

# AI-Powered Audience Targeting

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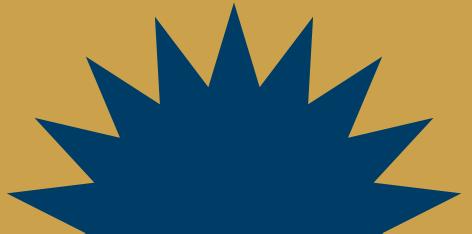


# *DSK Travels*

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## Customized Dubai Packages for Leisure and Business Travelers

At DSK Travels, we offer **tailored travel experiences** designed to meet the unique needs of our clients. Our customized packages combine luxury and adventure, ensuring that every journey to Dubai is memorable. Whether for leisure or business, we provide personalized itineraries that showcase the best of this vibrant city.



# Campaign Objectives

## Relevant Reach

Expand audience awareness through accurate targeting.



## Lead Quality

Attract high-quality leads with targeted campaigns.



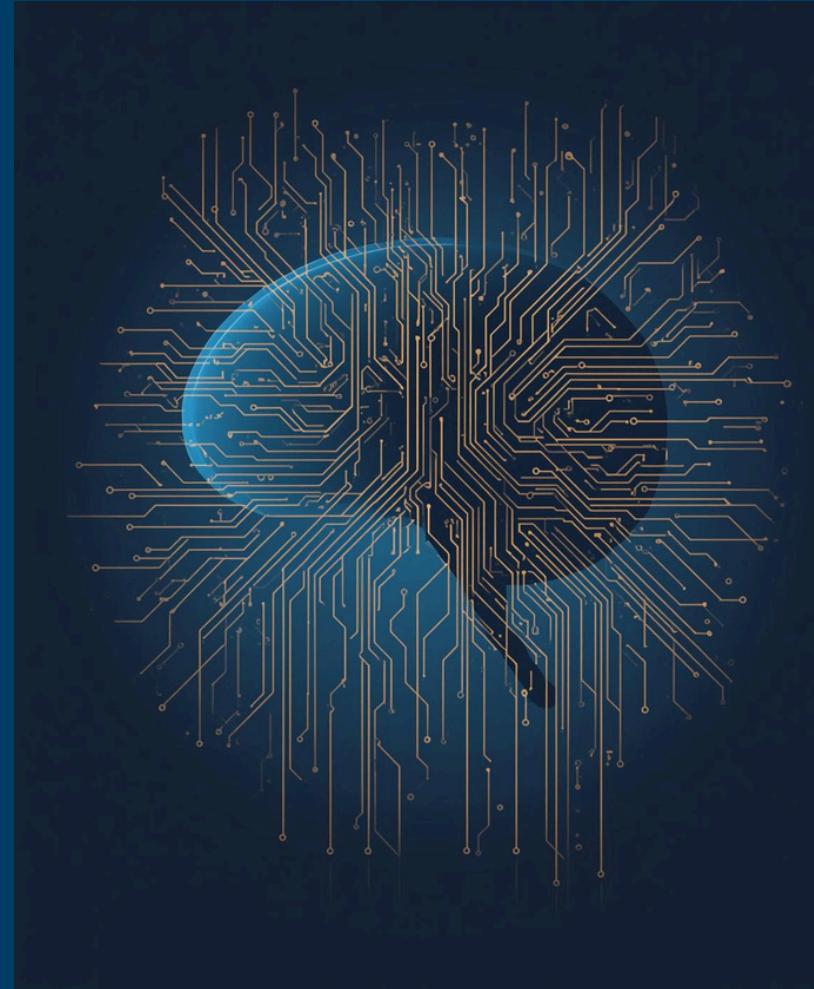
## Cost Reduction

Lower CPL by leveraging smart AI targeting.

