

Travel Intent Display Advertising

Adara

About Adara

Adara, a RateGain company, is the world's largest travel loyalty and reward data consortium. It provides a way to prove the value of campaigns using tangible metrics like revenue, room nights, and bookings, instead of soft metrics like clicks and likes. Adara's services include activating data for media campaigns, measuring results through revenue reports, and providing insights into visitor spending. The company's solutions help clients target relevant travelers and demonstrate their marketing effectiveness to stakeholders.



Program Deliverables

- Display Ad Units
 - 300x250, 728x90, 160x600, 300x600
- 937,500 impressions
- Website pixel for participants that measures website ROI
- Hotel revenue data post-campaign, showing the hotel revenue generated by the ads.
 - This is made possible through Adara's 270+ global travel data partnerships, including Marriott, Choice, Wyndham and Kayak.
- Targeting capabilities:
 - Travel-intenders searching for hotels in your destination, in Minnesota, and in competitive set.
 - Previous searchers and bookers for hotels in your destination, previous hotel bookers in competitive set.

Limited Availability

10 Available | One per participant

Price

\$2,500

Contact

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Savings

67%