

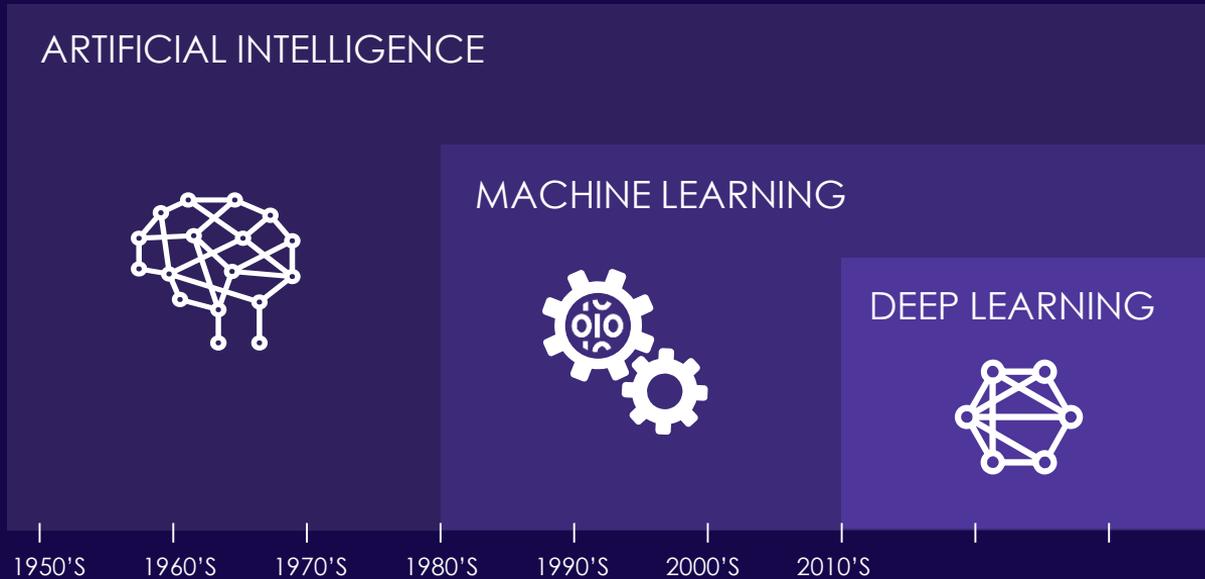


# From Mad Men to Mad Scientists

Leveraging Data and Analytics  
to Elevate Personalization



# What is all this noise about AI, Machine Learning and Deep Learning



**More importantly, it's the key to personalization**

And, personalization matters.



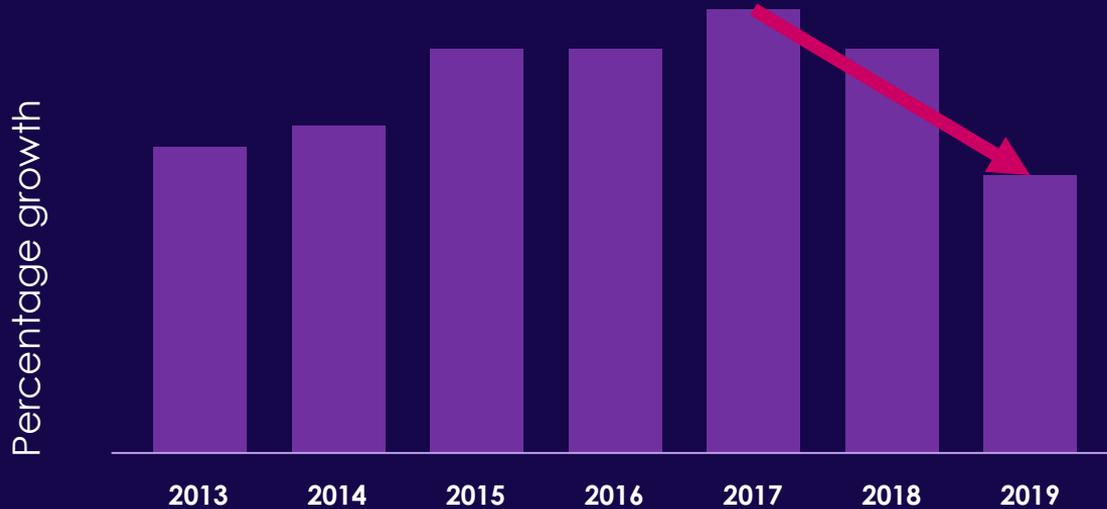
It matters a lot.