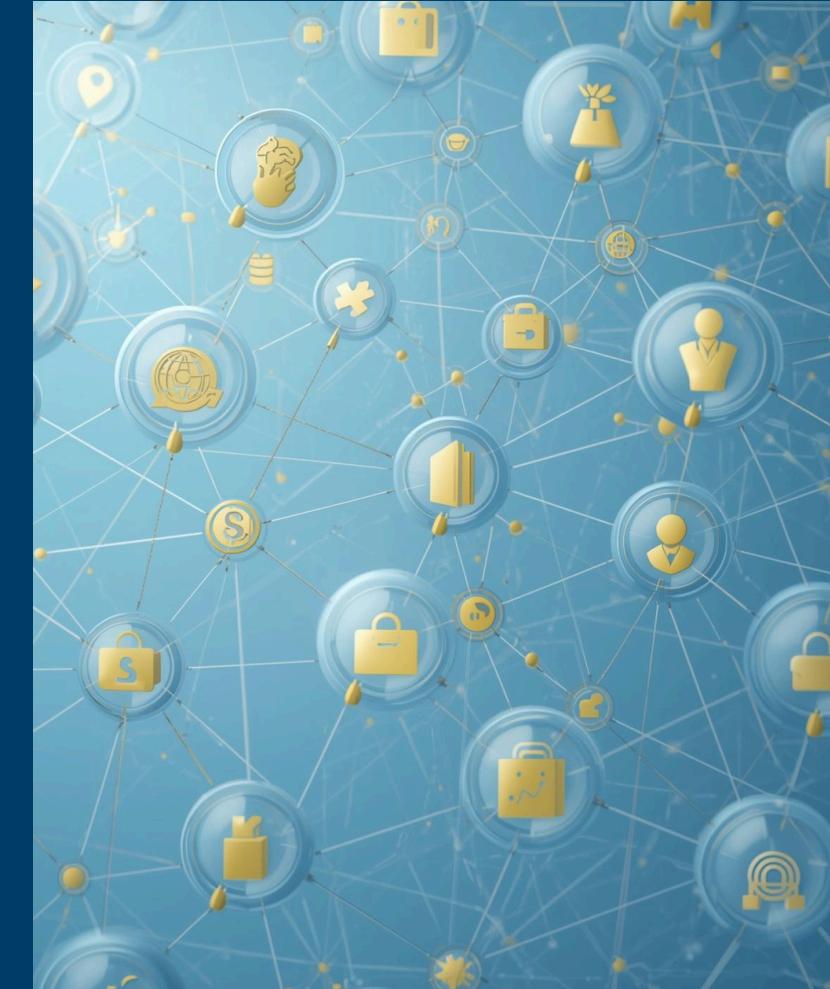


# Why AI Targeting Matters

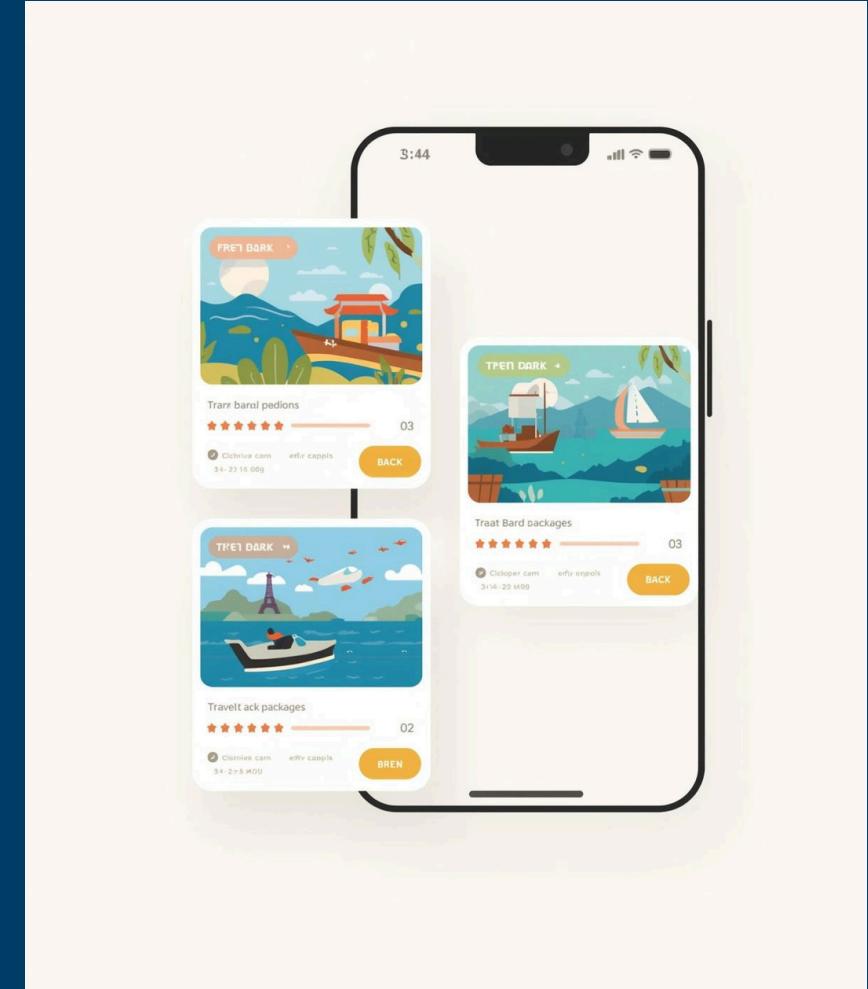
**Automation Benefits**  
**Streamlined processes** for efficient targeting



