



Turn AI into **ROI**

Rich data can be informative. But with the right data designed toward your specific goals, **AI becomes transformational.**

Andrew Parkin

Sr. Sales Executive, Tourism

Needless to say, AI is everywhere

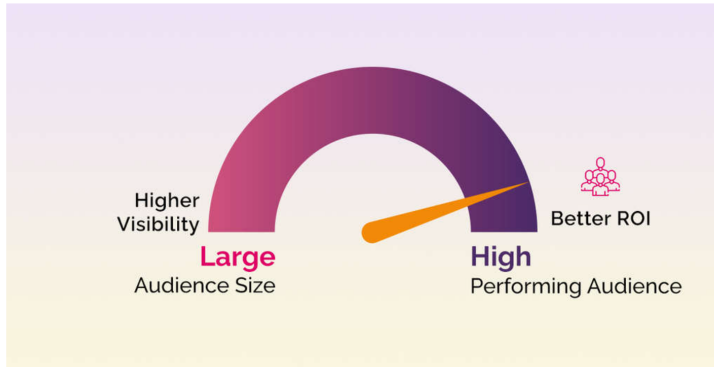
How do we cut through the noise and drive success your stakeholders value most-ROI

RateGain launches a new version for Adara's AI Audiences to help Marketing Teams

The AI-Powered Audience Ranking Model helps marketers target customers with the highest revenue potential.

RateGain Technologies Limited
6 min read · 26 June 2023

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Who is Adara

- Founded in 2009, acquired by Rategain (January 2023)
- Global Footprint
- The largest first-party database with over **2.1 Billion** verified profiles



We leverage **1st party data** and offer marketers an end-to-end solutions to drive campaign performance and customer success for:

- Programmatic Media
- Audience targeting and media
- Data enrichment
- Campaign measurement
- Market insights and analytics
- Privacy and identity technology
- Data Monetization





Adara is an **ethical data sharing company** that pioneers advance technology to support and grow the travel industry

Our mission is to **help enterprises share and gain access to the strongest performing data in the world**, while upholding to today's privacy standards and practices



The World's Largest Travel & Entertainment Data Consortium



300+ Major Brands

including airlines, hotels, metas, ticketing, real estate data



2.1B Global Profiles

connected to real-time digital actions



Privacy-First Identity Graph

linking identities using future-proof technology



Real-Time Behaviors

to activate and enrich your marketing



A RateGain Company * Not all data partners are represented due to confidentiality agreements

Adara private & confidential

Adara Privacy Token Salting — Encrypt the Encryption

We further anonymize our token so that it's unusable outside of its context

Privacy Token without Salt

andrew.parkin@adara.com ⇒ 7d470bacdb61765b43f51db88a02841e0b4060a00aaf6935eddecdf3c87e50c

