than competing audiences
- Automatic & sustained performance over time



Scalable

- **Easily scaled up and down based on performance**
- Non-scored audiences will get turned off if they don't perform



Insightful

- Better understanding of what drives performance
- Visible **guidance on potential performance**



Differentiator

- **Building custom AI audiences for client are proprietary**
- Custom solutions for every objective
- Our unique data set makes it possible

Types of AI Audiences (determined by your goal)



Booking AI Audience

Predict high affinity individuals who will likely convert in the next X* days
(best default audience)



Prospecting AI Audience

Predict high-likelihood individuals who will search or book in the next X* days



Site Visit AI Audience

Predict high-likelihood individuals who will engage in any activity with the client, which includes, but not limited to, site-visit, search, book, or membership sign up in the next X* days



Create Your Own AI Audience

We would be happy to learn about your specific goals and create a custom AI Audience to achieve those goals

*X is the attribution window that we use for modeling, and is typically 14 days.

*\$50K Campaign Minimum

We Target People, Not Just Devices

Adara data can be activated across the most popular channels



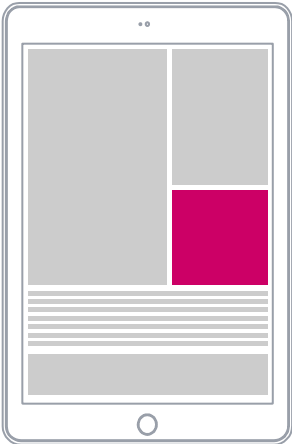
Adara Placement Formats

Desktop



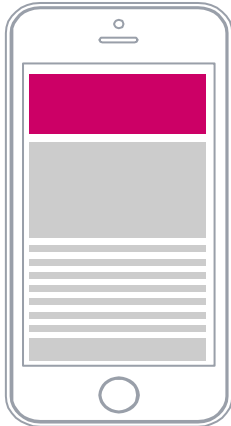
300x250, 728x90, 160x600
& OTHER STANDARD
IAB AD SIZES

Tablet



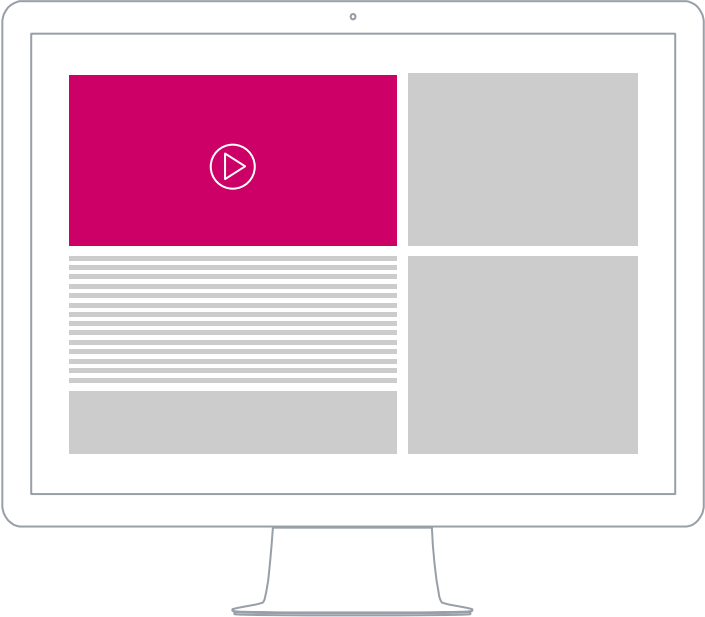
300x250, 728x90, 160x600,
& OTHER STANDARD
IAB AD SIZES

Smartphone



300x250, 320x50,
& OTHER STANDARD
IAB AD SIZES

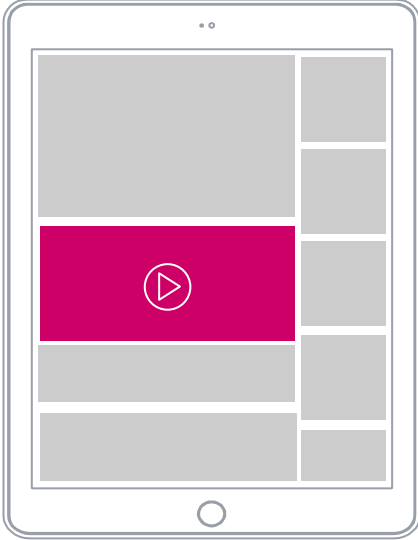
Adara Video Options



IN-STREAM VIDEO



MOBILE INTERSTITIAL



FACEBOOK NEWSFEED VIDEO

Post-Campaign Analysis

Includes actual flight and hotel booking data for your campaign



Campaign Details

Client	Island Destination
Campaign	Q1 2022 Campaign
Flight Dates	1/1/22-3/31/22
Budget	\$35,000.00

