



Our traveler journey approach: A short and direct path to you.

Here's the thing. Our industry distinguishes between traditional and digital marketing, but your customers do not.

So we use data to bridge the gap between the two and deliver a complete picture of the dynamic journey that customers take before they reach you. More importantly, we work relentlessly to shorten that customer journey and provide them with the most direct path to your doors. All while staying responsive to your needs and goals, and transparent in our costs and communications. Cause if it don't make dollars, it don't make sense.

Why Net Conversion?

We know this industry.

For 13 years we have worked with the travel industry, and for 13 years we've seen the industry evolve. Our knowledge junky media analysts are here for it, because remaining curious and eager continue to be our driving forces, allowing us to change our strategies to match those shifts every step of the way.

We know consumers.

Alright, you got us. We don't 100% know every single potential consumer. That would be creepy. What we do know is that every consumer has a unique journey, so we leverage every possible data signal to create the most effective targeting strategies to reach them at the right time with the right message.



We know how to adapt.

We set you up for measurable success by utilizing evolving marketing strategies and data to continually innovate, measure, and optimize paid media campaigns. Regardless of the challenge, your business will benefit from our innovative thinking and relentless attitude. We never settle. Why should you?

OUR SERVICES

DIGITAL

- Display
- Paid Social
- Pre-Roll & Social Video
- Metasearch
- Paid Search (SEM)
- Organic Search (SEO)

SEO & MORE

- Local & Organic Search
- Technical SEO
- Consumer Surveys

INTEGRATED

- Addressable TV/ OTT
- Connected TV
- Streaming Radio
- Digital OOH

TRADITIONAL

- TV (Cable, National, Local, Spot)
- Out-of-Home
- Radio
- Print

MARKETING SCIENCE

- Media Mix Modeling
- Cross-Channel Attribution
- Causal Impact / Forecasting
- Propensity Modeling

DATA COLLECTION

- Data Architecture/ Taxonomy Development
- Analytics/ Platform Implementation

MEDIA ANALYTICS

- Dashboarding and Insights
- Bid, Budget, Audience Management
- Ongoing Media Optimization

DATA MANAGEMENT & BUSINESS INTELLIGENCE

- Process and Data Automation
- ETL via Conversionomics*
- Dashboarding and Visualization

TESTING & PERSONALIZATION

- A/B Testing & Reporting
- One-to-one Customer Experience

**Conversionomics is our proprietary data aggregation and transformation software that helps us deliver actionable data & reporting at scale.*
conversionomics.com

OUR CLIENTS



Travel Vertical Trends

The once simple travelers' purchase path from interest to booking has not only evolved, but is constantly evolving. New paths are unique to each traveler - creating complexity in the travel vertical.

95% visit travel-related sites after booking

8% cancel and rebook



Even after completing a booking, many travelers continue to research and find inspiration.



Entering adulthood in 2020, Gen Z will surpass millennials as the largest group of consumers worldwide, making up **32%** of the global population.

87% of travel decisions made by Gen Z are influenced highly by social media platforms.

NET CONVERSION TRAVEL INDUSTRY CASE STUDIES

TOURISM CLIENT

Net Conversion tested “activity-based” videos (e.g. adventure, dining, nightlife, etc.) as video remarketing.

Based on the top performing activity-based videos, we created a video sequence using Google’s Video Sequencing product – and used the same top performing videos as video remarketing on Social channels.

Our efforts helped achieve a record year in visits, despite a flat budget. We can conclude that when a video is relevant and compelling, it moves people down the conversion process from dreaming to planning to booking.



- +26% Visitation***
- 52% Cost Per Visit***
- +45% Visit Rate***

*vs. PY

HOTEL CLIENT

Big things happen when traditional and digital media are aligned, and that’s just what was needed when our client set the ambitious goal of outperforming a grand opening year - without a grand opening year budget.

To maximize the impact of national coverage from multiple TV programs, we utilized a fully-integrated marketing campaign encompassing all media channels, including search, display, paid social, out-of-home, and connected, addressable, and linear TV.



- +33% Visitation***
- +37% Link Outs***

*vs. PY

To read more about our case studies across the travel vertical go to: netconversion.com