



SOJERN

Sparking Inspiration

What Does It Take to Inspire Travel?

Jackie Lamping, VP Marketing



Confidential & Proprietary

Who Am I?



- 15+ yrs experience in digital, social, branding, content and performance media within consumer and B2B
- Global VP of Marketing at Sojern since April 2016
- Degrees: Bachelors from Stanford in Behavioral Neuroscience and MBA from Haas UC Berkeley in Marketing
- Speak to all types of marketers across air, hotel, car, cruise, tourism, and attractions with varying budgets and available resources
- Goal: curate best practices across the industry and arm travel marketers everywhere with the keys for success
- Personal passion for travel and understanding the world from new perspectives



***I have to admit, this was definitely not me.**

Thankfully, I've since learned some rules of traveling more professionally...



- Take ~36 trips / yr between business, leisure, and “bleisure”
- Status with 2 airlines and 1 hotel chain
- 23 different carriers flown in the past 2 yrs
- Book anywhere from 5 months ahead to same day
- Keep a running list of new destinations to explore and recommendations from friends

A collage of four images. Top left: A family of three (man, woman, child) in a car. Top center: A woman with long dark hair looking at her phone. Top right: A man with a backpack looking at a building. Bottom left: A family of four looking at a tablet. Bottom right: Two people sitting on a large rock overlooking a lake.

**Today's travelers are in a constant state of
planning and booking their next trips**

visiting 140+ sites in a 45-day path to purchase.



12.6MM

commercial airline tickets are now sold every 24 hrs

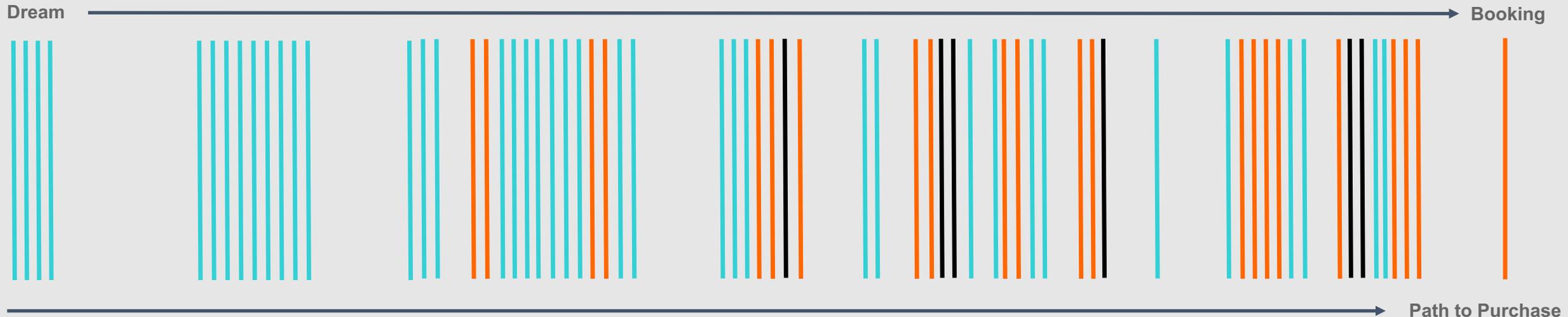


Sojern sees **6.2B** travel searches in 238 countries each year across our network of air, OTA, meta, and hotel partners



Competitive Paths to Purchase Finally in Focus

Sojern's data science and unique partnerships give us wide visibility into global travel demand, looking at traveler planning, the competitive research process, and ultimately how advertising influences bookings.



