

A woman with long blonde hair, wearing a dark blazer and a patterned scarf, stands in an office environment. She is smiling and looking towards the camera. The office background is dimly lit and features a desk with a laptop, framed pictures on the wall, and a decorative lattice structure. The word "ANGEL" is overlaid in a large, white, serif font. The letter 'A' is stylized with a yellow halo around it.

ANGEL

Sales Reps Digital Targeting Strategies for the **Hospitality Industry**



AUDIENCE EXTENSION

MULTI-PLATFORM TARGETING

RIGHT AUDIENCE ACROSS ALL SCREENS

Frequently Used Targeting Mix / Options

General Population

- Run of network within target zip codes of your direct market area

Email

- Target potential travelers for upcoming events/specials

Sample Behavior Targeting Options

- Travel, Food, and Dining Business

- Use same psycho-demographics with behavioral display to target similar segmentations

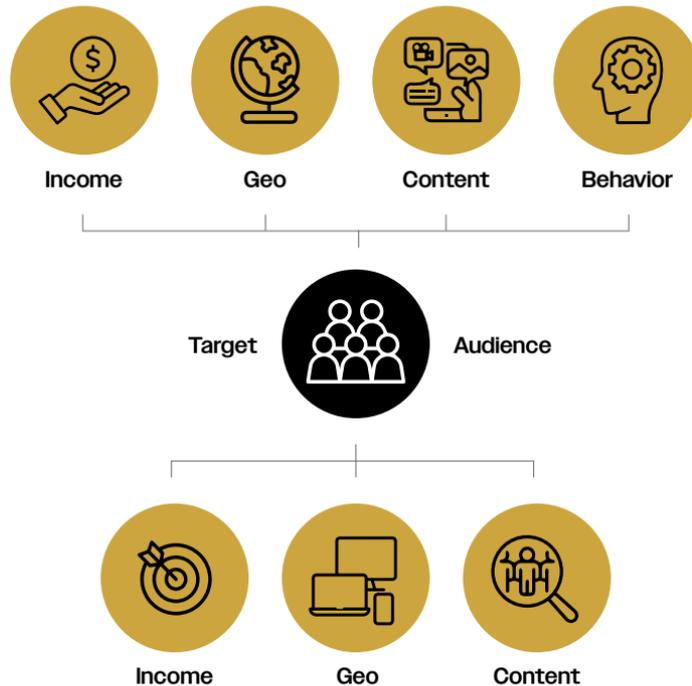
Frequently Used Demographic Targeting Options

- Hotel Travellers
- Luxury Hotel Intenders (4-star rating or higher)
- Travel Destinations (Cities, Landmarks, Attractions, etc.)
- Length of Stay (1-14 days)
- Hotel Brands (Hilton, Marriot, Ramada, Days Inn, etc.)
- Frequent Business Travellers
- Tourists & Tourism

We'll optimize across content targets, data sets & platforms based on performance.

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



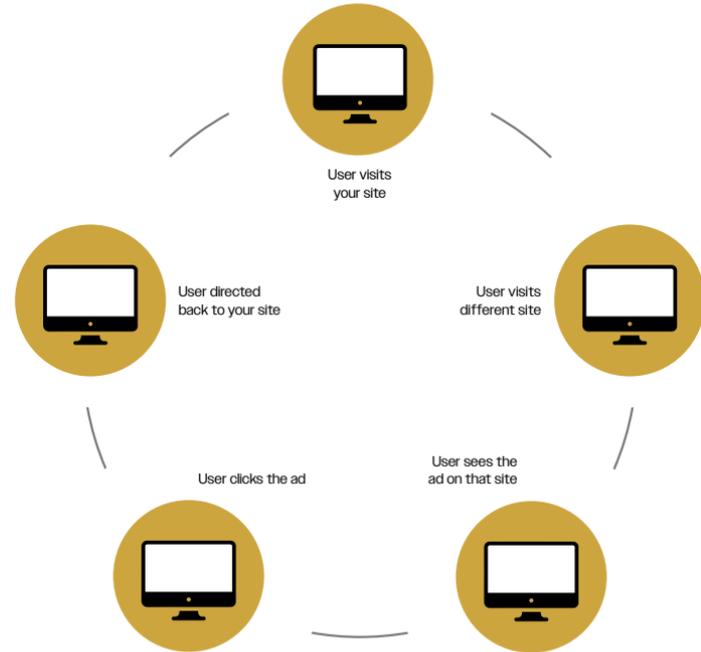
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

Precision targeting allows us to reach your core audience segments.