**\$212**  
billion  
dollars in play



And will become even more important as the market softens

Annual growth in global air traffic passenger demand



# Machine learning drives personalization that influences behavior

## Input

Billions of trips

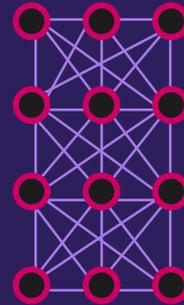


## Machine learning

### Feature extraction

- Velocity ○
- Search ○
- Affinity ○
- Intensity ○

### Classification



## Output

### Booking Readiness Score

8.5

# Marketing driven by machine learning works

## Case Study

### RESULTS

**15%-25%** conversion rate lift

**>75%** high-quality bookers

**10%** increase in loyalty



that's the broad landscape  
in travel, let's focus in  
on DMOs

# Impact of machine learning on the travel industry

## 3 ways in which machine learning is changing the travel space:

### Interface

- Interfaces we develop

### Engagement

- How we engage with our customers (advertising, social, etc.)

### Consumer Insights

- Insights we use to understand our consumers



## DMO's unique dynamic:

- Selling an intangible
- Limited consumer data
- Trying to capture consumer discretionary funds

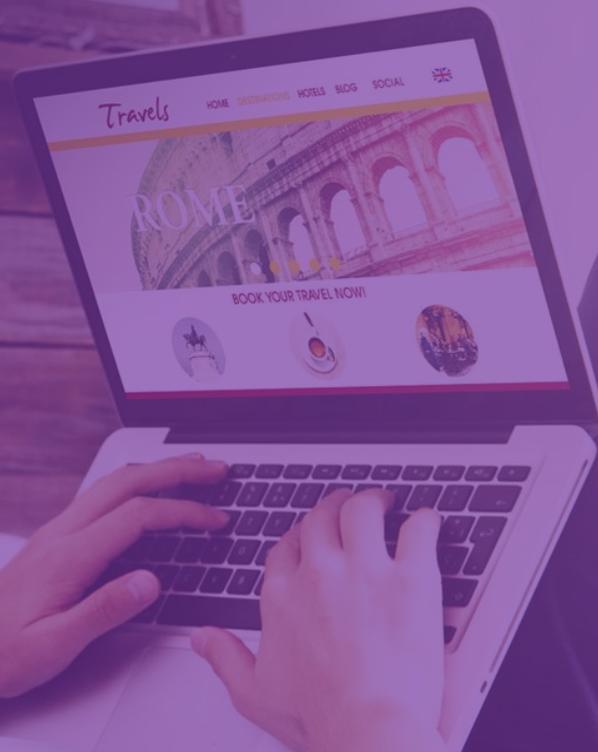




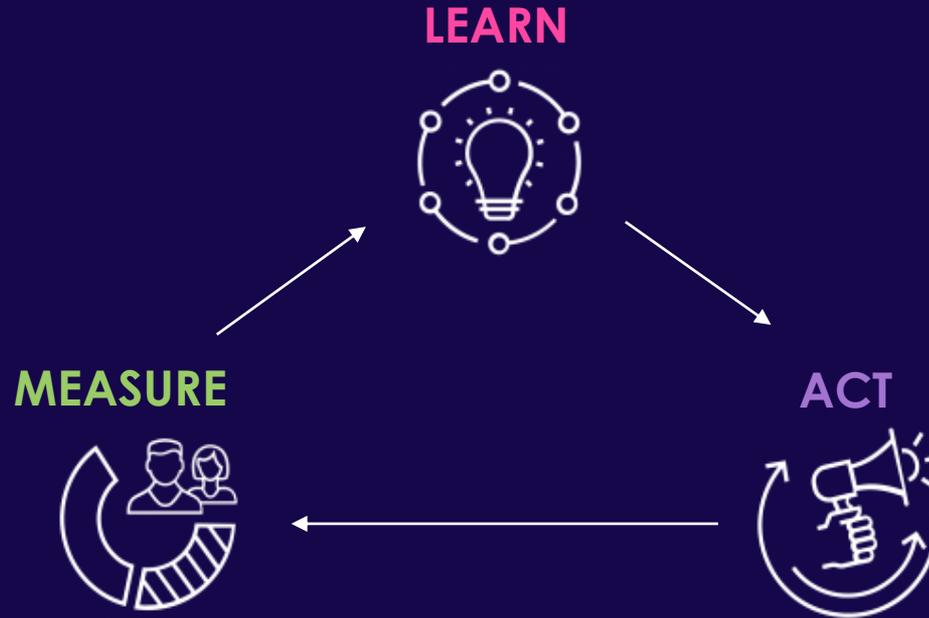
By leveraging consumer  
insights the modern  
DMO of today can be:

Relevant, timely, meaningful, and future proofed  
as an organization for the long term

Consumers have  
began to expect  
personalized, relevant  
engagement.



# Learn, Act, Measure & Modify with Machine Learning



# How can ADARA help?

## ADARA Destination Marketing Cloud

 **LEARN**

Market Monitor

 **ACT**

Media

Channel Delivery

 **MEASURE & MODIFY**

Impact Plus

Advanced Analytics

Artificial Intelligence and Machine Learning

Over 850+  
million traveler profiles

**ADARA**  
**Data Co-op**

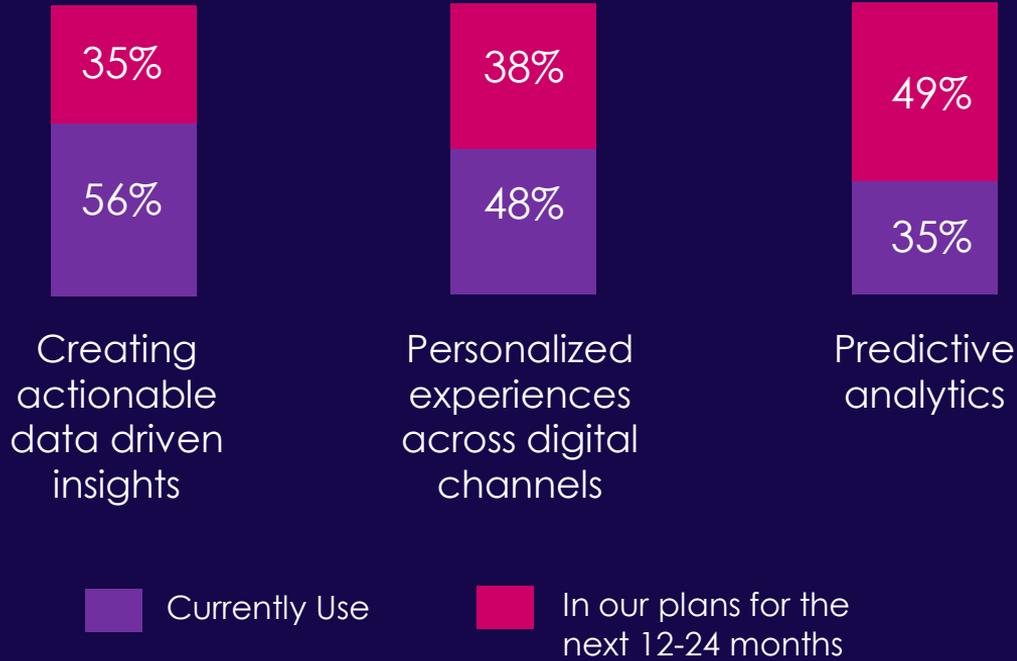
Powered by Over 200+  
Travel Brands



'No longer do consumers need to do their own background research to find what they are looking for. Instead, brands come to us.'

Harvard Business Review

# Actionable insights and personalization are top 2 use cases for data driven marketing today.



Have an eye for the future