Your Brand

Brand Y

OTAs, Metas, Other Competitors



STATE OF THE INDUSTRY: THE 2019 REPORT ON TRAVEL ADVERTISING

HIGHLIGHTS FROM SOJERN'S KEY FINDINGS + WHAT MOVES THE NEEDLE FOR AIRLINES

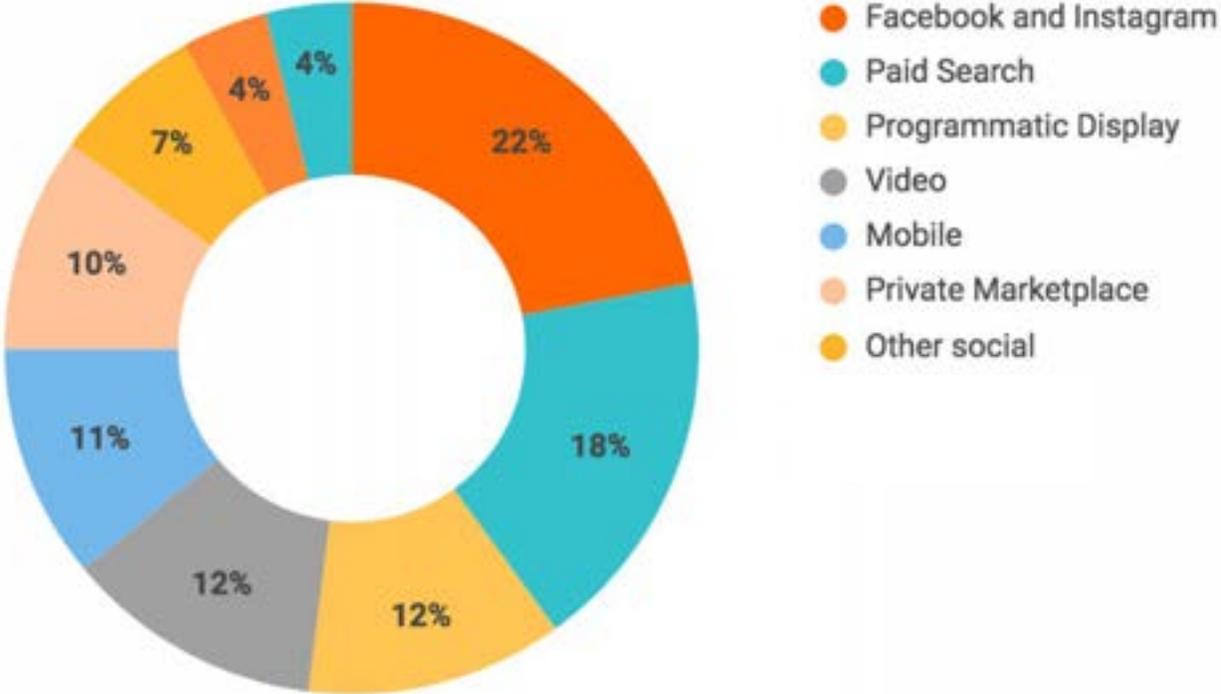
THE LARGEST AND MOST COMPREHENSIVE SURVEY OF TRAVEL MARKETERS EVER COMPLETED

600+

TRAVEL MARKETERS GLOBALLY (INCLUDING KEY AGENCY MARKETERS REPRESENTING TRAVEL BRANDS) RESPONDED TO OUR 28-QUESTION SURVEY DURING NOVEMBER 2018

FACEBOOK + INSTAGRAM ARE NOW #1 DIGITAL CHANNEL FOR AIRLINE AD SPENDING, AHEAD OF SEM + DISPLAY

2018 Digital Ad Spend, By Digital Channel





Media centre

A380 Boeing 777 Corporate News Emirates Sponsorships Network The

Emirates becomes world's first airline with 1 million Instagram followers

Global carrier sets the pace for brands on Social Media

DUBAI, UAE – 24 January 2016 – Emirates continues to engage with its fans far and wide as it becomes the first airline to hit the coveted one million follower mark on Instagram. The remarkable achievement positions Emirates as the largest transportation brand on the popular photo and video-sharing platform.

Recently named the world's most valuable airline brand, Emirates launched its Instagram channel in November 2013. In less than three years, the airline's diverse and engaging content on Instagram has generated over 5.8 million likes and comments. From sports, lifestyle and travel, to adventure and food, Emirates uses the channel to tell visual stories that embody what

Emirates today has over 4.3M Instagram followers (more than Travel + Leisure, Conde Nast, or Airbnb)