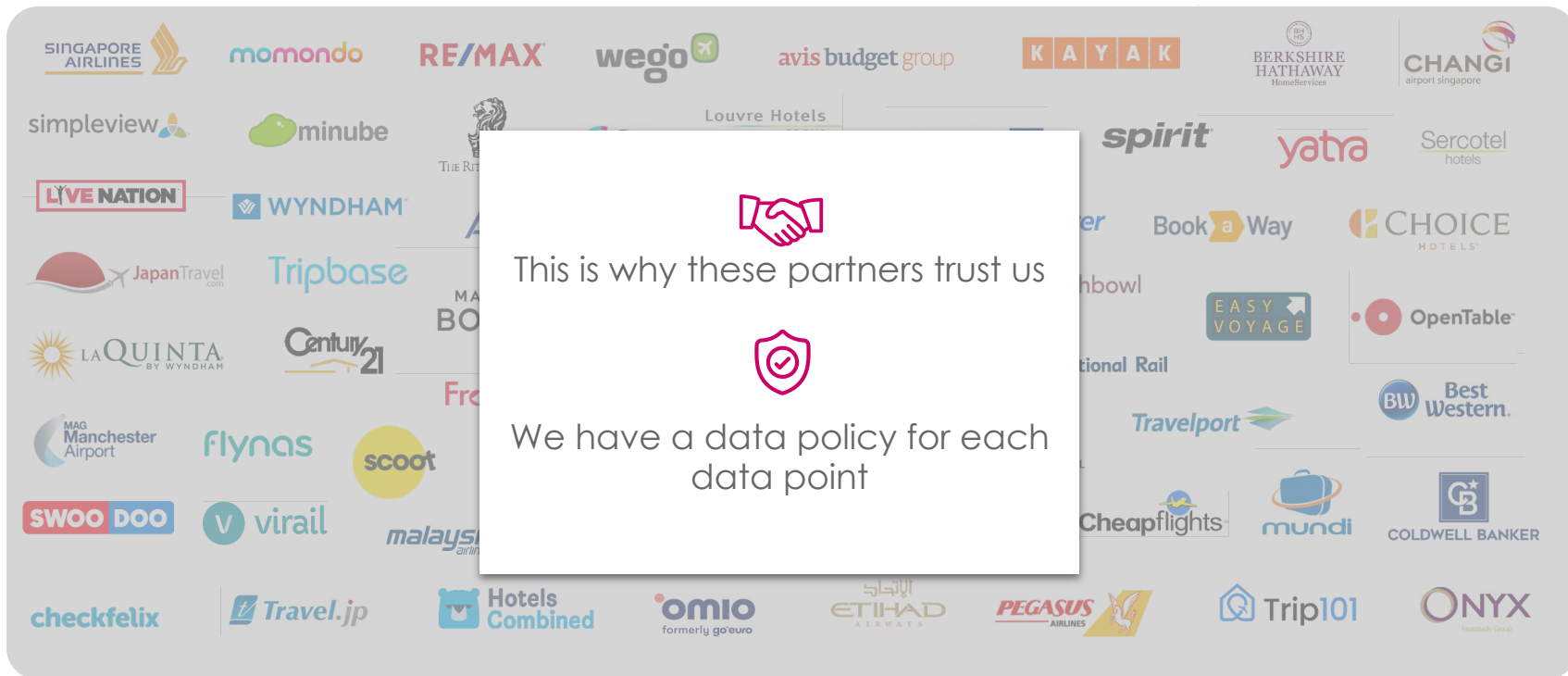
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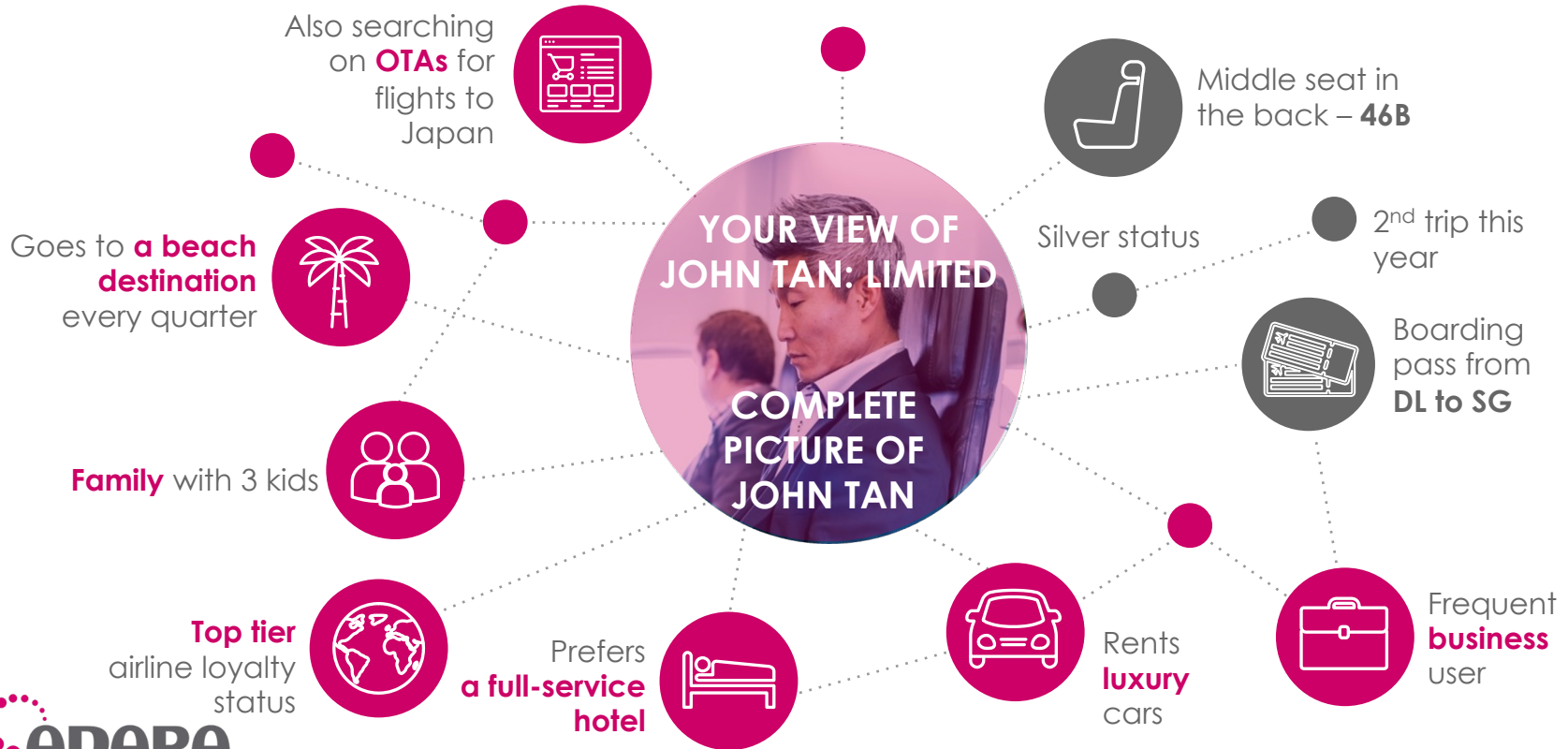
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The World's Largest Travel & Entertainment Data Co-op



