



**Sojern** Presents:  
**Data-Driven**  
**Strategies To Boost**  
**Your Marketing and**  
**Increase Ticket**  
**Sales**



# Presenter



**Seth Orozco**  
Sales Director

# Agenda

1

Quiz

2

What is Data?

3

How to Use Data  
to Drive Sales

4

4 Essential Data  
Questions

5

Q&A



# Quiz

What is the most valuable  
resource on Earth?



# Answer: Data

"It is official — data is now the most valuable asset in the world, ahead of oil. The shift comes as no surprise — 97% of businesses use data."

-The Economist in 2017



# What is Data and How Can it **Help My Attraction?**



## Data

Information: facts and numbers used to analyze something or make decisions.



## Data for Marketing

Allows you to reach the right person, in the right format, at the right time, with the right message.



## Bottom Line

Data allows you to more efficiently and effectively reach your target audience and achieve your goals.

# 3 Types of Data

## 1st Party Data

Data your company has collected directly from your audience, whether customer, site visitors, or social media followers.

## 2nd Party Data

Often defined as someone else's first-party data. Businesses get it by working with a trusted partner that shares audience insights in a mutually beneficial relationship, i.e. the 2nd party to get the data

## 3rd Party Data

Any data collected by a business without any direct link to your business or audience. It's scope is much wider than first and second party data.

# How to Use **Data** in Marketing

## Targeting

- ▶ Reach and interact with the right audiences
- ▶ Perform cost-effectively
- ▶ Drive brand awareness and....

## Reporting

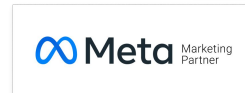
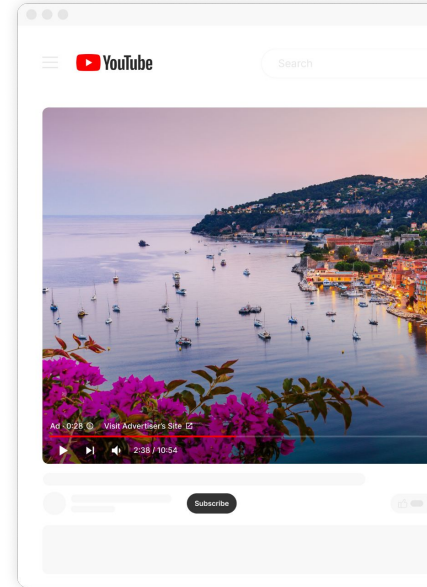
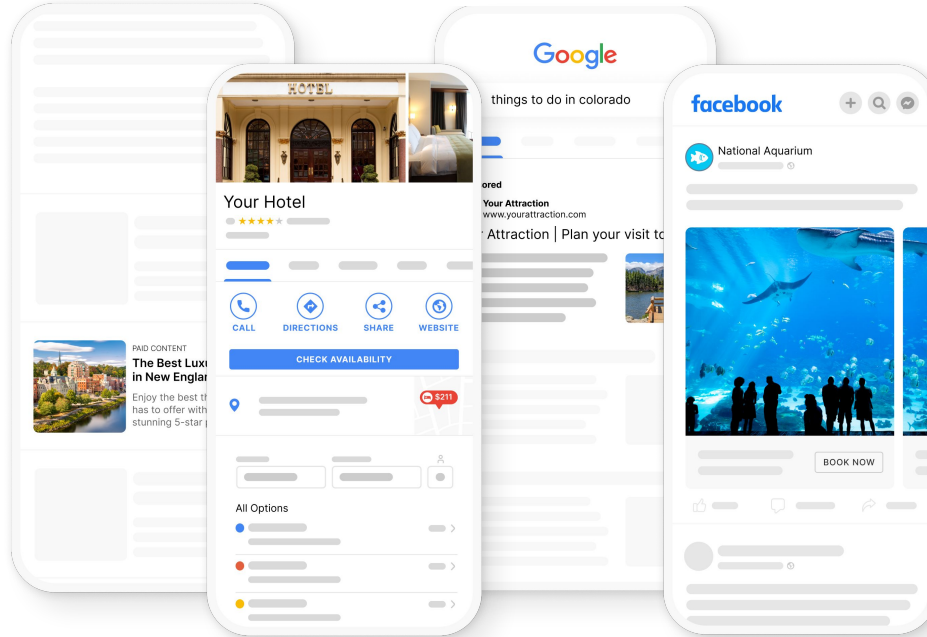
- ▶ Forecast and plan for the future
- ▶ Design relevant customer experiences
- ▶ Fine-tune campaigns to drive better results and....