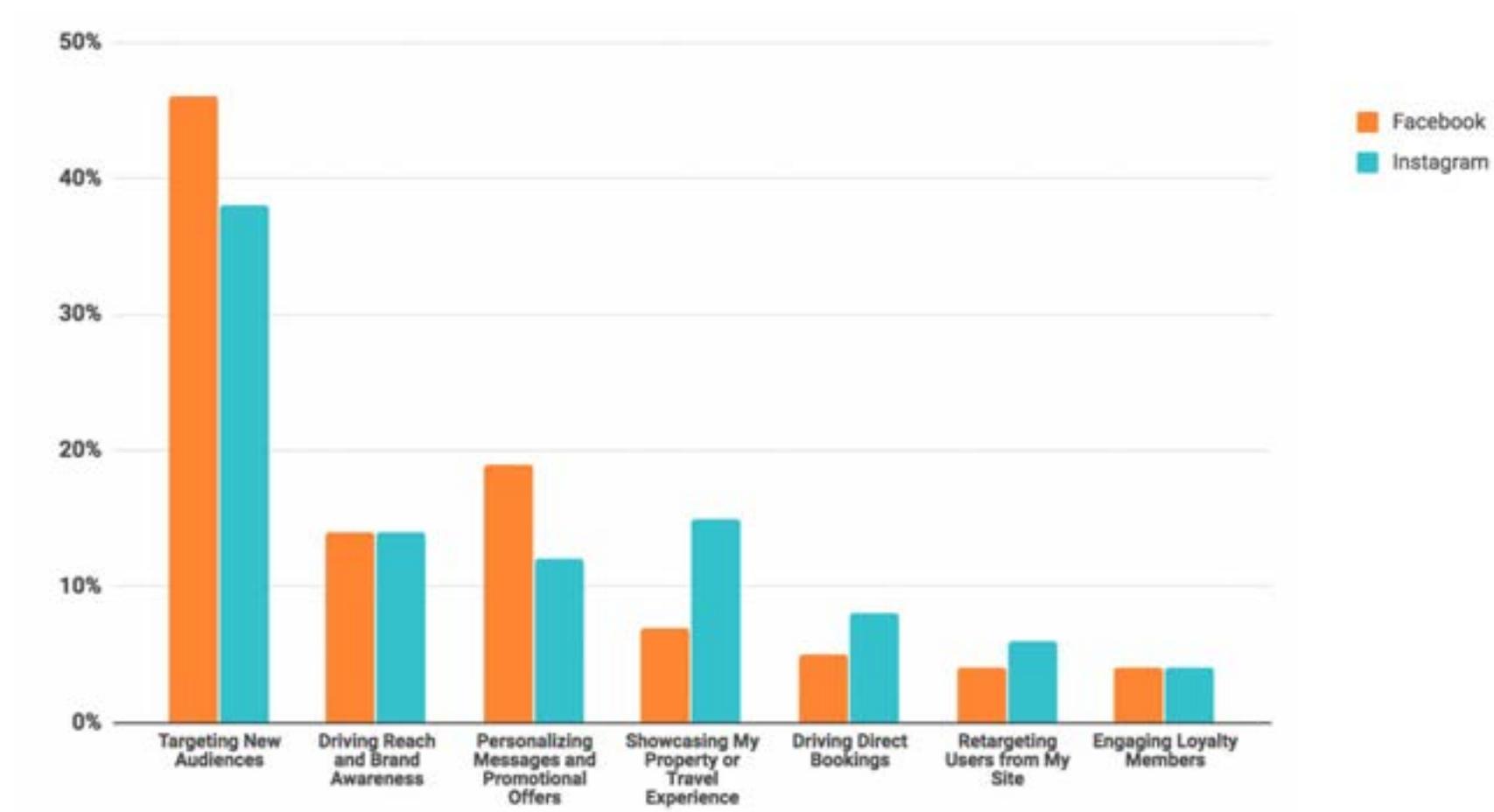
We have definitely put more resources and funds into social media—Facebook and Instagram specifically, and we intend to use it even more in 2019. People travel because they want to have experiences. **It's a social, visual, experiential undertaking, and social media really fits that.**