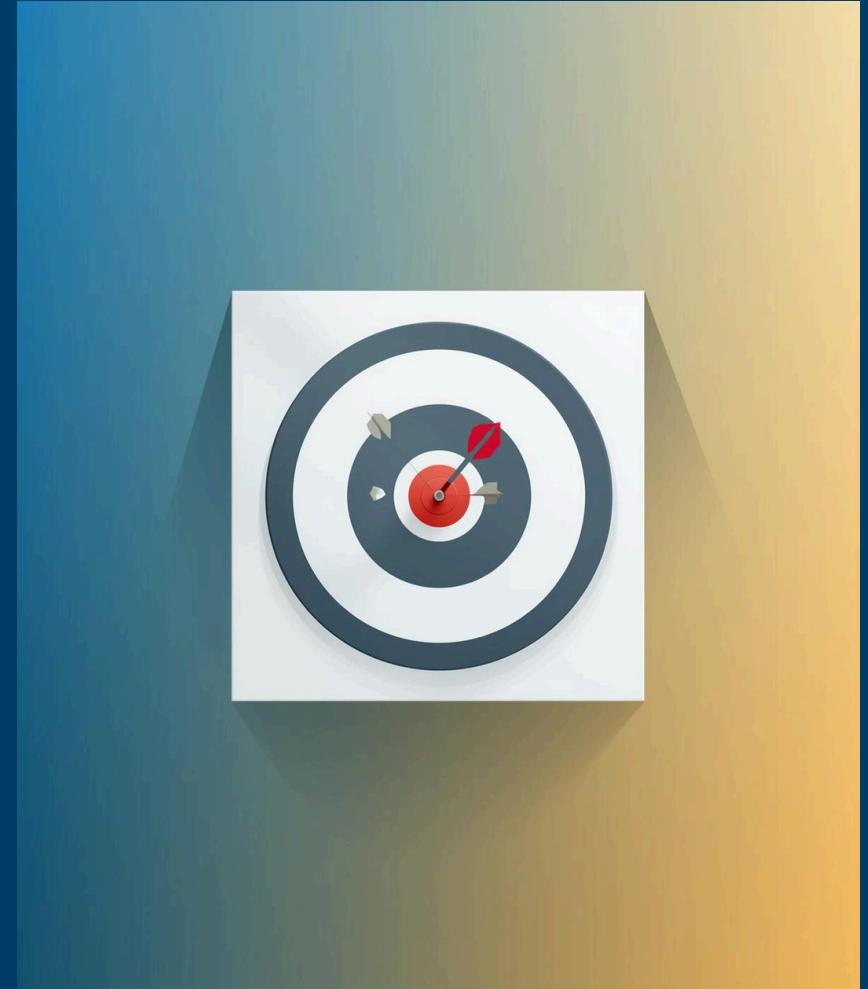
**Behavior Signals**  
**Utilizing data** for precise audience insights