* Not all data partners are represented on the chart due to confidentiality agreements

The challenge today is Fragmented Data - ADARA connects the dots





The Basics | Why are AI audiences better



The Basics | Why are AI audiences better

An audience that is regularly **re-optimized** using **machine learning** to be the most likely to achieve **your specific goal(s)** at a given time.

How is this different from a “regular” audience? A regular audience is *not optimized for a specific customer goal* - it either selects audience members based on criteria on the transaction, or it selects audience members based on a *generalized score*

Why use an AI audience instead of a regular audience? Because it will **perform better** due to optimal construction.

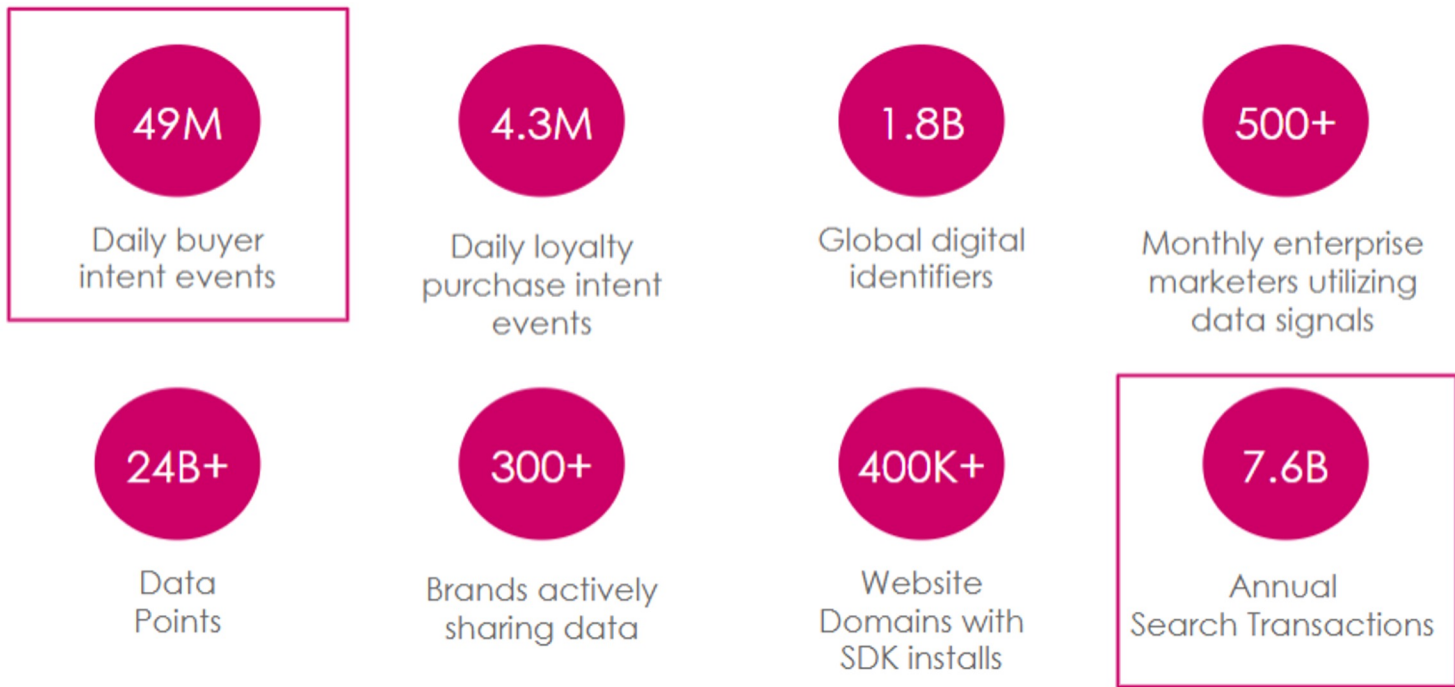
The Basics | But what about DMO's

AI Audiences are largely employed within performance marketing efforts. Within this orbit, clientele have performance driven metrics/KPIs designed to reach **ROAS** goals (CPA, E/R, etc.) using direct bookings as the main metric for success.

How is this different for Destinations? Destination Marketing Organizations, largely, **do not have visibility into bookings** to their destinations. Tapping into a subset of permissioned global audience data becomes transformational.

Why use an AI audience instead of a regular audience? Because it will **perform better** due to optimal construction that **fit the needs of your Destination.**

The Basics | Why are AI audiences better



Not just a ton of users. A ton of daily user transactions, daily.

More Permissioned Data than anyone else out there!

The Basics | Why are AI audiences better



Performance

- **3-20x better performance** than competing audiences
- Automatic & sustained performance over time



Scalable

- **Easily scaled up and down based on performance**
- Non-scored audiences will get turned off if they don't perform



Insightful

- Better understanding of what drives performance
- Visible **guidance on potential performance**

