



SOLUTIONS FOR AIRPORTS

Sojern's Traveler Platform gives airports the analytical data and tools to promote their brand and drive awareness of onsite amenities such as parking, shops, or concessions.



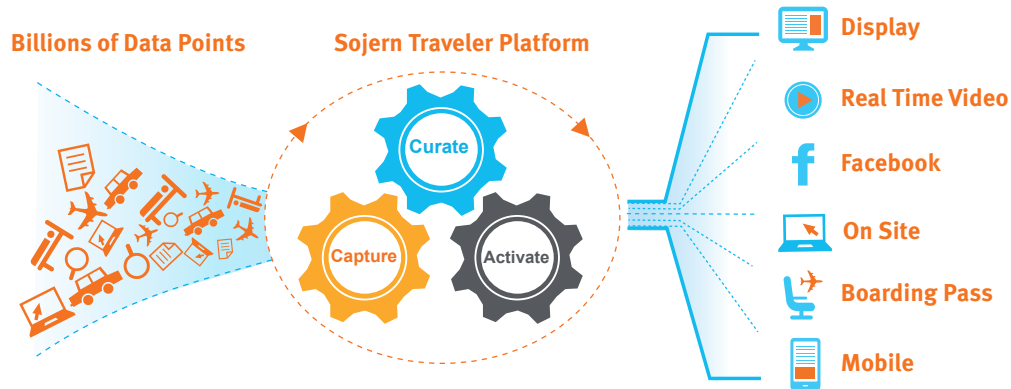
PROMOTE ONSITE PARKING Reach a highly relevant audience of city residents up to 24 hours before a flight through Sojern's boarding pass ads. Showcase location, prices and amenities while driving parking revenue.

ENTICE A CAPTIVE AUDIENCE Put your message in the hands origination and layover travelers. Sojern's boarding pass ads are ideal for airport restaurants and stores to promote specials and coupons.

TARGET COMPETITIVE MARKETS Hone in on travelers that are actively searching and booking flights out of your top competitor airports while presenting your own location as a convenient alternative. Leverage first party traveler data from Sojern to connect with and capture more of the flyer market.

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 160MM+ 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 AIRPORTS INCLUDE



John F. Kennedy
INTERNATIONAL AIRPORT



LaGuardia
AIRPORT

DFW
DALLAS/FORT WORTH
INTERNATIONAL AIRPORT

TUCSON
INTERNATIONAL AIRPORT

Hartsfield-Jackson
Atlanta International Airport

Newark Liberty
INTERNATIONAL AIRPORT