**Smart Recommendations**  
**Tailored offers** based on user preferences



**Effortless Targeting**  
**Quick adjustments** for dynamic marketing strategies



# Core Target Demographics

Age - 22-35

Gender - All

Persona - Backpackers,  
explorers

Adventure Travelers

Seeking thrilling experiences  
in Dubai's landscapes



Age - 28-50

Gender - All

Persona - Parents,  
vacation planners

Family Tourists

Enjoying memorable  
vacations with loved ones



Age - 30-60

Gender - All

Persona - Executives,  
entrepreneurs, High-  
spending leisure seekers

Business & Luxury Travelers

Experiencing premium services  
and exclusive offers



# Audience Segmentation Insights

## Adventure Seekers

Thrill-seekers exploring Dubai's landscapes



## Family Travelers

Families enjoying Dubai's iconic attractions



## Business Travelers

Professionals navigating Dubai's corporate landscape



## Luxury Travelers

Indulging in Dubai's premium experiences



# Seed Interests in Audience Targeting

## Dubai Tourism

Capturing interest in local attractions



## Emirates Airline

Highlighting premium travel experiences offered



## Family Vacations

Engaging families with tailored travel packages



## Adventure Tours

Encouraging thrill-seekers to explore Dubai



# Behavior-Based Targeting Insights

## International Travelers

Engaged with globetrotting adventures recently



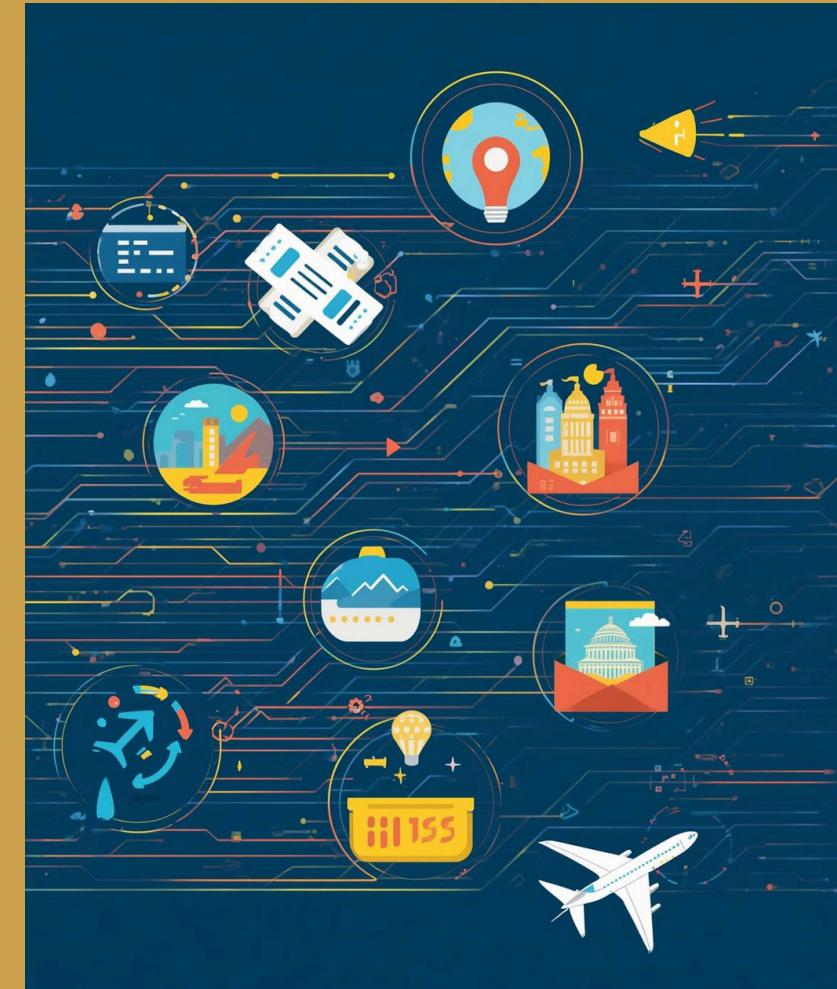
## Loyalty Members

Frequent flyers enjoying exclusive offers



## Intent Signals

Users showing interest in travel options



## Online Shoppers

Consumers actively exploring travel deals





# Geographic Targeting

# Primary and Secondary Target Regions

# Primary Regions

- India
  - United Kingdom

# Secondary Regions

- GCC Countries
  - Africa

# Age Targeting Breakdown for DSK Travels

## Budget/Adventure

Targeting young adults seeking exciting travel experiences under budget constraints.



## Honeymoon

Focusing on newlyweds looking for romantic and luxurious Dubai experiences.



