



LOUISIANA
TRAVEL
ASSOCIATION

EDUCATE

- Upcoming Webinar
- WEBINAR: DEMYSTIFYING CUSTOMIZED DIGITAL EVENT MARKETING
- SEPTEMBER 16 10-11 a.m.
- Presented by Compass Media



- How Mobile Device ID Marketing Can Drive Targeted Travelers To Your Business



Terry Patton CHDM

Certified Hospitality Digital Marketer – HSMAI

Dream Now-Travel Later#Tourism Strong

Senior Account Manager | Multimedia Marketing | AAA Travel Information & Content

Mobile: 321-666-0107 | Office: 636-448-8555 | Fax: 636.246.0406

tpatton@national.aaa.com | AAA.biz/Approved

Customized Solutions from Trusted Experts. Your Business Goals ... Our 60 Million Members.

Digital Marketing Solutions



GEOFENCING/DEVICE ID

VIRTUAL GEOGRAPHIC PERIMETER

Advanced spatiotemporal mapping allows for targeting potential customers within a defined geographic area. Geo-fencing constructs a virtual boundary which allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.





REACHING THE MOBILE MARKET

If your property is looking to take full advantage of promoting your mobile-friendly website, there are an array of options for targeting mobile users.

? DID YOU KNOW

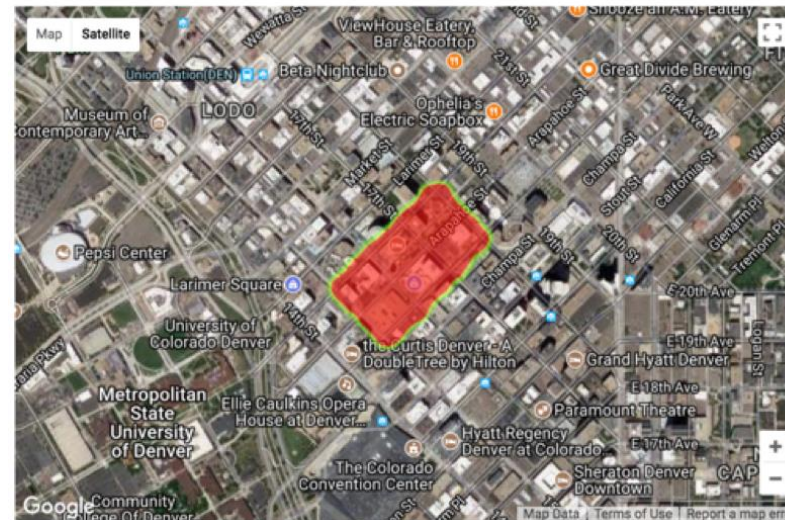
43% of all smartphone users were comfortable researching, booking and planning their entire trip to a new destination on their mobile device



WHAT IS DEVICE ID (DID) TARGETING?

Advanced spatiotemporal mapping allows us to target devices seen at a specific location and date as recent as 5 days ago and as far back as 12 months*

Location Heatmap



*DID can only be used to find devices in the United States.





HOW DOES DID WORK?

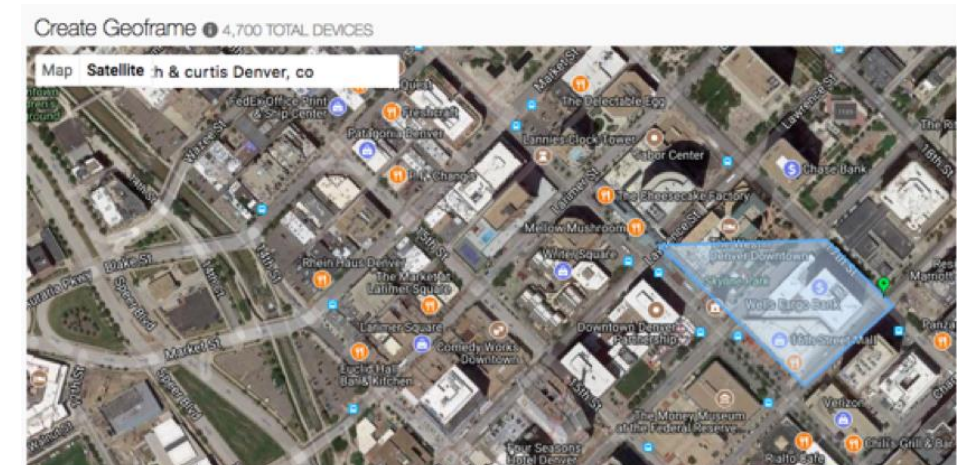
Device ID works by leveraging a mobile device’s location history to determine behavioral and demographic patterns. This product uses DID history data to identify mobile devices (users) that have been in target locations during customizable, specified timeframes and displays your ads on those devices.