Marina Suberlyak
Head of Marketing, North America, Norwegian Airlines

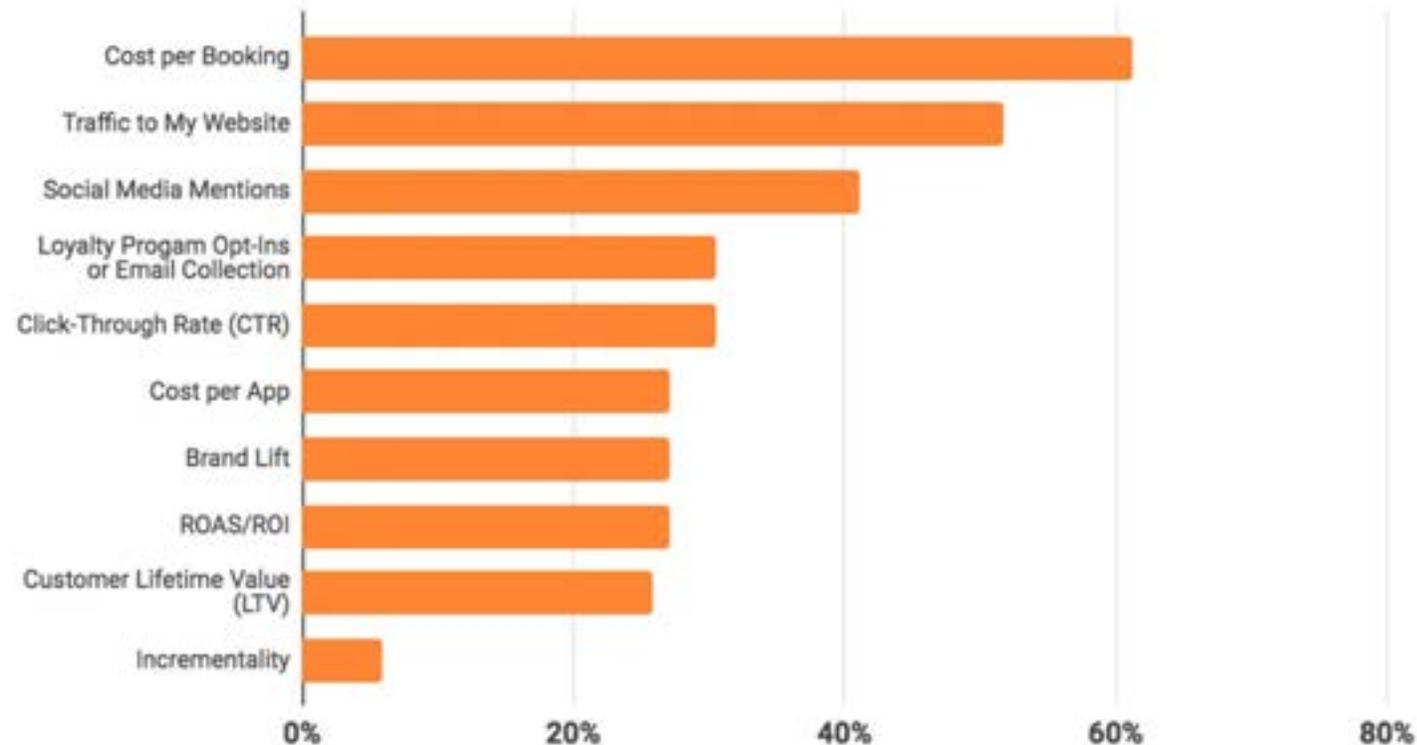
FACEBOOK AND INSTAGRAM ARE NOW EFFECTIVE FOR MULTIPLE GOALS

WIDELY EXPANDED USE CASES: BRANDING, PROSPECTING, PERSONALIZATION, RETARGETING



AIR MARKETERS ARE PERFORMANCE-FOCUSED, BUT ALSO IN BRAND-BUILDING MODE

Metrics Travel Marketers Use to Measure Their Ad Effectiveness



Delta.com is one of the biggest e-commerce brands in the country. **50% of our bookings are now direct.**



Ed Bastian
CEO, Delta Airlines

Air France Leveraged Facebook Dynamic Ads to Drive Direct Bookings at Efficient ROI



Air France Reduces Cost Per Booking by 57% with Facebook Dynamic Ads for Travel

Summary

With a goal of attracting more passengers to their website and increasing flight bookings, Adphorus ensured that the Air France team had optimal campaign structure on Facebook DAT, which led to a 57% reduction in their cost per booking.