Booking and ROI Performance

Vertical	Searches	Bookings	Length of Stay	Search to Book (Days)	Book to Arrival (Days)	Average # of Travelers	Total Travelers	Total Nights	ADR	Revenue	ROI
Flight	5,196	156	7.2	14.5	116.3	2.1	323	1,129			18.46
Hotel	7,138	159	4.6	41.1	71.6	1.9	306	733	\$432.69	\$317,064.57	
Total	12,334	315					629	1,862	\$432.69	\$317,064.57	18.46

Cummulative Performance

Package	Insertion Order Details					Campaign Delivery					
	Start Date	End Date	CPM	Impressions	Budget	Spend	Impressions	Clicks	CTR	Conversion	CPB
New Travelers	01/05/2021	30/06/2021	\$8.00	3,125,000	\$25,000.00	\$12,245.29	1,530,661	1,596	0.10%	451	\$27.15
Comfortable Travelers	01/05/2021	30/06/2021	\$8.00	1,250,000	\$10,000.00	\$4,928.28	616,035	589	0.10%	203	\$24.28
Added Value	01/05/2021	30/06/2021	\$-	400,000	\$-	\$-	105,162	152	0.14%	34	\$-
Total				4,775,000	\$35,000.00	\$17,173.57	2,251,858	2,337	0.10%	688	\$24.96



Post-Campaign Analysis

Report on metrics that matter



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Attribution / Measurement Solutions

Data Matching Process

Log files are like a receipt of who saw your ads...



Process

- Adara matches to logs
- Finds all searches & bookings of users that saw your ads
- Reports on:
 - ADR
 - Origin
 - Booking window
 - Length of stay

Adara's Connected TV Measurement Report

A simple way to understand if someone booked a trip to your destination after viewing your CTV ad.

Access to metrics across flight and hotel data:



Flight Data

Flight Totals

Total Flight Bookings
Total Flight Searches
Total Estimated
Travelers
Total Estimated Nights

Flight Average

Avg. Length of Stay
Avg. Number of
Travelers
Avg. Advance
Purchase

Top Flight Origin

Top Alternate Flight Booked Destination
Top Alternate Flight Searched Destination



Hotel Data

Hotel Totals

Total Hotel Bookings
Total Hotel Searches
Total Estimated Travelers
Total Estimated Nights
Total Estimated Revenue
Total RevPAR

Hotel Average

Average Length of Stay
Avg. ADR
Avg. Number of Travelers
Avg. Advance Purchase
Revenue per room
RevPAR per room

Top Hotel Origin

Top alternate Hotel booked destination
Top alternate Hotel searched destination

SPACE COAST FLORIDA PARTNERED WITH ADARA TO MEASURE CONNECTED TV AD SPEND



CASE STUDY

OVERVIEW

Space Coast Florida, along with their agency, &Barr, were looking to understand the return on investment from their high-cost, high-funnel media buys — such as connected TV and linear TV, which is traditionally very difficult to measure.

STRATEGY

They enlisted Adara and their data consortium of more than 1 billion identities to measure the revenue generated from the TV media spend. Space Coast Florida and &Barr shared their log file data from their TV campaigns. Adara was able to match the exposed viewers to identities in our first-party consortium to report on their travel behavior.

With these capabilities, Adara was able to provide a truly unique measurement solution that brought forward actual bookings and hotel revenue for a tactic previously unknown — linear TV.

RESULTS

Adara provided a report which identified the number of flight and hotel searches, bookings, estimated number of travelers, estimated number of nights stayed, average ADR, revPAR per room and a number of other metrics for viewers of the connected TV and linear TV media ads.

CTV Summer Campaign

\$2M+

in hotel revenue

5,800

hotel bookings

Linear Campaign

\$2M

in hotel revenue

6,100

hotel bookings

Adara's Destination Expenditure Insights

How does this differ from spending reports of the past?



5 times higher data than our closest competitor



Massive Coverage: Visa, Mastercard & Discover



Includes **Credit & Debit** transactions



Discover the top 25 local businesses for visitor spending



31 merchant categories: **restaurants, hotel, drinking places & more**



50% of all US based transactions (\$2.7 Trillion)

Post Campaign : Campaign Measurement Expenditure Reports

Where are visitors spending in the destination in relation to my marketing?

[See sample report here](#)

Introduction

Tourism and travel have the ability to greatly impact a destination across all types of businesses. This report aims to provide destination marketers and researchers with a wider view of the economic impact brought about by tourism, beyond hotel and flight data.

As this report will only capture transactions (txn) that are billed within the specified travel period and at the named destination, this analysis may not fully represent the value of a single traveler. This is due to the nature of how travelers plan, pre-book or post pay for services such as hotel room stays and flights. Any hotel or flight data represented in the Destination Expenditure Reports should therefore be treated separately from insights provided by other Adara products and insights.



