



The Power of Persuasion: Activating Demand with Adara

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Adara – A RateGain Company



How We Do It: The World's Leading Travel & Entertainment Data Consortium



200+ Major Brands

including airlines, hotels, OTAs, metas, real estate, ticketing, dining, etc.

Permissioned First-Party Data

linking identities using future-proof technology

Real-Time Behaviors

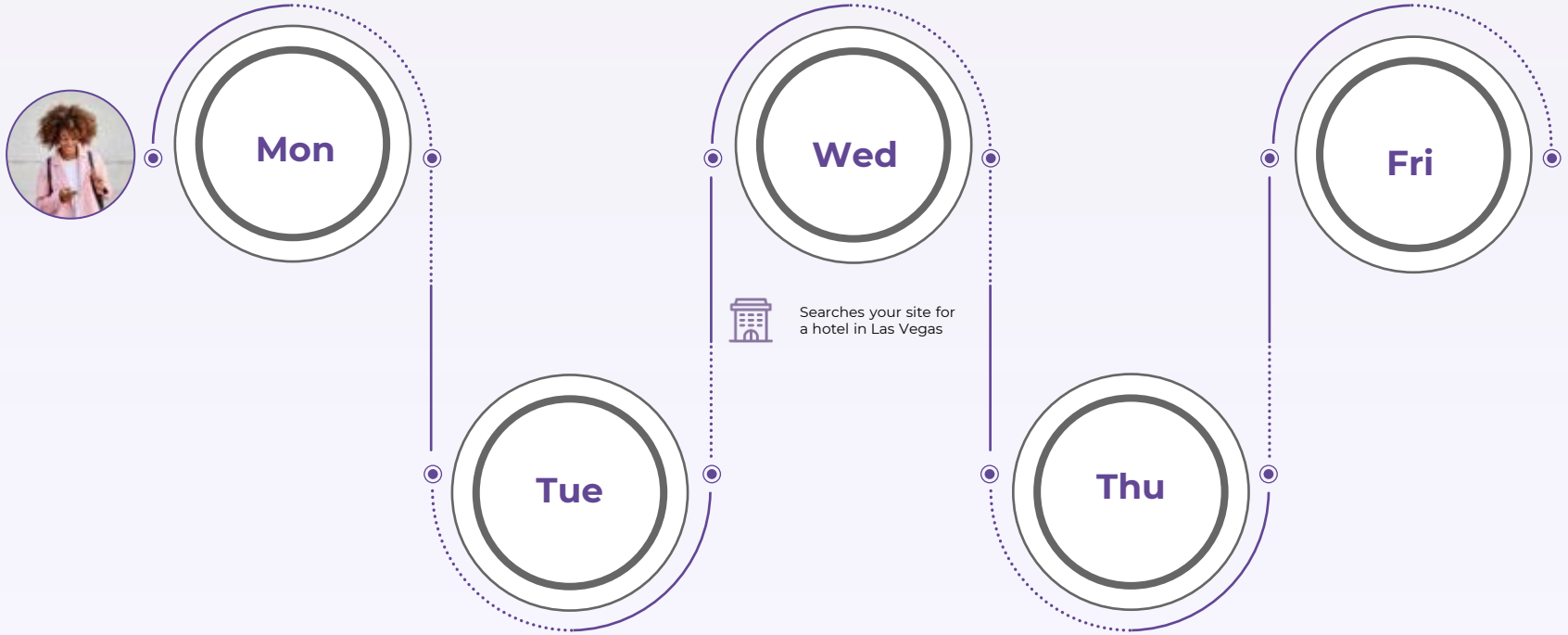
Captured instantly from partner websites and mobile applications