# Age Targeting Breakdown for DSK Travels

## Family

Engaging families with tailored travel packages



## Business & Luxury

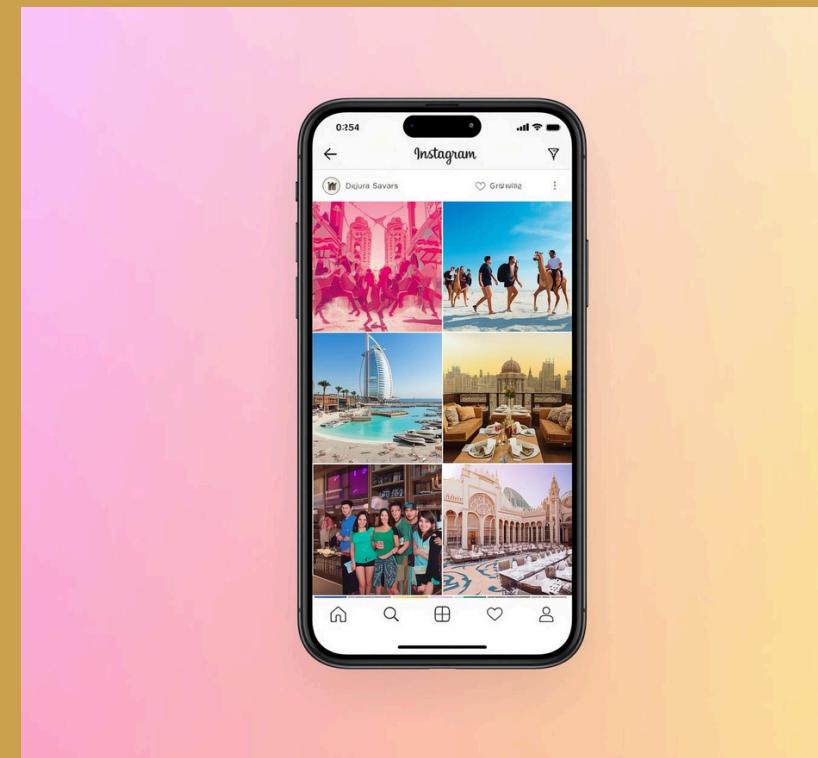
Indulging in Dubai's premium experiences