Destination:
City: Chicago



Travel Period:
1 Jul'20 - 31 Dec'20



Travelers:
All media reached travelers who traveled to the destination within the travel period.

Summary Statistics

*Traveler in this report is defined as a household.

TOTAL CREDIT CARD SPEND			
\$2,127,793,770.01			
# TRAVELERS	2,322,055	TOTAL # TXNS	36,446,582
SPEND / TRAVELER	\$916.34	SPEND / TXN	\$58.38

Other Transportation

TOTAL SPEND	\$25,690,293
AVG/TRAVELER	\$79.45
AVG/TXN	\$21.39

Merchant Name	Total Spend	# H/HD	# Txns	Avg \$/H/HD	Avg \$/Txn
INTERPARK	\$2,714,845.51	8,155	24,586	\$332.90	\$110.42
LOT A EPS	\$2,018,946.37	14,566	27,019	\$138.61	\$47.72
PARKINGMETER	\$1,340,144.05	96,130	306,899	\$13.94	\$4.37
L&Z PARKING	\$1,038,895.55	13,302	37,754	\$78.10	\$27.52
VENTRA VENDING	\$571,966.29	13,937	36,751	\$41.04	\$15.56
GRANT PARK NORTH	\$363,535.48	5,448	23,342	\$66.73	\$15.57
THE UPS STORE	\$337,716.06	9,144	23,148	\$36.93	\$14.59
VENTRA ACCOUNT	\$282,496.01	5,655	30,401	\$49.95	\$9.29
ABM PARKING RUSH UNIVERS	\$256,945.51	11,190	28,035	\$22.96	\$9.17
CHICAGO PAINTERS	\$150,004.47	12,306	33,997	\$12.19	\$4.41

Hotels and Motels

TOTAL SPEND	\$20,162,424
AVG/TRAVELER	\$513.15
AVG/TXN	\$266.01

Merchant Name	Total Spend	# H/HD	# Txns	Avg \$/H/HD	Avg \$/Txn
HYATT PLACE	\$1,337,475.20	2,406	4,338	\$555.79	\$308.30
HILTON HOTEL	\$1,017,361.10	2,607	4,305	\$390.25	\$236.33
HAMPTON INN AND SUITES	\$743,765.57	2,380	3,690	\$312.55	\$201.57
LONDON HOUSE PMS	\$644,644.39	1,150	1,939	\$560.89	\$332.55
RENAISSANCE HOTEL	\$537,796.80	2,313	4,492	\$232.53	\$119.72
LONDON HOUSE	\$515,491.35	1,517	2,540	\$339.72	\$202.94
MARRIOTT	\$481,170.86	1,170	2,092	\$411.33	\$229.98
DOUBLETREE HOTEL	\$464,696.04	1,043	2,146	\$445.63	\$216.57
SWISSOTEL	\$386,118.93	1,103	2,313	\$350.08	\$166.95
COURTYARD INN	\$239,947.69	916	1,932	\$262.02	\$124.21

Hardware Stores

TOTAL SPEND	\$19,478,387
AVG/TRAVELER	\$266.16
AVG/TXN	\$91.16

Merchant Name	Total Spend	# H/HD	# Txns	Avg \$/H/HD	Avg \$/Txn
ACE HARDWARE	\$1,793,485.33	22,313	59,144	\$80.38	\$30.32
SHERWIN WILLIAMS	\$1,338,947.93	5,742	12,821	\$233.19	\$104.44
DO IT BEST	\$677,904.72	5,414	16,531	\$125.20	\$41.01
CRAFTY BEAVER	\$570,362.81	2,600	8,282	\$219.35	\$68.87
TRUE VALUE	\$508,795.56	5,582	13,730	\$91.16	\$37.06
HARBOR FREIGHT TOOLS	\$488,923.14	4,425	8,523	\$110.49	\$57.37
GAH WEST MAPLE	\$291,057.92	3,389	9,672	\$85.68	\$30.09
GORDON S ACE HARMLEM FO	\$238,749.76	3,402	8,951	\$70.17	\$26.67
GORDON S ACE NORWOOD PARK	\$231,707.04	2,513	6,678	\$92.19	\$34.70
GAH SOUTH LOOP	\$217,509.63	1,257	3,316	\$173.08	\$65.60

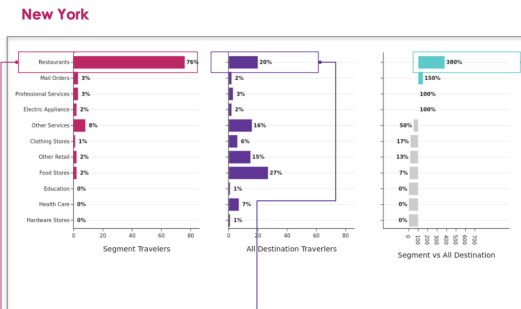
How to Interpret the Charts

In addition to a summary table for each segment detailing the spends across different merchant category codes for each segment, comparison charts are drawn between the segment travelers and all travelers to your destination. The charts focus on 2 key metrics:

- % of Total Spend in the Category
- Average Spend per Transaction

The charts below illustrate how we can interpret the results for travelers from New York to the destination.