Solutions Used

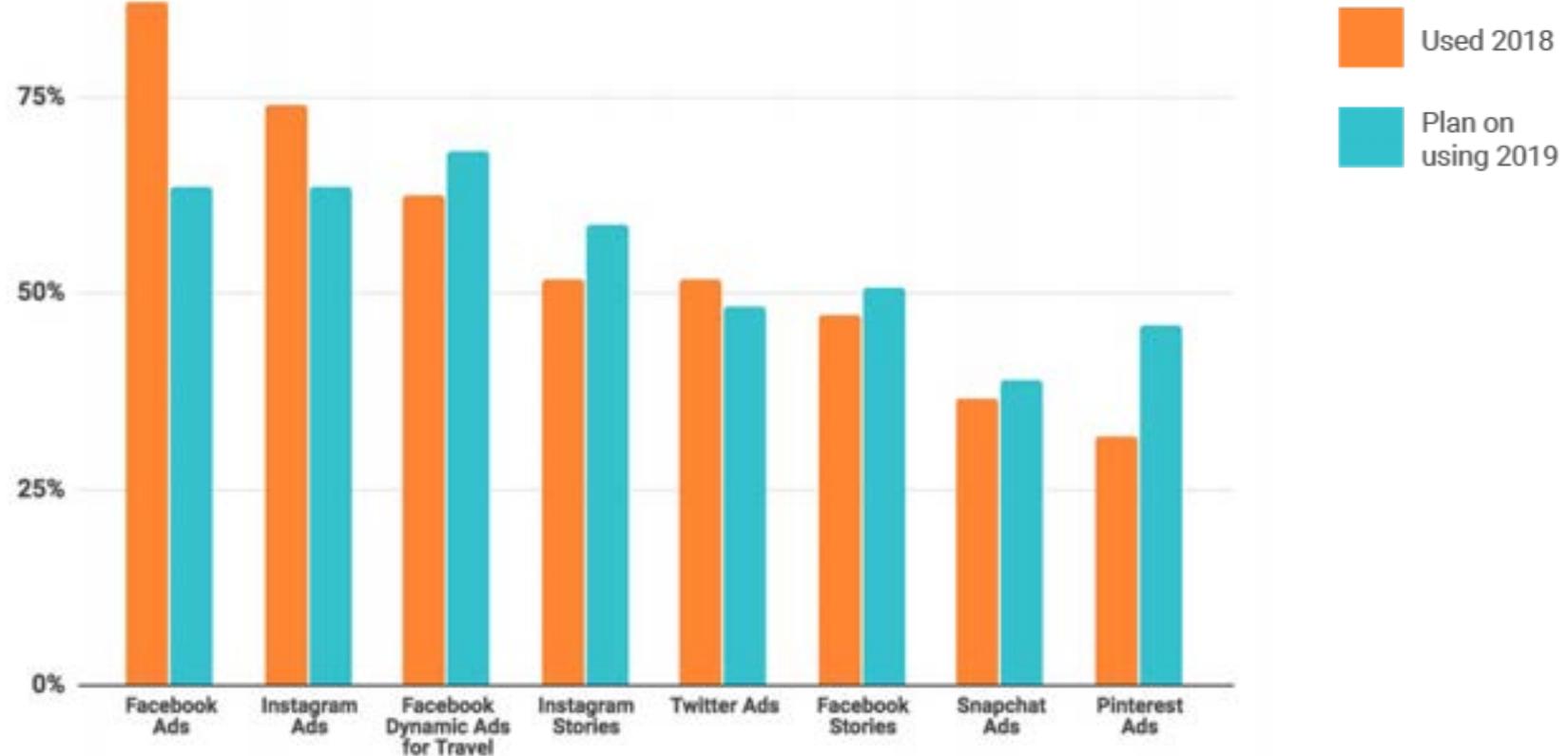
- Facebook Dynamic Ads for Travel



Facebook Ad Example on Mobile

AIRLINE MARKETERS RAPIDLY ADOPTING INNOVATIVE NEW VISUAL AD TYPES

STORIES, DYNAMIC ADS, HIGH-IMPACT VISUAL FORMATS



This...