# Platform & Placement

## Instagram Reels

Engaging short videos showcasing Dubai experiences



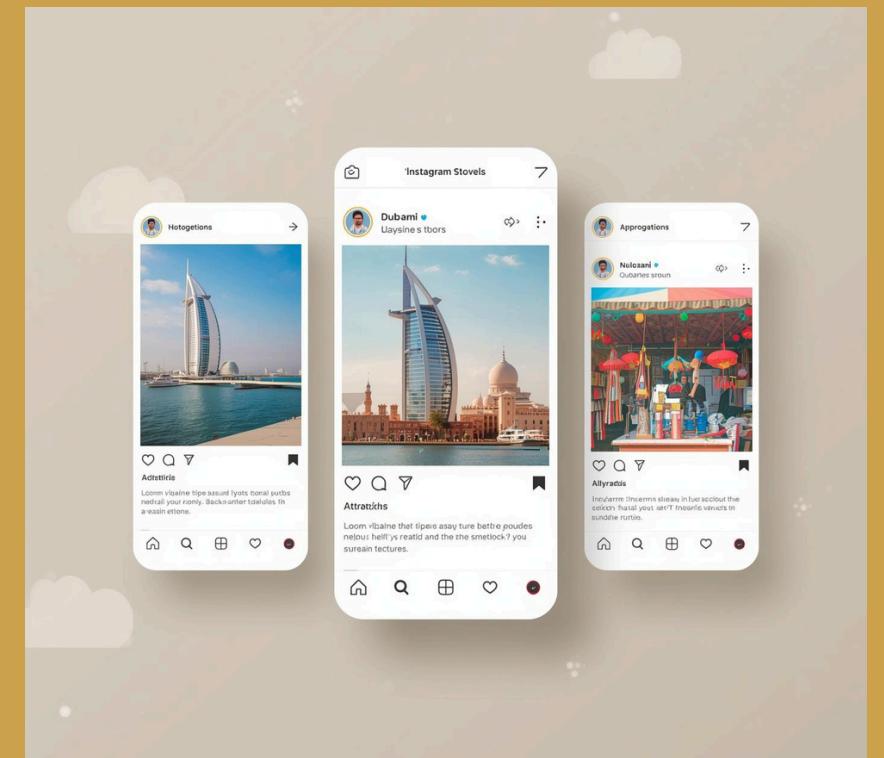
## Facebook Feed

Eye-catching posts featuring tailored travel packages



## Stories

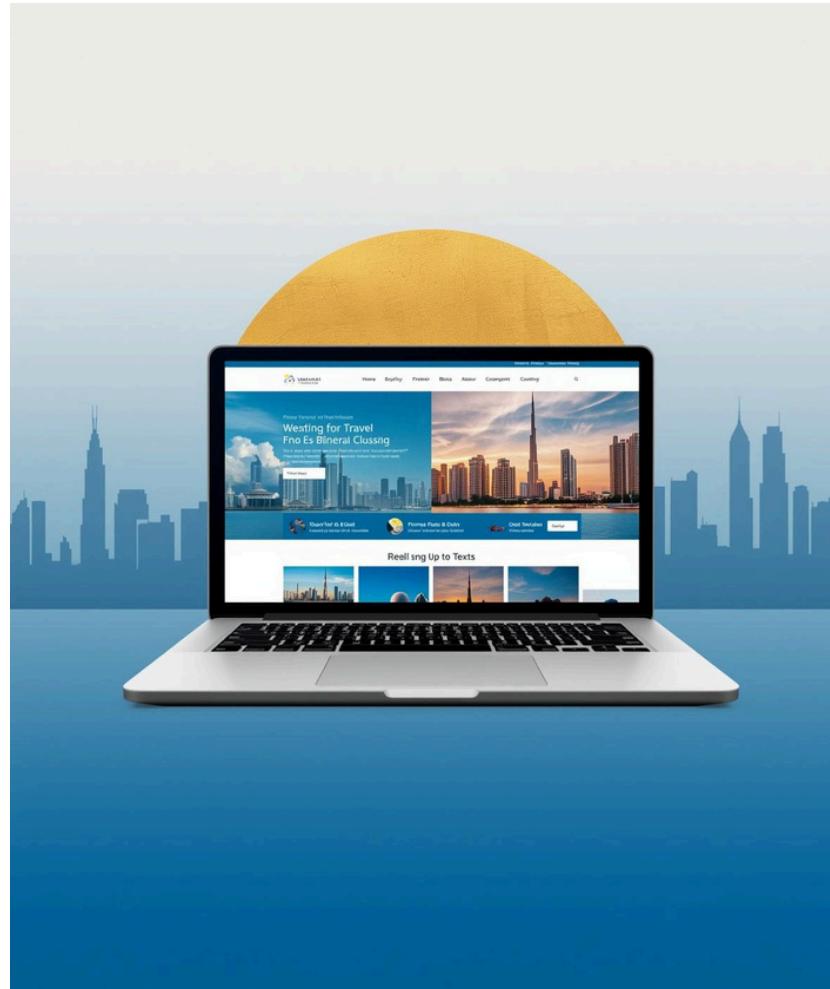
Interactive stories for real-time travel engagement