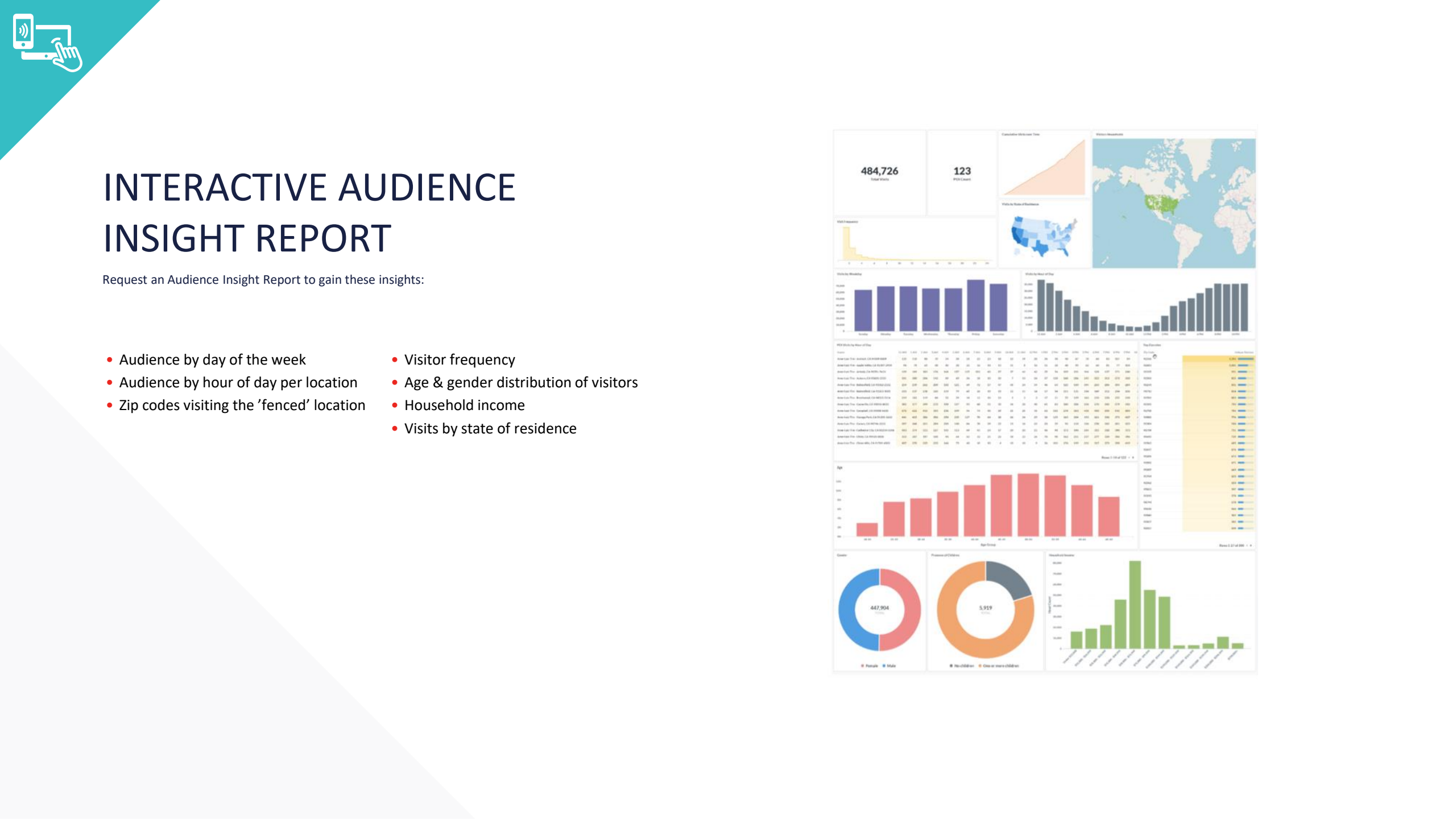


DID: MAPPING THE POLYGON

Our team uses specific address(es) and date ranges to build a custom polygons in order to determine the amount of devices seen at that location during the timeframe.