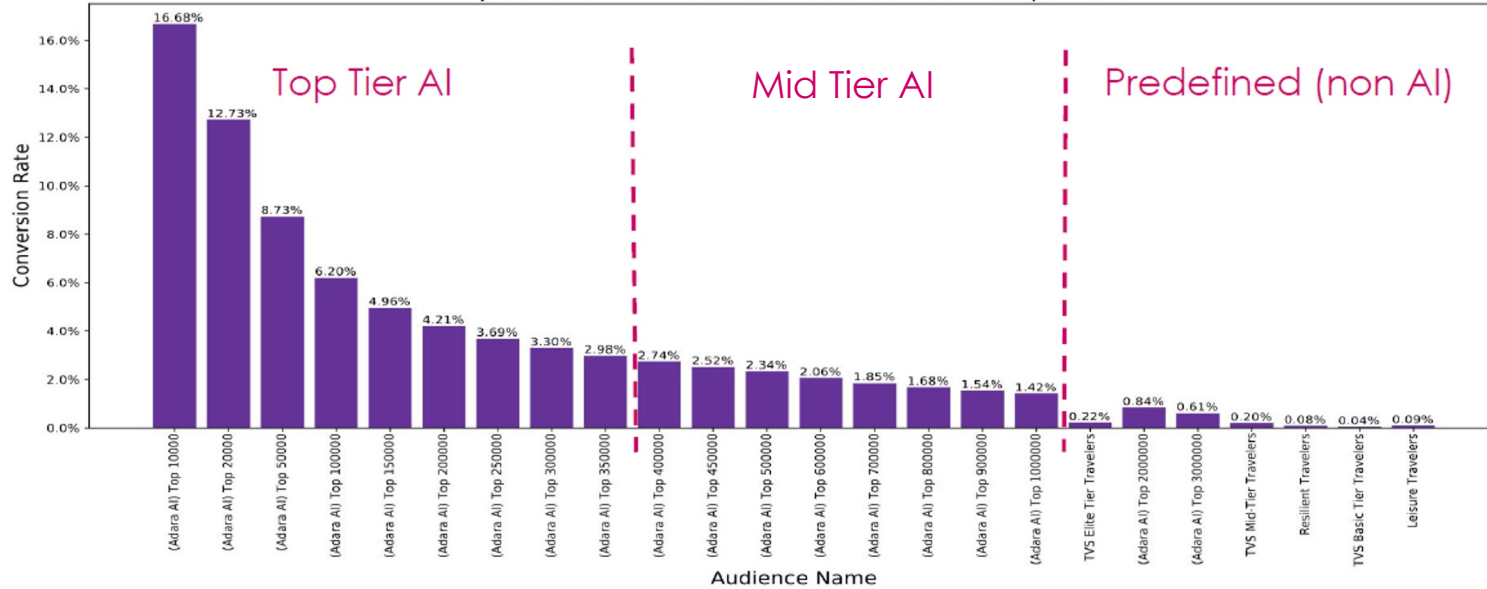


Differentiator

- **Building custom AI audiences for client are proprietary**
- Custom solutions create “stickier” client relationships
- Our unique data set makes it possible

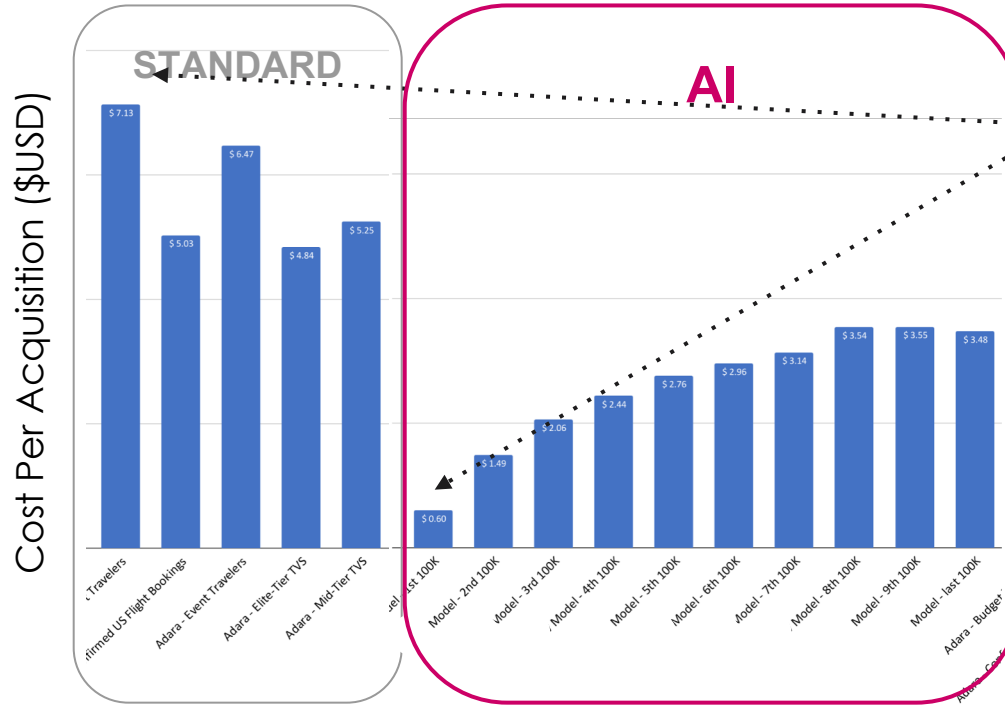
The Basics | Why are AI audiences better