# Retargeting Strategy Overview

## Website Visitors

Engage users who previously visited site



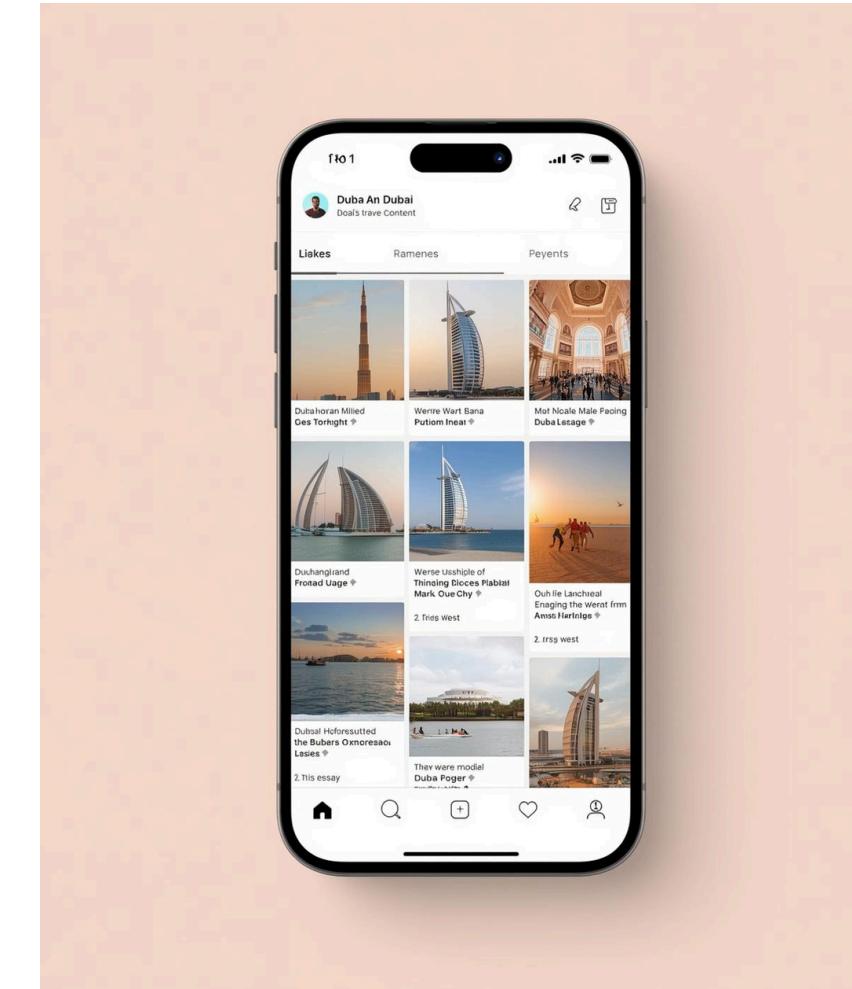
## WhatsApp Leads

Connect with potential customers via messaging



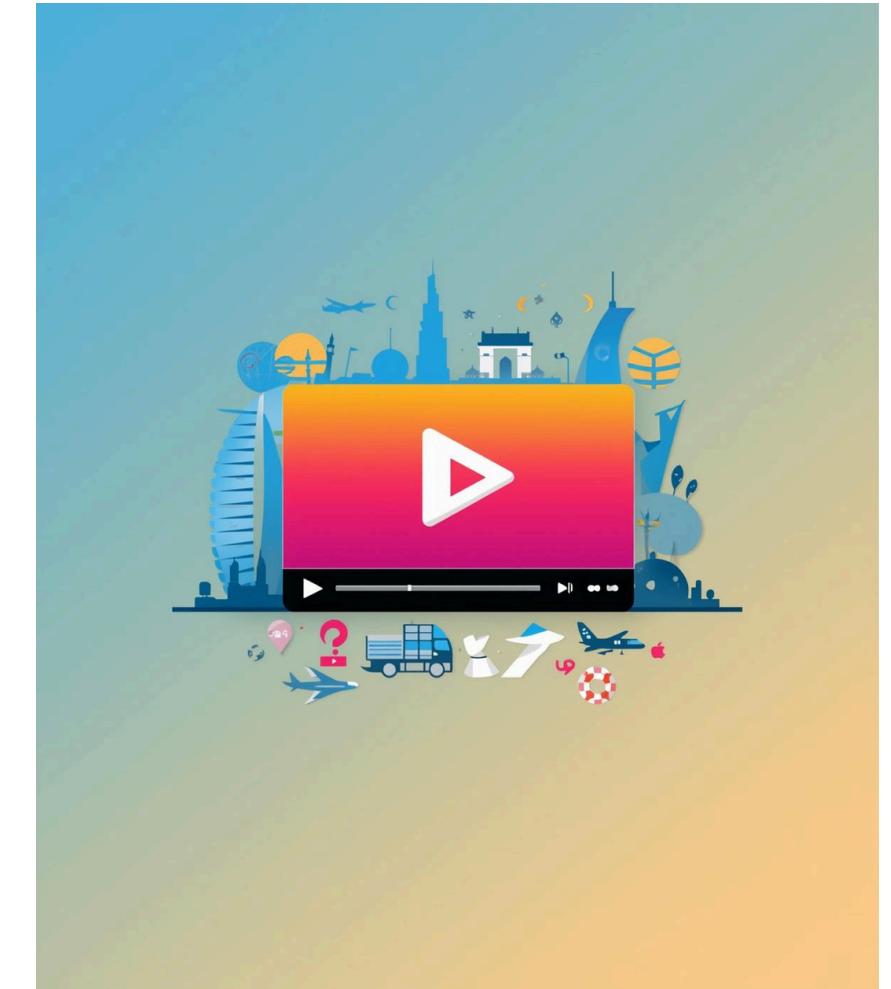
## Post Engagement

Target users interacting with social media posts



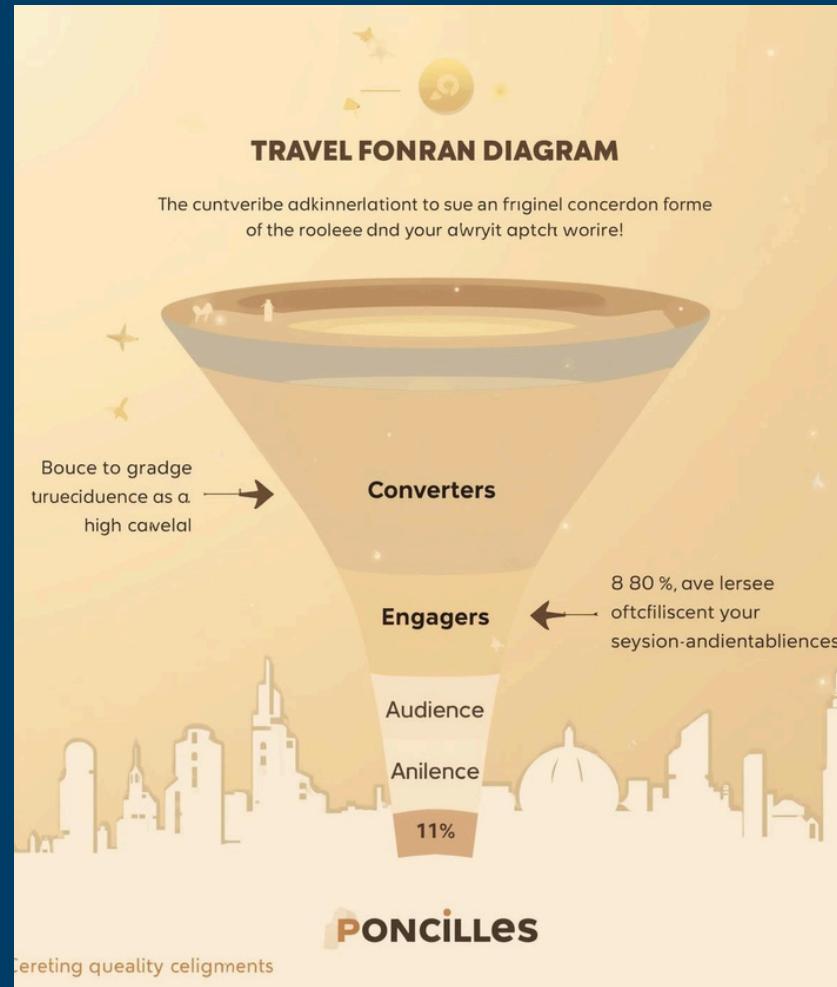
## Video Views

Re-engage users who watched videos



# Lookalike Funnel Strategy Breakdown

1% Converters  
Targeting high-value  
customers effectively



2-5% Engagers  
Engaging potential  
customers for conversions



5-10% Expansion  
Broadening reach to new  
audiences



Continuous Optimization  
Iterating for better audience  
targeting



# Campaign Structure

## Awareness

Create brand recognition  
in potential travelers.



## Consideration

Engage audience with  
compelling travel offerings.



## Conversion

Drive final decisions  
to book trips now.



**30% Increase**

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**Higher Click-Through Rate**

**20% Reduction**

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**Lower Cost Per Lead**

**50 More**

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**Inquiries Monthly**

*Contact*

Let's Plan Your  
Dubai Success  
Together!

PRESENTED BY

Shreyosi Jana

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