**Sell More  
Tickets!**



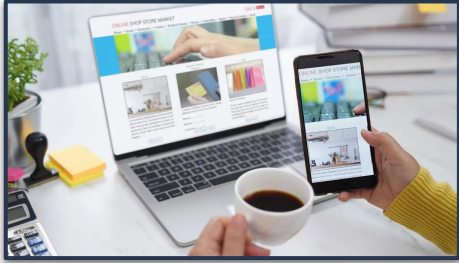
# All Digital Marketing Uses **Data**

Data is used to serve ads programmatically through Display, Native, Video, CTV, Social, SEM, etc.



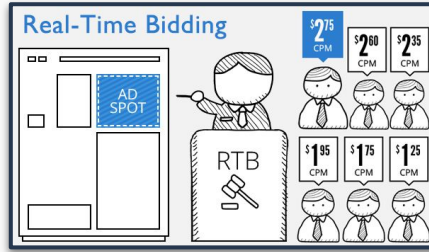
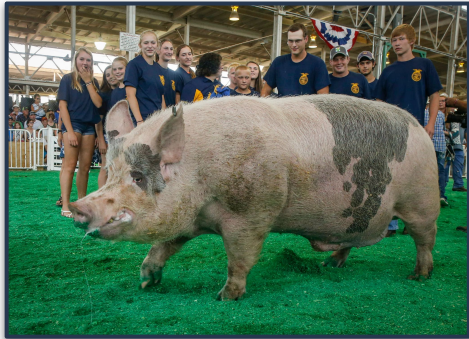
# What is **Programmatic Advertising**?

-The use of real time technology for digital media buying based on the person viewing the ad..  
(**Programmatic Advertising = Pig Auction**)



1

**Identify Audience**



2

**Bid on Space**



3

**Serve Ads**

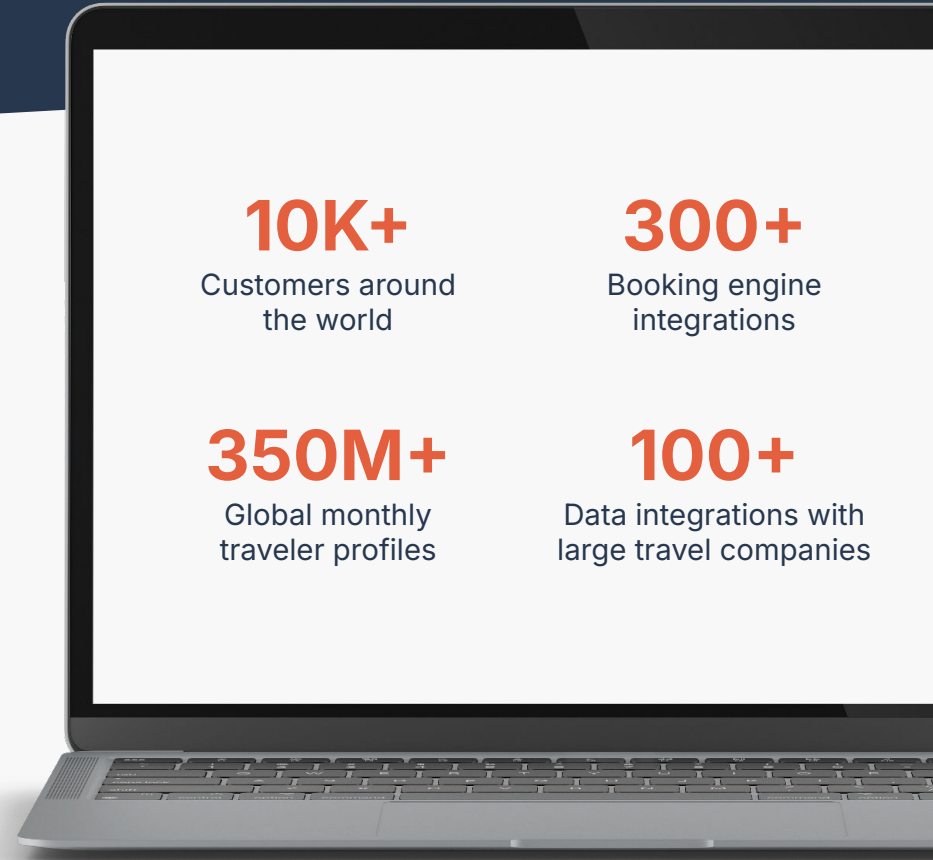


# Who We Are

Born from travel from day one, Sojern is an easy-to-use marketing platform that gives travel marketers the tools to cost effectively drive demand, convert customers, and build guest satisfaction and loyalty.