AI Audience Modeling - An Intelligent View of Future Performance



The Basics | Examples of AI (Custom)

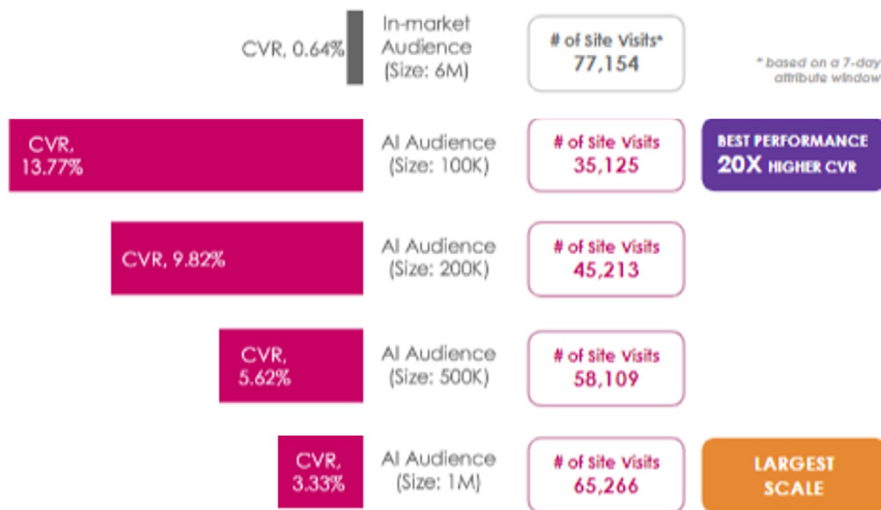
Mid-Week Converter



AI Decile 1 performed **12X better than Standard audience** (Budget Traveler)

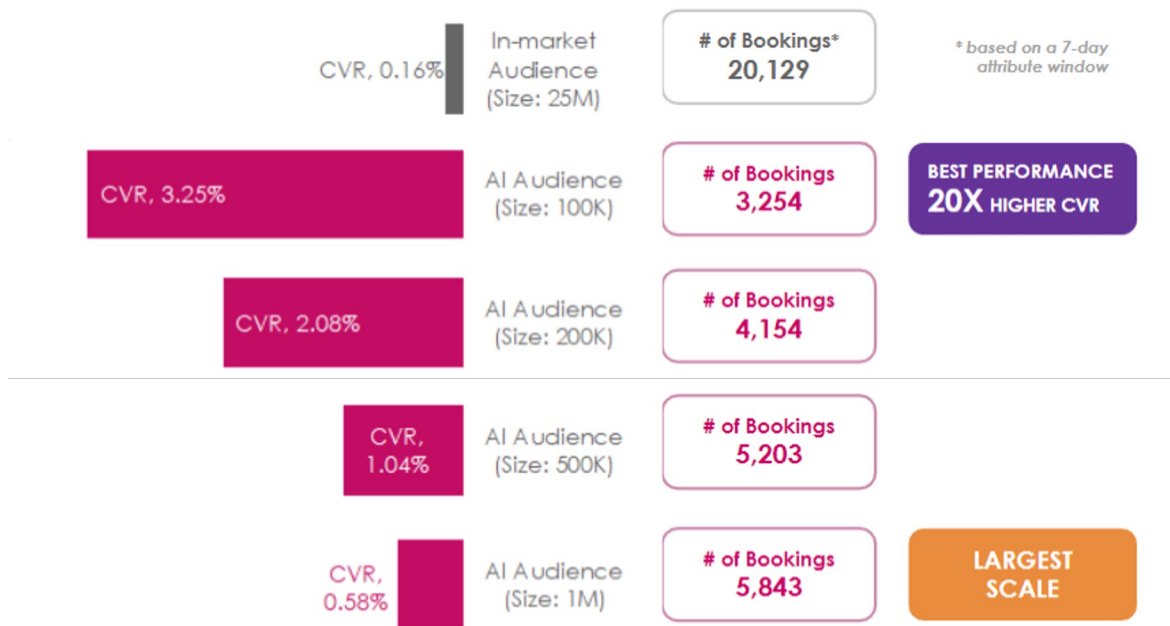
The Basics | Examples of AI (Site Visitor)