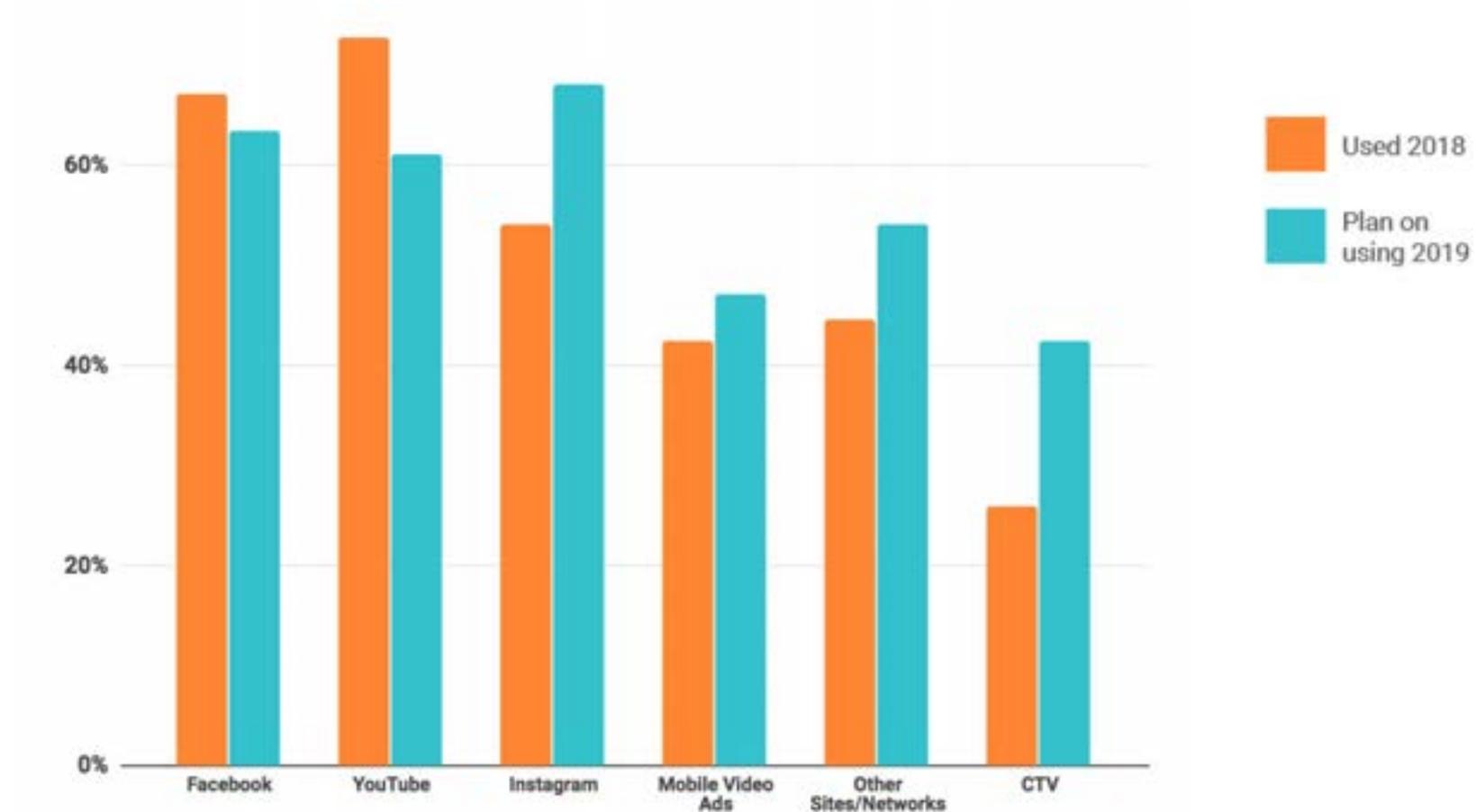


...vs this!