Understanding Audiences

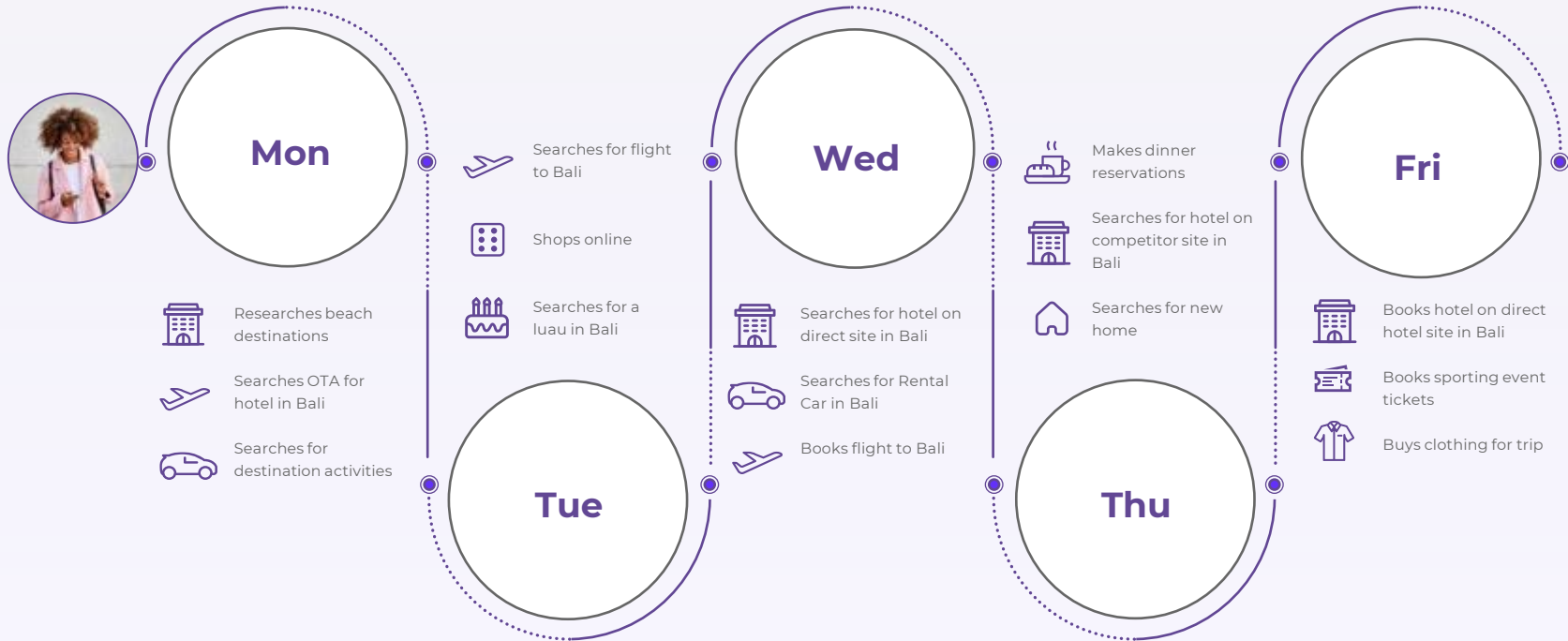
You Can See More With Adara's Help

A week in the life of a traveler



A Week in the Life of a Traveler: See More With Adara's Help

Most individual travel suppliers will only see one or two of these data points. Adara empowers partners to see the larger picture of travel behavior.



Which Travel Signals are Available with Adara?