EMEA Converter Model



The Basics | Examples of AI (Bookings)

US Converter Model



Major Hotel brand partnered with Adara leveraging AI audiences to boost Mid-Week Bookings

CASE STUDY

THE CHALLENGE

Brand marketers and their agencies are always looking for ways to increase the return on ad spend (ROAS). They do their research to determine how to reach the right audiences, what channels will reach the right customers at the right time, and how to do these things at an efficient cost that can provide scalable return on investment (ROI).

Adara partnered with a large Hotel chain and their marketing agency, to improve their paid digital campaign performance. Although weekend bookings (Friday-Saturday) had strong demand, Adara's measurable end goals for this program were: Specifically generating mid-week bookings (Sunday – Thursday) for their U.S properties.

Target Return on Ad Spend was **\$10** per every \$1 spent.



RESULTS

Leveraging Adara's AI Audiences, we help with boosting mid-week bookings through their paid media efforts. Utilizing a bespoke model that predicts the revenue per customer. Prospects with high potential revenue are ranked higher and provided as an audience or set of tiered audiences. In this case, the goal was to generate more mid-week bookings, so the AI model was tailored accordingly.

For the 5-month duration of the display campaign,

- \$20+ return on ad spend against the goal of \$10
- 10K+ bookings were generated – a 27% increase YoY

\$20+

Return on Ad Spend

Types of AI Audiences (determined by your goal)



Affinity AI Audience

Predict high affinity individuals who will likely convert in the next X* days
(best default audience)



Prospecting AI Audience

Predict high-likelihood individuals who will search or book in the next X* days



Site Visit AI Audience

Predict high-likelihood individuals who will engage in any activity with the client, which includes, but not limited to, site-visit, search, book, or membership sign up in the next X* days



Create Your Own AI Audience

We would be happy to learn about your specific goals and create a custom AI Audience to achieve those goals

*X is the attribution window that we use for modeling, and is typically 14 days.

DMO Examples

3 Take-aways from Campaigns leveraging AI Audiences

1

Large In-State Marketing Campaign Focused on Driving Bookings

Fall/Spring campaign focused on driving incremental bookings to coastal destination, AI Audiences drove a **9.5x Lift in ROAS** as compared to traditional in-market audiences

2

Airport Customer Driving incremental bookings

AI Audiences focused on Outbound Bookings are generating Tapping into desired local markets while **leveraging machine learning to optimize towards bookings**, we are seeing **6x Bookings and 6.5x number** of searches generated for outbound flights.

3

Shoulder Season Push for Regional DMO

Contrast of **AI Audiences** as compared to **Persona and Weekend Travel audiences**. Spring campaign has seen a **6.75x lift in ROI** as part of the campaign when compared to traditional audiences.

Target Customers with the Highest Revenue Potential





SUMMARY

Key takeaways to employing AI Audiences

1. Utilize AI Audiences as an extension of your marketing plan to drive additional efficiencies and ROI
2. Clearly define your KPIs:
 1. Bookings
 2. Site Visits
 3. Custom
3. AI Audiences will out-perform traditional audiences by 3-20x
4. Remember to consider Seasonality for scale and efficiency purposes

Questions?

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THANK YOU!

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