SOCIAL VIDEO AD SPEND SET TO INCREASE

KEY INVESTMENTS IN HIGH-IMPACT VISUAL STORYTELLING



News

Singapore Airlines drops 'A350 remix track' to celebrate first Seattle flight

3 Sep 2018 by Michael Allen



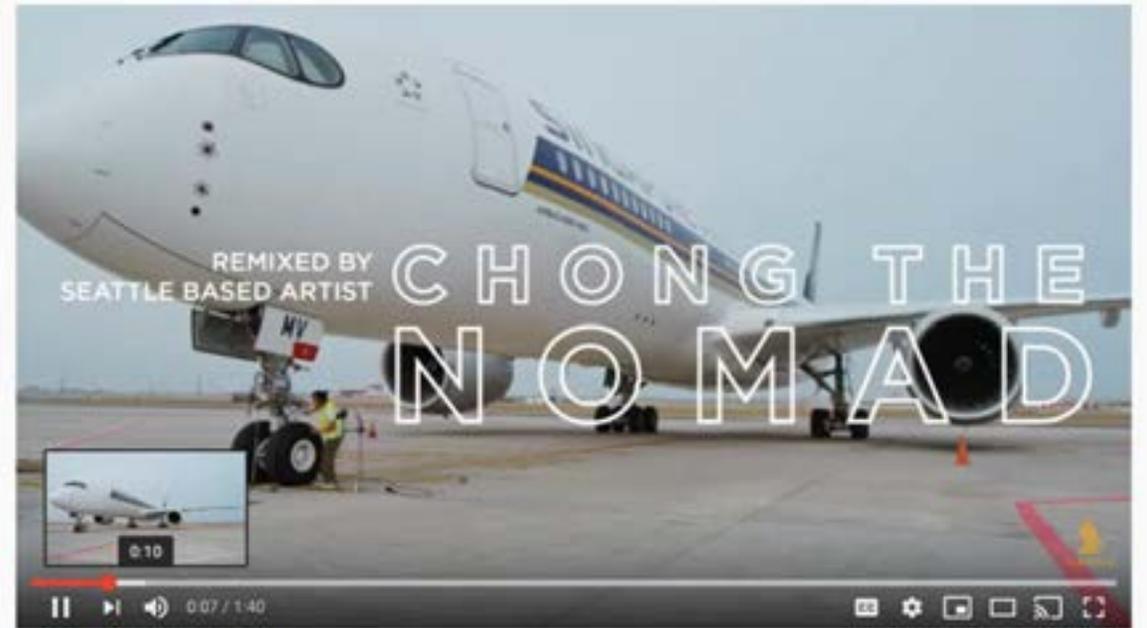
Singapore's flag carrier isn't known for its involvement in the music business, but Singapore Airlines has just dropped a new 'A350 remix track' on music streaming service Spotify.

The track, which features ambient sounds collected from the Airbus A350-900, is a creative collaboration between the airline and Seattle-based electronic music producer Chong the Nomad. It is part of a Singapore Airlines campaign called "Seattle Sounds Even Better Now".

Singapore Airlines generated over 3M brand engagements across YouTube, Facebook, Instagram, and Spotify

YouTube

Search



#SeattleSoundsEvenBetterNow #FlySQ #SIA
Chong the Nomad ft. the Singapore Airlines A350 - Non-Stop



BUT, WHAT'S HOLDING BACK AIRLINE MARKETERS?

48%

OF AIRLINE MARKETERS CITED “KEEPING UP WITH THE FAST-PACED ADVERTISING AND TECHNOLOGY LANDSCAPE” AS THEIR TOP CHALLENGE.