Search

- Travel Dates
- Origin/Destination
- Number of Travelers
- Product Type

Loyalty

- Member Level
- Point Balance
- Hashed Loyalty ID



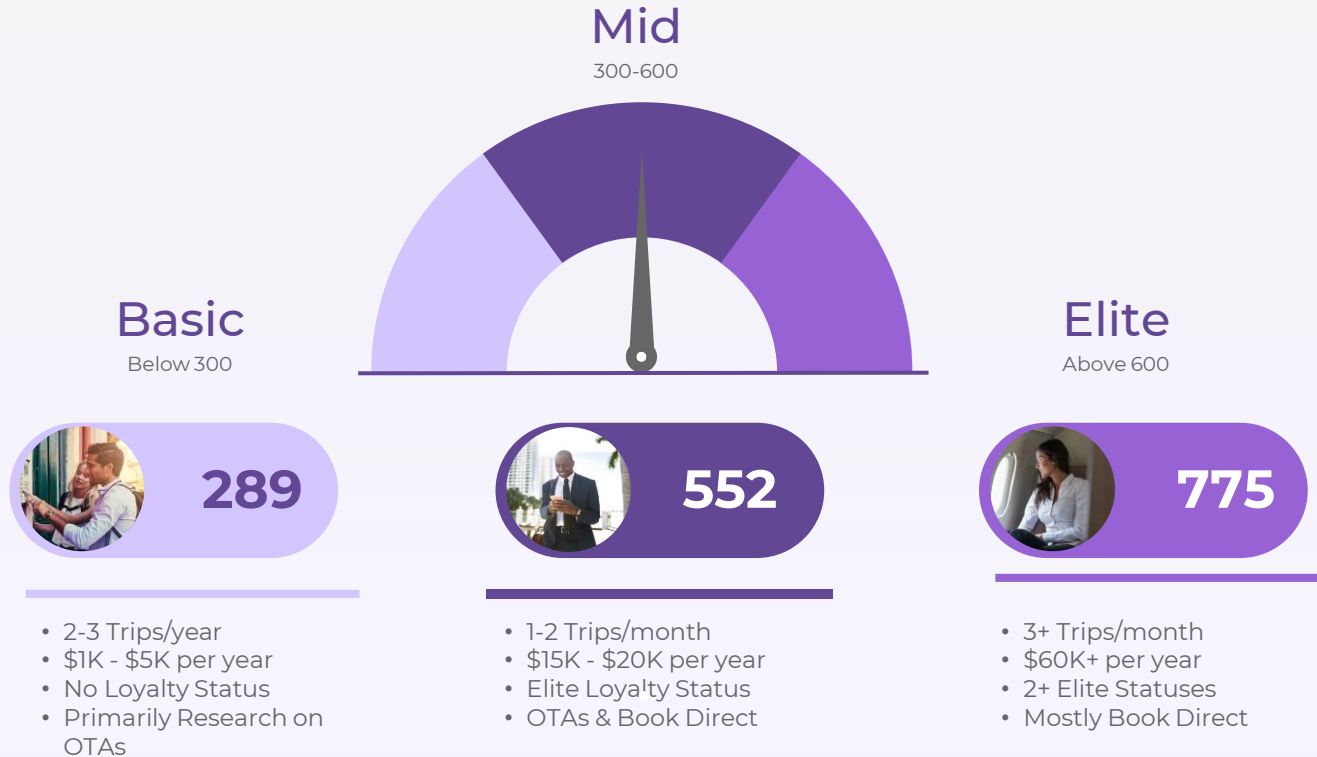
Booking

- Purchase Amount
- Dates & Destination
- Class of Service
- Ancillary Purchase

Identifiers

- Hashed Email
- Hashed Phone Number
- MAID / Device ID

Travel Value Score (TVS): Like a Credit Score for Travelers

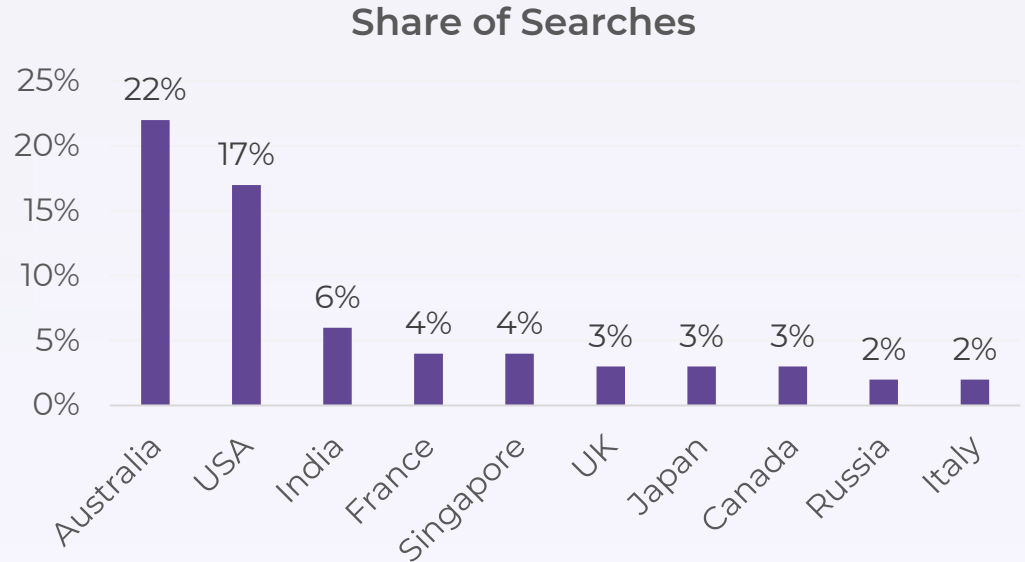




Leveraging Travel-Intent over Guesswork

