Turismo 2030, come evolverà il turismo nel prossimo decennio

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Sojern

SOJERN

Travel's Direct Demand Engine

Real-Time

+350M Travellers profiles monthly

At Scale

+30 billion travel events monthly

Travel Data Diversity

Cruise, flight, hotel, car, OTAs, Meta-searches

We help to activate multi-channel marketing solutions

SOJERN

We Use Data in Many Different Ways!

Campaign Performance

We use real-time data to run successful data driven marketing campaigns

Travel Insights

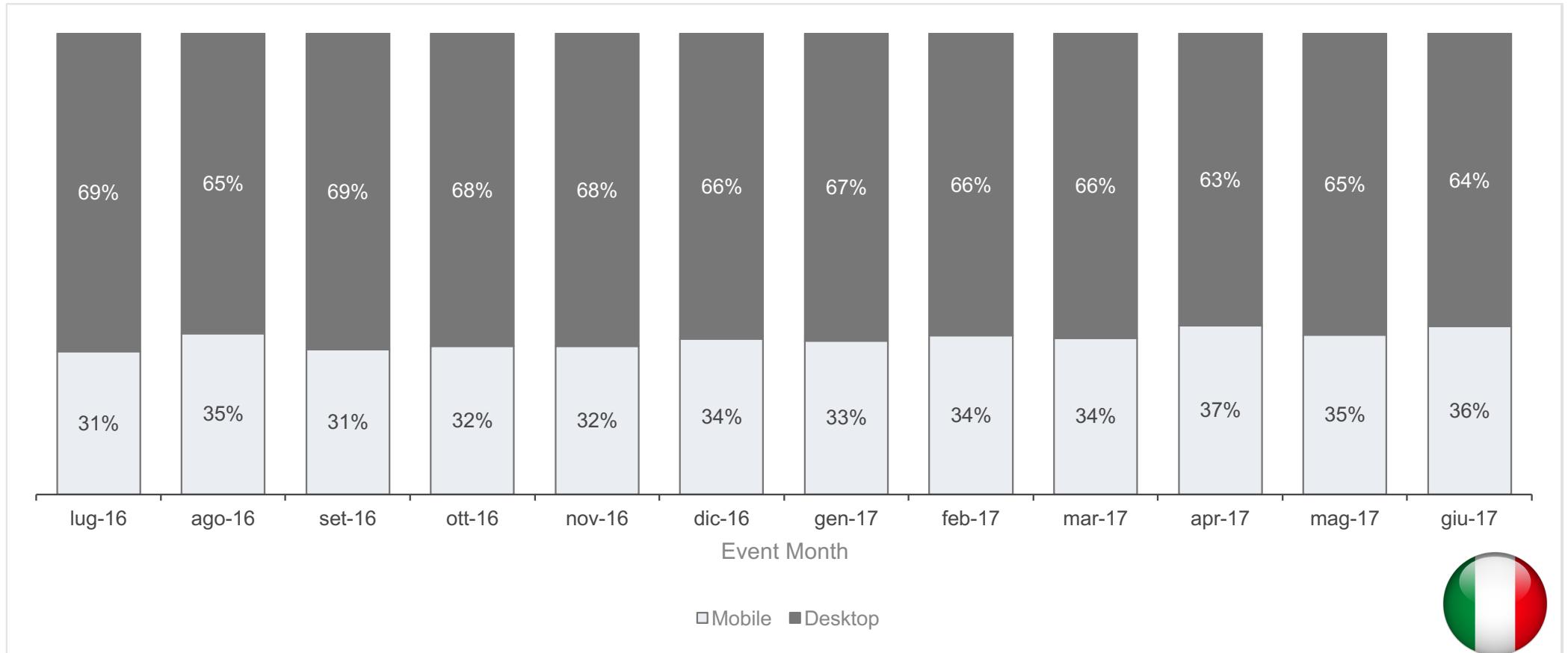Travel market trends to help your clients to make better decisions.

Insight Reports

Prove campaign results, beyond media performances, showing travel intent to destinations

Search device type over the last 12 months

Travel Searches from OTAs, Airlines, Hotels, Meta-search [Sojern Data Partners]

	lug-16	ago-16	set-16	ott-16	nov-16	dic-16	gen-17	feb-17	mar-17	apr-17	mag-17	giu-17
Desktop	69%	65%	69%	68%	68%	66%	67%	66%	66%	63%	65%	64%
Mobile	31%	35%	31%	32%	32%	34%	33%	34%	34%	37%	35%	36%

Event Month

□ Mobile ■ Desktop

Today's consumers:

- **Savviest consumers that marketers have ever known**

- **Know granular details about others' shopping experiences & satisfaction**

- **Have instant access to all information**

- **Shop & compare without even thinking about it**
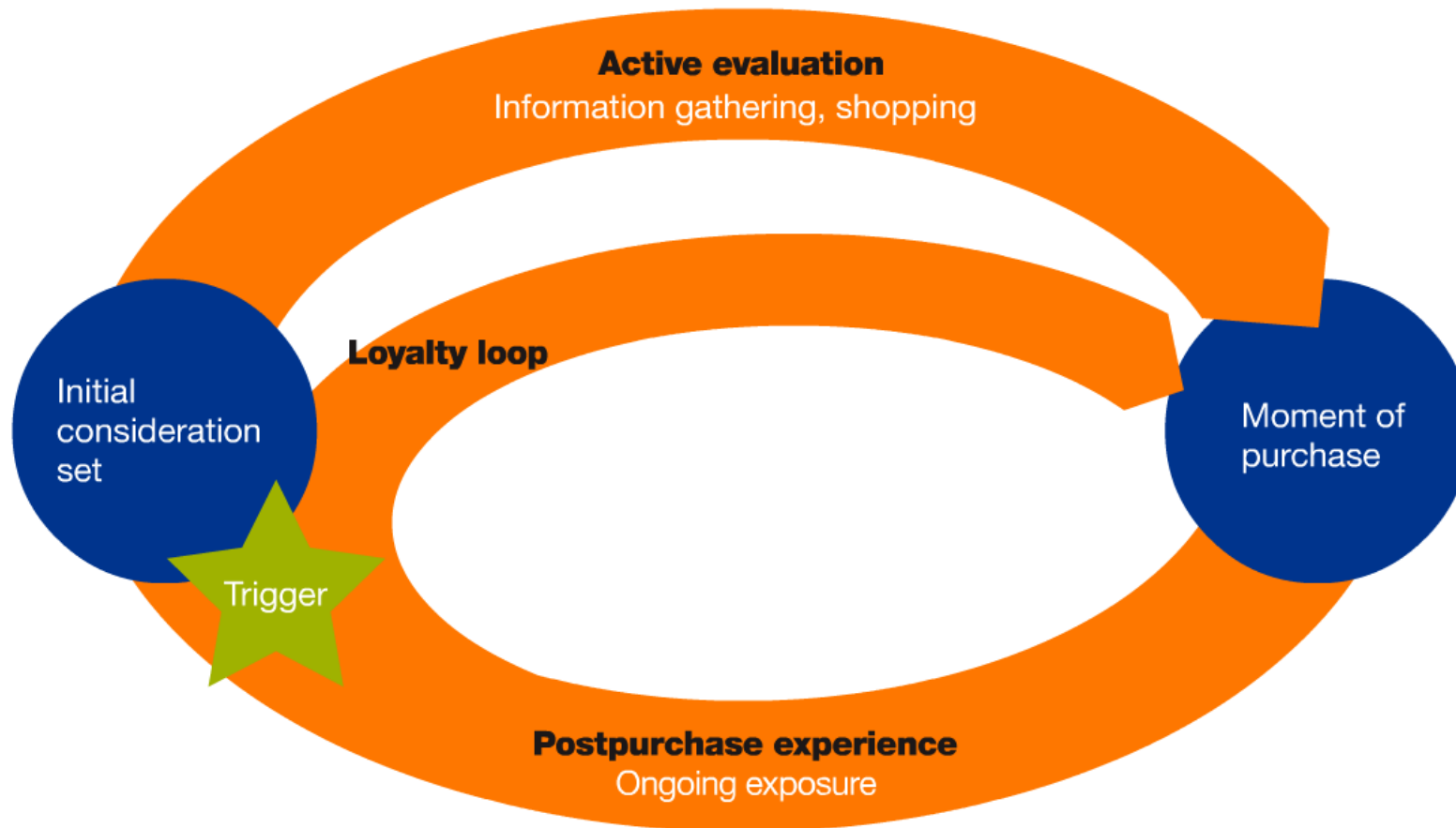
You need to reach travellers where they are, at any time, via multiple channels:
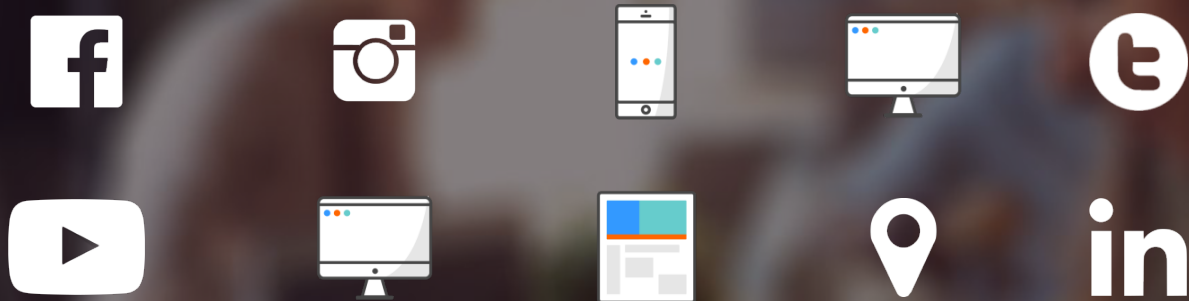
80% of B2C companies don't know their customers beyond the most basic demographics and purchase history.

- *Venture Beat, July 2015*

Funnel is dead – McKinsey 2014

Active evaluation
Information gathering, shopping

Loyalty loop

Initial consideration set

Trigger

Moment of purchase

Postpurchase experience
Ongoing exposure

Diverse real-time data is crucial

Machine learning and AI are transforming the digital marketing landscape as a whole

Mobile has changed everything, but it's only Act One. Machine learning in marketing is set to drive the industry's next revolution - **Sridhar Ramaswamy SVP, GPI & Ads Google**

AI and Travel Marketing go Hand-in-Hand because travel planning is complicated. Finding and reaching travellers is increasingly difficult to achieve—especially manually. **Carl Livadas VP of Engineering and Data Science, Sojern**.

Personalization is Key to Influencing the Path to Purchase

47%

of travelers say personalized ads save them time and effort

Facebook IQ, September 2016, "A Field Guide to the US Digital Booking Journey""

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Google says 20 percent of mobile queries are voice searches [2016] - Google CEO, Sundar Pichai

Mass Market – Carpe Diem

Brand Italia & Regioni – Multi brand strategy

How to be relevant to the modern travellers

Real-time travel intent data

Multi-channel strategies

Travel Insights

Targeting the right <u>traveller</u> at the right <u>micro-moment</u> on the right <u>device</u> with the right <u>message</u>

THANK YOU

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