DATA IS BECOMING A MAJOR DRIVER OF PERSONALIZED MARKETING EXPERIENCES IN REAL-TIME

BETTER TARGETING

68%

**LIKE THE ABILITY TO
TARGET TRAVELERS
BASED ON WHERE THEY
ARE IN THE PATH TO
PURCHASE**

DEEPER INSIGHTS

65%

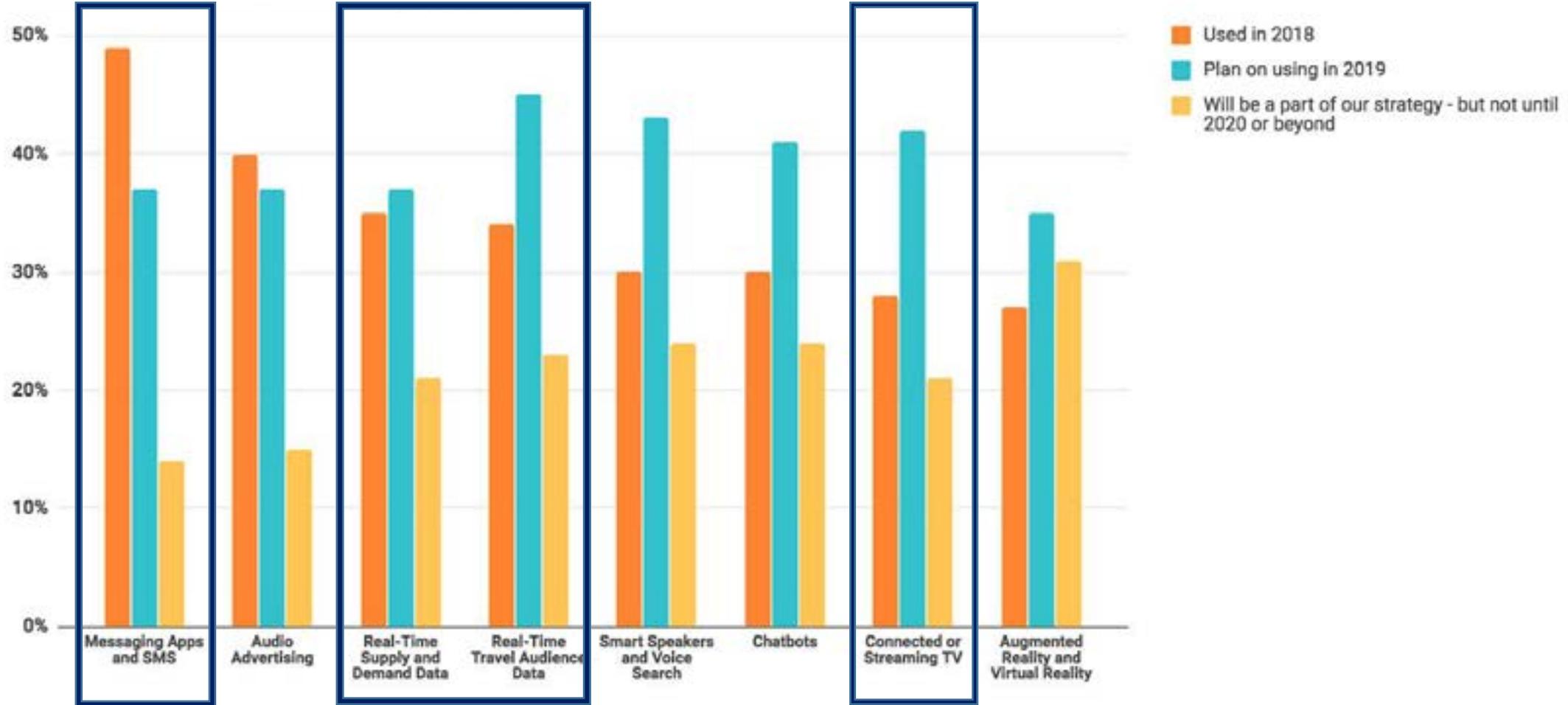
**WANT RICHER INSIGHTS
INTO CURRENT
CUSTOMERS AND
PROSPECTS**

PERSONALIZATION

65%

**USE DATA TO DELIVER
PERSONALIZED
MESSAGING OR OFFERS
TO THEIR KEY AUDIENCES**

EMERGING DIRECT-TO-CONSUMER CHANNELS, REAL-TIME-DATA, AND VISUAL MEDIUMS ARE TOP FOCUS FOR THE FUTURE



KEY TAKEAWAYS

- Facebook and Instagram spending has been accelerating significantly with the expansion of new visual storytelling ad formats including Stories (both Facebook + Instagram) and Dynamic Ads for Travel, and are now being leveraged across the full span of marketing objectives.
- Airline marketers have a leg up on other travel verticals in embracing social media as a key channel for consumer engagement.
- Video ads and visual storytelling formats are poised for significant spend growth.
- Airline marketers are focused on keeping up with the fast-paced advertising and tech landscape.
- Real-time data is becoming a major vehicle for understanding the customer and delivering personalized experiences across multiple marketing channels.

WWW.STATEOFTHETRAVELINDUSTRY.COM



THANK YOU!

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