



"THE MOST SUCCESSFUL  
BIG DATA MARKETER IN TRAVEL" – TRAVEL WEEKLY

## MARKETING SOLUTIONS FOR AIR

Sojern's Traveler Platform provides critical data and insight enabling you to immediately connect with individual in-market travelers and those in search of airline tickets worldwide.



**IDENTIFY IN-MARKET TRAVELERS** Engage individual travelers in-market for airfare utilizing our unique first-and third-party data sets.

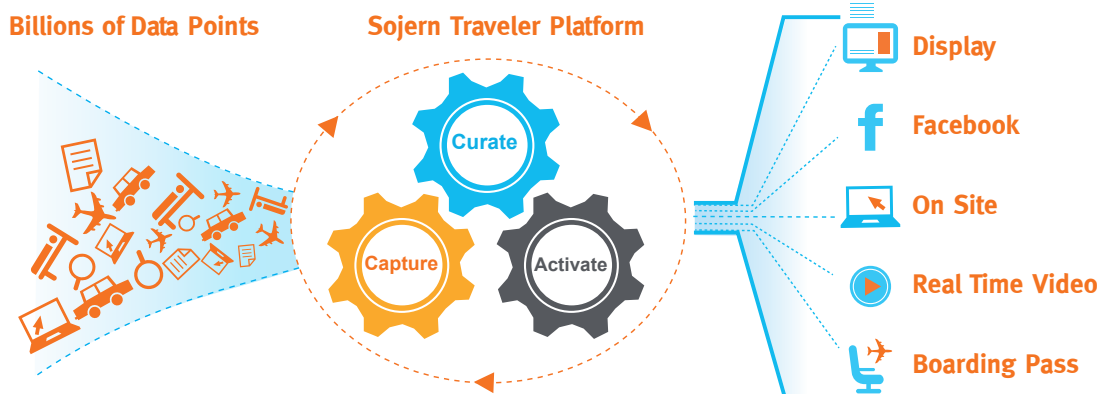
**ENHANCE LOYALTY** Sojern's data assets and real-time media channels can keep you one step ahead of loyalty program members before they book elsewhere.

**DRIVE INCREMENTAL BOOKINGS** Sojern can drive incremental bookings, increase your prospecting pool, and introduce new routes by analyzing data and optimizing billions of intent data, ultimately targeting the best individual traveler profiles that will predictably yield the best results. Targeting may include specific origin and destination routes, and city of origin/hubs.

**ADD PROFITABILITY TO THE BOTTOM LINE** Drive ancillary revenue through relevant timely offers prior to individuals boarding the plane (eg. Seat/Cabin Upgrades, Priority Boarding/Check-In, Mileage Incentives).

### HOW DO WE DO IT?

Sojern's robust platform is powered by machine learning technology, enhanced programmatic buying (real-time bidding), and data insights. Using data from our travel partners, our platform identifies business and leisure travelers worldwide who are actively searching flights without a specific airline in mind. Our priority is ensuring that you truly deliver the right message at the right time to the right traveler.



### WHY SOJERN?

Sojern is the world's leading data-driven traveler engagement platform that delivers the most efficient marketing, distribution, and insight solutions at scale. Since 2007, we have been helping brands more efficiently and meaningfully engage with travelers to drive conversions, loyalty, and monetization.



**TRAVEL** We have helped **500+** of the world's top companies reach, convert, and retain customers.



**TECHNOLOGY** 100MM traveler profiles, billions of data points, and a powerful platform enable us to capture, curate, and activate for optimal results.



**TEAM** Our team of travel and online media veterans has successfully guided thousands of campaigns for brands.

### PARTNERSHIPS WITH 500+ TOP GLOBAL BRANDS INCLUDING