AUDIENCE EXTENSION

SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

CASE STUDY

DIGITAL MARKETING

Company Overview

This hotel was getting a lot of bookings from OTA's (online travel agencies) like Expedia. They had to pay Expedia for every booking. In addition, OTA's were unwilling to share customer data with them, which eliminated the possibility of direct marketing to existing customers.

The Challenge

Drive in-market travelers, both for business and recreation, to the hotel's online reservation system so they could harvest customer data and directly market to them with future offers. In addition, they wanted to drive lunch reservations to their in hotel restaurant, which featured different daily specials.

The Plan

By using behavioral targeting, we were able to build an entire funnel solution by focusing on frequent travelers, and those in market for travel to the hotel's city. By driving visitors to their reservation fulfillment page, they harvested leads, and reduced how much they were paying out to OTA's for bookings. In addition, targeted business people who worked in the area, and were frequent lunch diners.

The Results

Over the last 2 months, the client was able to reduce spend to OTA's by more than \$1,000, and were able to generate 30+ hotel bookings, all while securing the data the travelers provided. They plan to use this data to email and retarget with travel deals, and newsletters.

The Results

- 421K Impressions
- .12% CTR
- 478 Clicks
- 26 form fills
- \$1,500/mo investment



AUDIENCE PROFILE

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- **Extensive Reach**
- **Device Independent**

Reach more customers with accuracy and privacy on any internet-enabled device.





TALK TRACKS & ELEVATOR PITCH

From travel inspiration to research, to booking and post stay engagement, understanding the customer journey is paramount to your overall marketing strategy. In the travel/hospitality industry, people use websites, OTA's, and social media to consider different accommodations. Because the customer journey is evolving, hotels need to alter their approach to what is generating ROI, and integrate with systems that are going to grow the average lifetime value of a customer, and reduce inefficient marketing dollars.

We leverage all forms of digital marketing to help create the right digital media mix and measures each platform, its productivity and ultimately its cost per lead/form fill. In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors and engaging with your current online storefront, which results in maximizing marketing budget.



FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing or other hotels and resorts and see if it might be a good fit for you.

We work with different local/regional hotels and resorts to understand what programs they're using to drive online reservations, then develop custom digital marketing solutions that are designed to drive business and recreational travels to your reservation fulfillment platform. By doing so, we can reduce how much money you're spending with OTA's and integrate with your current CRM system to directly market to people to grow the average lifetime value of a customer, and keep them up to date on news, specials, and different events the hotel and our city have to offer.

Recently, we were able to deliver 30+ hotel reservations made through our client's own reservation fulfillment page, reducing the amount of money they had to pay to OTA's. Also, we created a separate, overarching campaign designed to increase lunch reservations at the hotel restaurant by targeting business people who worked nearby the hotel/restaurant.

Please let me know if 1 or 2 pm would work for you either day to discuss.

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER OR A GENERAL SALES MANAGER

- What percentage of your reservations are made through OTA's (Online Travel Agencies)
- How much do you have to give to the OTA's per booking? Do they provide you with precious customer data so that you can directly market to these customers?
- Are you currently using email as a form of lead generation?
- Are the majority of your customers here for business or recreational travel? Families or couples?
- Are weddings, conferences, and business meetings an important part of generating revenue?
- What is your current digital marketing strategy?
- How do you measure your digital advertising effectiveness? (Do you have a cost per lead you are looking for?)
- Are there any ongoing events in the city that could drive visitors to the hotel?



ANGEL

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: www.AngelInvestorNetwork.com