The Need for Diversity

- Average site visits before purchase is 21.6. *

- Just one website visit or just one marketing initiative to reach your potential guests is not enough.*

- Driving more engagement and more bookings requires using multiple channels (the website, paid search, SEO, email marketing, social media, retargeting, etc.) to promote one campaign*

- Maximizing revenues from your property website and shifting share from the OTAs requires a dual focus:
  - Smart investments in your digital assets *
  - The right mix of direct response digital marketing campaigns.*

- How does your tracking currently measure up?
  - First click attribution?
  - Last click attribution?
  - SEM via Google – First click...... Google analytics – Last click.... Interesting?

Source: HEBS Digital – Smart Hotelier Guide 2015 – Digital Marketing Budget Planning*
The Funnel Process

- Inspiration and Awareness
- Consideration and Interest
- Evaluate and Shop
- Intent and Purchase
Banner Placements
- On site – Region, State, City
- Within Newsletter

Newsletter - Branded

Newsletter - Tactical
- 3+ million - 12+ million email subscribers

Network Partner Program – 45 travel centric sites
- 150+ million monthly page views

Newsletter – Targeted - Behaviorally or geo-graphic Focused
- Destination, Vertical, Brand & Interest
- Region, State, City, Zip code

Advertisers deal landing page with easy to book options
Specific Property web pages on dunhilltraveldeals.com
- Dunhill drives & pays for upper funnel traffic
- Property pays for 2nd click

The Funnel Process:
- Inspiration and Awareness
- Consideration and Interest
- Evaluate & Shop
- Intent & Purchase

Dunhill Products
### The Dunhill Travel Deals subscriber

<table>
<thead>
<tr>
<th>Feature</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Household Income</td>
<td>$94,000</td>
</tr>
<tr>
<td>Average Age</td>
<td>47</td>
</tr>
<tr>
<td>Female / Male</td>
<td>53% / 47%</td>
</tr>
<tr>
<td>Leisure Trips Annually</td>
<td>2.5 Times</td>
</tr>
<tr>
<td>College Education</td>
<td>75%</td>
</tr>
<tr>
<td>Valid Passport</td>
<td>72%</td>
</tr>
</tbody>
</table>
Dunhill Travel Deals brings travel consumers direct to you:

- **No commission** – Ad model based on CPC w/ free impressions.
- Reach a **large subscriber base at a fraction of the cost** of other competitors
- No endorsement page which provides:
  - Consumers directly to advertiser landing page
  - **Increased traffic direct to your site**
- Specific Destination/Property pages combines extensive content with timely offers:
  - Delivers quality traffic deep into your booking engine
  - Dunhill markets property via our subscriber list and network program at no cost to you.
What do Top Performing Campaigns Have in Common?

- Specific, aggressive lead-in pricing that’s easily bookable.
- A clear focus on a concrete, limited-time deal including a specific destination, price & travel dates.
- A provable qualifier to help explain the value (e.g., 60% OFF, $200 OFF, Early-bird savings, Limited-time offer, etc.).
- A clear and easy to spot CTA and easily navigated booking engine. A calendar displaying rates make for a seamless user experience and higher conversions.
- Banner Placements on our site and in our Top Travel Deals Newsletter
  - 600,000 impressions!

- Text link placements on our Travel Deals Network
  - 15,000 click over (1)month period!

- (2X) Deal placement in our Syndicated Top Travel Deals Newsletter
  - Delivered to over 24 million subscribers!

- 100% SOV newsletter sent to behavioral targeted subscribers
  - Subscribers who have shown an interest to your destination/property

25K (6) week campaign/Moving the needle!
Michael Flood
SVP Business Development
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