**Born for Travel. Built for Performance.**



**10K+**

Customers around  
the world

**300+**

Booking engine  
integrations

**350M+**

Global monthly  
traveler profiles

**100+**

Data integrations with  
large travel companies

# Sojern Travel **Data Partners**

Categorical breakout of the thousands of data partners we work with:

- ▶ 10 Airline sites
- ▶ 10 Hotel chain sites
- ▶ 17 site that straddle OTA/META
- ▶ 31 OTA sites
- ▶ 42 META sites
- ▶ 3 Travel general interest sites
- ▶ 3 Cruise sites
- ▶ 3 Car rental sites
- ▶ 8,800+ single hotel properties



# How Sojern Data Works



## Travel Intent Signals

Thanks to our data partners we know where, when, and why people travel.



## 350M Traveler Profiles

We build traveler profiles based on those intent signals and what we know about their travel preferences.



## Data From Your Website

We learn from your website visitors and are able to find travelers who are similar.

# Campaign Strategy & Targeting **Examples**

## When?

### **During Travel Planning**

Target travel intenders searching and researching their next trip.

### **After Confirming Their Trip**

Once a traveler has booked their flight and/or hotel we can serve them your ads as they plan things to do while there.

### **In Market**

Once a traveler has arrived in market we can influence them to book an attraction.

## Where?

### **Geo Targeting**

Target top feeder markets for people who travel to a specific city combined with our real-time travel intent signals and 350M Traveler Profiles.

We can target domestic and/or international markets. No need to assign specific budget to one or the other, our platform will optimize budget to the best performing markets based on performance and real-time data.

# Moving Beyond Demographics & Basic Travel Data



**Brad**

Luxury  
Experience Seeker

## Demographics

**Gender:** Male

**Age:** 30

**Married:** Yes

**Children:** 1

**Location:** Omaha

**Job Title:** Sales  
Manager

**HHI:** \$100K

## Travel Behavior

**Annual Trip Frequency:** 4

**Past 3 Leisure Destinations:** Las Vegas, Phoenix, Aruba

**Past 3 Business Destinations:** Dallas, Minneapolis, Milwaukee

**Uber or Lyft?** Audi Silver Car

**Preferred Lodging:** Marriott or Boutique

**Booking Preference:** Direct + multi device



**Brad**

Budget  
Thrifty Planner

**Gender:** Male

**Age:** 30

**Married:** Yes

**Children:** 1

**Location:** Omaha

**Job Title:** Sales  
Manager

**HHI:** \$100K

**Annual Trip Frequency:** 2

**Past 3 Leisure Destinations:** Gulf Shore, St. Louis, Seagrove Beach

**Past 3 Business Destinations:** Wichita, Chicago, Kansas City

**Uber or Lyft?** Uber

**Preferred Lodging:** Airbnb, Holiday Inn, Candlewood Suites

**Booking Preference:** OTA + on mobile

# Brad's **Touch Points** Over 5+ Months

451

Touch Points



Amusement Park 241



Hotel 113



Air 40



Brand 28



Car 13



Cruise 7



# Brad's Path to Purchase

■ Dreaming    ■ Planning    ■ Booking



# We Deliver Performance for Attractions

Driving brand awareness and direct bookings for our clients

 <p>UNIVERSAL PARKS &amp; RESORTS A COMCAST COMPANY</p>			
			
			
	 <p>New England Aquarium <i>Protecting the blue planet</i></p>		

## CASE STUDY

# Driving Ticket Sales for a Tropical Luau Experience

Our client, a well-established luau experience located in a tropical resort, has been delighting visitors for several decades. This attraction is known for providing a unique, culturally immersive experience, but needed help to grow and thrive in a competitive local market.

### Solution

- ▶ Since March 2023, Sojern has partnered with this iconic luau to leverage data-driven advertising strategies, aiming to boost ticket sales & maximize revenue.
- ▶ Client has been able to reach a wider audience and drive substantial growth.

### Key Results

- ▶ **680 bookings driven** through Sojern's campaign since launch
- ▶ **235 bookings secured in 2024** alone before busy season
- ▶ **\$497k in revenue** driven for client
- ▶ **35.5 Return on Ad Spend (ROAS)** achieved





# 4 Data Questions You Should Always Ask

1

## Where does your data come from?

Understand who their data sources are and how often they get it

2

## How much data do you receive?

What is the scale of their data

3

## Which type of data do you use?

1st, 2nd, or 3rd party data

4

## How do you use data to achieve my goals?

How do they use data differently compared to the rest of the market



# ▶ Questions?



# Thank You

▶ **Seth Orozco** | Sales Director  
[seth.orozco@sojern.com](mailto:seth.orozco@sojern.com)