TRAVEL AUDIENCE PLATFORM

Drive sales
Find new customers
Grow your brand
with Navigator

Navigator

A resilient economy provides brands with opportunity

We have a far more resilient economy than we thought...

The return of travel post covid was remarkable and far quicker than most predicted.

Clearly our need to travel never went away.

The airports are full, and people are back in the skies with passenger growth rates growing 20% YoY, globally.

For brands, this provides them with huge opportunity, and the travelling audience will continue to represent an incredibly important market and an opportunity to engage with one of the highest spending consumer demographics in the world.

20% year-on-year passenger growth, globally



Navigator

4 main types of digital marketing

Typically, our clients engage in four types of paid digital marketing to drive customer acquisition and retention:

01

Website Retargeting

Potential customer visits your website and is retargeted with ads across multiple platforms.

02

Search engine campaigns

Using keywords in search engines to capture bottom of the funnel demand

03

eCRM

To maintain and increase sales with current customers through digital avenues like email marketing

04

General prospecting campaigns

General audience targeting on digital advertising platforms using basic customer profiles, interests, and demographics

WHERE WE CAN HELP

General prospecting, rebuilt on travel intent.

Navigator

YOUR POTENTIAL BUYING AUDIENCE

Marketing is about placing your brand in front of your potential audience at just the right moment

The challenge today is that in the privacy 1st world that we find ourselves in today, finding your customers is becoming incr easingly difficult.

93 - 95%

Your *incremental* potential buying audience



REACHED TODAY

- eCRM
- Your website visitor retargeting
- Search engine campaigns
- General prospecting campaigns



THE CHALLENGE FOR TRAVEL MARKETEERS

The success of any marketing campaign relies on the ability of placing your brand in front of your potential customer, at the right time. Not being able to reach your customers at the right time leads to:

01	A last-minute attempt to convert customers/passengers into buyers.
02	A lack of brand engagement and inability to nurture the customer through the path to purchase.
03	An incredibly busy marketing place with all brands trying to speak to their customer at the same time.

This has meant that brands have historically wasted a lot of money marketing to people who are not their customers, who are too close to the purchase decision, and who don't have the information they need to make the buying decision.

The end result? *A consistently limited effectiveness in travel marketing*.

Navigator

NAVIGATOR, A SOLUTION BUILT FOR YOU

Delivering the right ad, to the right person, *at the right time*

Ethically sourced 1st party travel data at scale.

In a world of dwindling data accuracy, we understand the challenges you face when connecting to and converting customers. We have a way to solve the problem of reaching your potential customer.

Our innovative solution enables you to reach 100% booked and/or searched travellers booking and/or searching for flights or hotels, and speak to them across the full passenger journey, across all social channels.

Through our extensive network of global data partners we not only deliver incredible data accuracy, but we do this at scale, devising strategies for conversion and ensuring an effective engagement with your target audience.

Google Ads · Meta · TikTok · Display & Video 360

Index Exchange · **Stack Adapt**

THE FULL PASSENGER JOURNEY

- Flight Search
- Flight Booking
- At the Airport
- In Destination
- Return Journey

OUR TARGETING CAPABILITIES INCLUDE:

- Flight search
- Origin
- Destination
- Date of booking
- Date of departure
- Group sizing
- Date of return flight
- Cabin class
- Hotel star rating
- Average room night price