% of Total Spend in the Category:
The proportion of total spend contributed by travelers for the targeted category.



The average traveler from New York to the destination spends 76% of their travel expenses on Restaurants.

The average traveler from any state to the destination spends 20% of their travel expenses on Restaurants.

The average traveler from New York spends a greater share of expenditure (280% more) on Restaurants than what the average traveler from any state would. (76/20*100) - 100 = 380 - 100 = 280%

Understanding Visitor Spending

Where are they spending the most?

Restaurants

TOTAL SPEND
\$26,449,849

AVG/TRAVELER
\$146.95

AVG/TXN
\$68.05

Merchant Name	Total Spend	# HHLD	# Txns	Avg \$/HHLD	Avg \$/Txn
SALT ROCK GRILL	\$981,800.61	5,489	6,435	\$178.88	\$152.56
CRABBYS DOCKSIDE	\$952,443.60	8,843	10,022	\$107.71	\$95.03
COLUMBIA SAND KEY	\$677,275.07	4,611	5,476	\$146.87	\$123.67
CRABBYS ON THE PASS	\$632,656.56	5,787	7,301	\$109.33	\$86.66
GUPPY S ON THE BEACH	\$556,106.06	4,419	5,252	\$125.83	\$105.89
SEA DOG ISLAN	\$492,561.23	4,693	5,734	\$104.96	\$85.91
HILTON HOTEL	\$483,108.13	5,415	8,537	\$89.21	\$56.59
MIDDLE GROUNDS GRILL	\$456,295.93	2,579	2,910	\$176.92	\$156.82
RUSTY BELLIES WATER	\$448,312.56	4,252	5,325	\$105.43	\$84.18
CRABBY BILLS	\$407,098.04	3,893	5,179	\$104.57	\$78.61

Hotels and Motels

TOTAL SPEND
\$14,416,793

AVG/TRAVELER
\$668.59

AVG/TXN
\$521.53

Merchant Name	Total Spend	# HHLD	# Txns	Avg \$/HHLD	Avg \$/Txn
SANDPEARL RESORT	\$3,237,738.44	1,885	2,367	\$1,717.34	\$1,367.95
HILTON HOTEL	\$1,049,037.54	1,302	1,457	\$805.85	\$720.08
BILMAR BEACH RESORT	\$1,028,664.00	1,265	1,518	\$813.14	\$677.62
RESIDENCE INN	\$841,811.22	1,061	1,212	\$793.41	\$694.57
TREASURE ISLAND RESORT WE	\$739,021.01	461	526	\$1,602.63	\$1,403.86
SUNSET VISTAS SUITE	\$599,153.87	412	482	\$1,453.69	\$1,244.26
THE THUNDERBIRD HOTEL	\$500,018.05	1,355	1,967	\$369.07	\$254.21
HOLIDAY INN	\$462,507.25	1,143	1,347	\$404.78	\$343.45
SPRINGHILL SUITES	\$399,165.85	808	1,041	\$494.02	\$383.59
HAMPTON INN AND SUITES	\$390,962.85	890	1,004	\$439.48	\$389.45

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Campaign	Total Spend	# HHL D	# Txns	Avg \$/HHL D	Avg \$/Txn
Epsilon	\$251,771,907.71	335,366	4,345,960	\$750.74	\$57.93
Centro/Basis	\$1,065,765,605.59	1,341,386	18,504,222	\$794.53	\$57.60
Hulu	\$2,182,726.18	2,083	40,390	\$1,047.78	\$54.04
Sojern	\$417,880,410.84	400,755	7,250,338	\$1,042.73	\$57.64
JunGroup	\$12,553,903.54	15,369	216,245	\$816.82	\$58.05
TripAdvisor (co-op)	\$12,401,363.66	18,562	210,680	\$668.11	\$58.86
Undertone	\$134,989,042.87	147,613	2,409,850	\$914.48	\$56.02
Atlas	\$77,023,378.50	74,316	1,373,455	\$1,036.43	\$56.08
NYTimes	\$105,277,149.91	126,498	1,878,516	\$832.25	\$56.04
Owned email	\$7,843,941.94	11,339	115,561	\$691.78	\$67.88

CHEERS!

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