Then, we can an estimated impression count that can be served to those devices and, if desired, other devices in the same household.

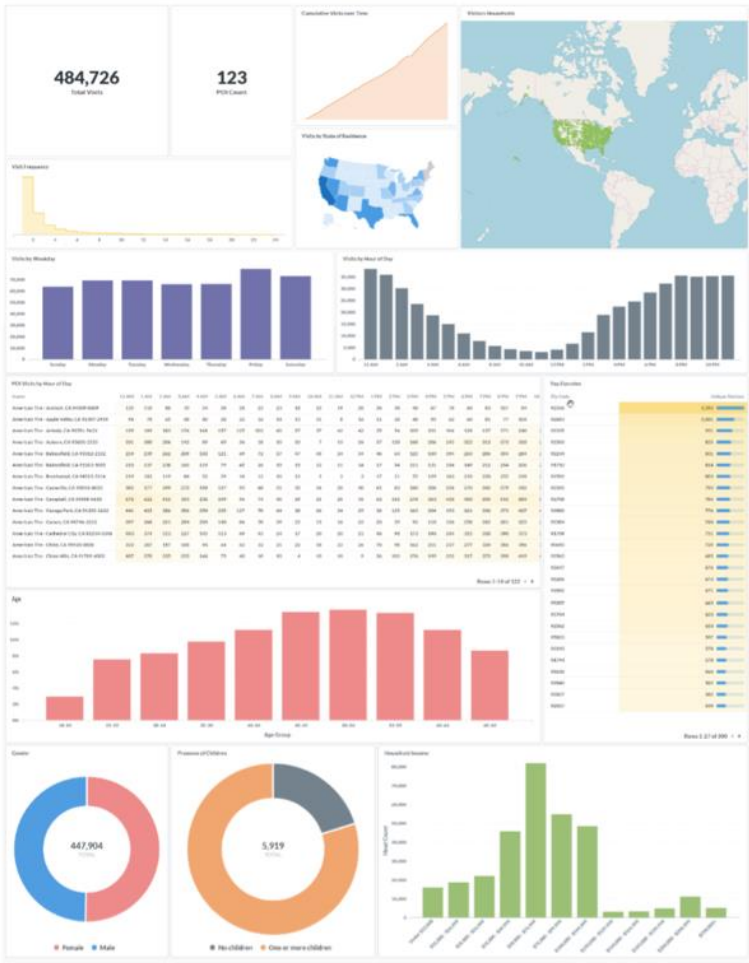




INTERACTIVE AUDIENCE INSIGHT REPORT

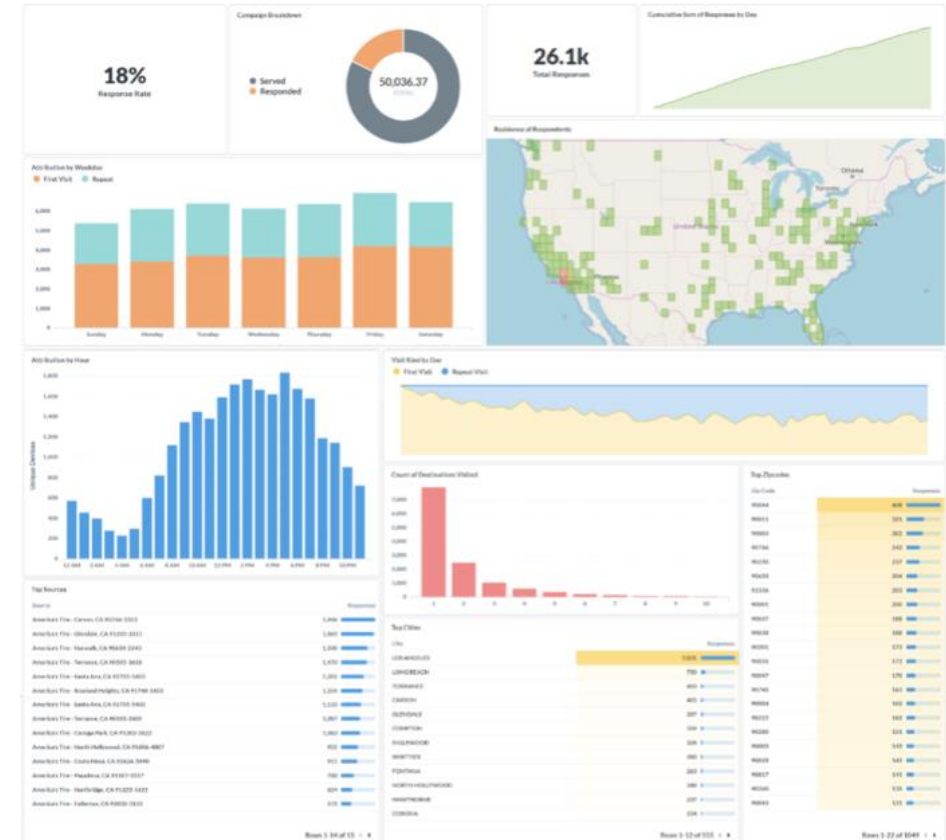
Request an Audience Insight Report to gain these insights:

- Audience by day of the week
 - Audience by hour of day per location
 - Zip codes visiting the 'fenced' location
- Visitor frequency
 - Age & gender distribution of visitors
 - Household income
 - Visits by state of residence





- City, State, and ZIP of the device residence
- Source Geofence (which polygon the target user was seen at to be targeted)
- Date(s) Seen
- Initial vs Repeat Visits







DID TARGETING IDEAS



Mobile Individual Targeting

170 million devices targetable with household and individual level data attributes. Up to 1,200 attributes including age, gender, marital status, income, home ownership, education, political party, etc.



170 Million Devices Targetable

With individual level data attributes



Visitor Retargeting

Build and Target an audience of mobile devices that have been to, or near, any location of interest for retargeting or conquest campaigns



Location Analytics/Geo-Fencing

Reporting of the mobile devices that enter a geo-fence around a designated location(s). Reports contain an aggregate audience view that includes audience percent by data attribute for data-linked devices and mobile traffic by day parts



DID FAQs (APPENDIX)

How many device IDs do I need in order to run a campaign with significant reach? It always depends on the budget and flight dates, but we recommend a minimum of 50,000 device IDs per segment as a conservative baseline estimate. Audiences can always be expanded by utilizing the household extension and lookalike technologies

How is user privacy protected? Are there restrictions by industry? The location data is collected by individual user apps with individual user agreements per app, so its all opt-in. There are no official restrictions by industry, but we recommend NOT targeting K-12 schools in order to avoid any potential violations of the Children's Online Privacy Protection (COPPA) Regulations.

Can we exclude employees and/or business owners who frequent my target locations(s)? YES. We can see the frequency of each device ID matched to a location and timeframe, and can exclude users deemed to be employees and/or business owners.

Where can I find reporting? All campaign reporting will be found in the ui.marketing dashboard, along with all of your other campaigns. Post-campaign matchback and POI FootFall Attribution reporting is done manually and can be made available upon special request.



CASE STUDY

HOTEL ACHIEVES RETURN ON INVESTMENT MORE THAN 7 TIMES THE CAMPAIGN SPEND

Client

Hotel

Campaign Dates

January 2019

Objective

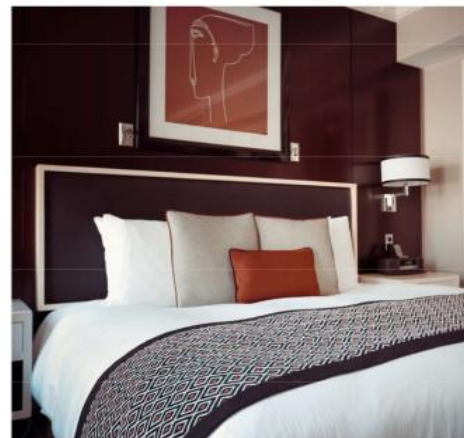
The client wanted to increase reservations/bookings in a saturated market.

Challenge

Creating a strategy to successfully target consumers who have stayed at competitor properties, cruise travelers, and airline travelers.

Solution

We recommended Device ID to increase brand awareness as well as target competitors.



RESULTS

Out of the devices targeted, not including those already on property, 33 devices came and stayed at the hotel.

KEY FINDINGS

The advertiser spent \$800 over the course of the campaign. With an average room rate of \$170/night, the advertiser gained \$5,610 in revenue.

The Return on Investment (ROI) was 7 times the campaign spend.

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