Navigator

A track record of results

Don’t just take it from us. We are working with the likes of…



And these are the kind of results we are getting…

CTR

1%+

ROAS

5x+

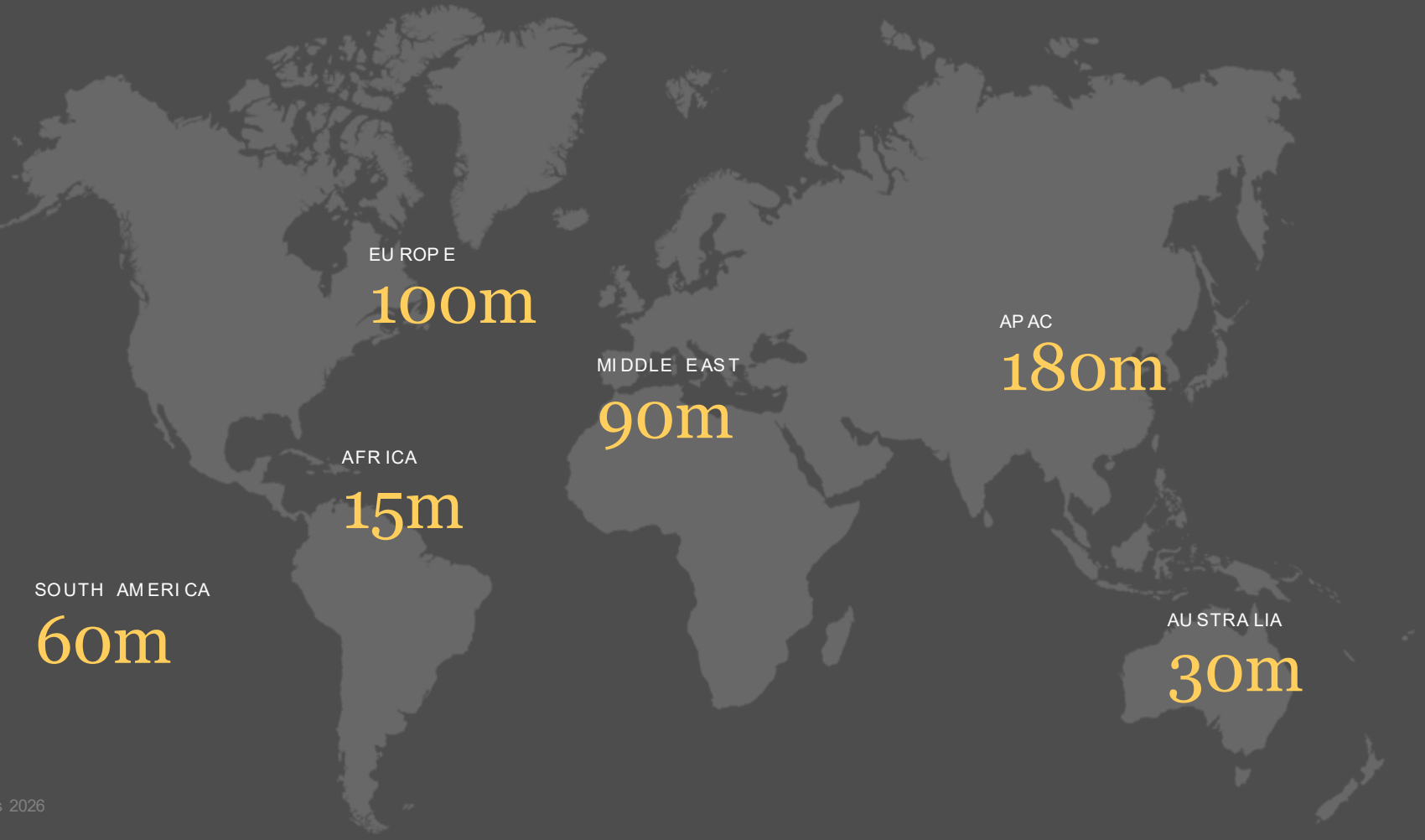
BRAND UPLIFT

20%+

Navigator

Global footprint, *2 billion+ data points*

Monthly audience potential = 600m+ confirmed passengers



Navigator

Some of our data partners

With full global coverage, Navigator provides clients with access to ethically sourced, 1st party travel data, at scale.



We also now have the world's x2 largest metasearch engines/OTAs.

Navigator

How our technology works

Existing permissions allow data to flow to data partner platforms. Requests are sent by Navigator to serve campaigns, but data cannot flow the other way.

1. Anonymized customer data is collected via pre-existing pixels and tags that are already installed on our data partner sites and are fully controlled by them.

2. This data flows into the data partner accounts (Google, Facebook, TikTok etc.,) with the pixels and tags configured to capture events such as:

3. We can also access any collected data on loyalty programs as well as any ancillary and partner products.

4. The campaigns are built on Navigator which then pushes them into the data partner accounts via a one way API.

EVENTS CAPTURED

- Departure destination
- Arrival destination
- Departure date
- Return date
- Travel class
- Number of adults
- Number of children
- Number of infants*

Sources

Booking data · Search data · Mobile app (SDK) · Pixels on data partner websites



Navigator

HOW OUR TECHNOLOGY WORKS

Delivering the right ad, to the right person, *at the right time*.

01

Person visits datapartner.com website or mobile application

02

PI XE LS /TA GS

If cookie policy is accepted by visitor to the site/ app – datapartner.com's owned and installed pixels/tags are configured to fire against most valuable events and anonymised 1st party customer data is captured

03

1st party data is stored direct in the DSP accounts owned by datapartner.com. Matching of the customer happens in the DSP which allows us to leverage further data such as age, gender etc.

04

End result is that customer sees

Advertisement from the brand themselves, not datapartner.com.

Navigator

BRAND LIFT POTENTIAL

Navigator can run a simultaneous brand lift studies to give you insights on the effectiveness of your campaign.

Run the brand lift study throughout the full campaign flight to maximise engagement with your target audience.

Uncover how your campaign impacts consumer perceptions of a product or brand in Travel Retail specifically.

Option to include a brand lift study to understand the true value of your campaign, and how well it performs independent of other marketing efforts.

20%+

Brand lift studies with similar clients, experience brand lifts of 20%+



Navigator

BUILD SUCCESSFUL CAMPAIGNS FOR CUSTOM AUDIENCES

With our expertise, you can realize the two biggest contributing factors of success in digital marketing:



Audiences

Our comprehensive service transforms us into an integrated part of your marketing team. Through the creation of custom audiences, we grant you unparalleled access to customers that would otherwise remain beyond your reach, all with exceptional precision.



Creative

Because we have executed successful campaigns for some of the world's biggest brands in every corner of the world, we have a deep understanding of what creatives work against our audiences. Our teams will work with you and share our learnings to best set your campaign up for success.

Navigator

OUR CLIENTS ARE BENEFITING FROM:

What success looks like



1. Increased Sales

With higher intent audiences comes a more effective path to purchase.



2. Huge Savings

No longer will you have to waste marketing spend on people who are not your customers.



3. A Better Understanding of Your Customer

By speaking directly with your customer, we can provide invaluable and exclusive insights.

Thank you!