DMO spends its marketing budget advertising to all origin markets

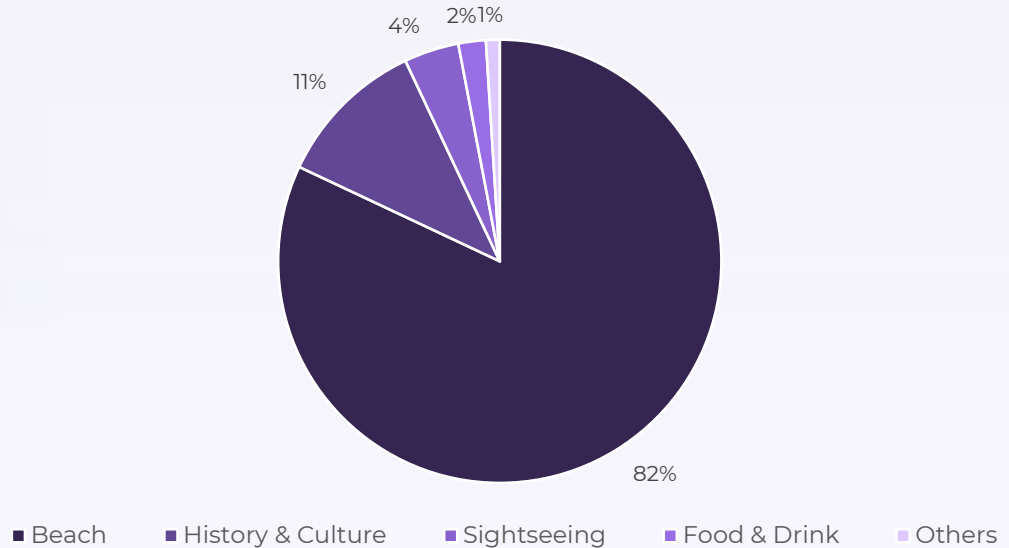
Adara knows the composition of travelers from the top origin markets who intend to travel to Indonesia



DMO spends its marketing budget advertising all kinds of locations

Adara knows the composition of interest-based travel searches for Indonesia

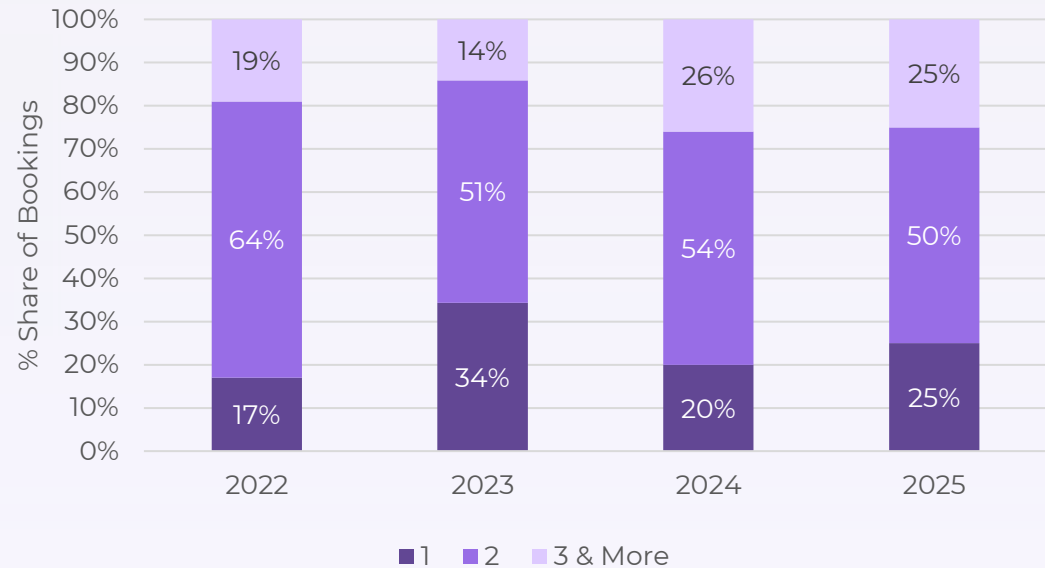
Places of Interest



DMO spends its marketing budget advertising to all kinds of travelers

Adara knows the composition of travel searches by group size

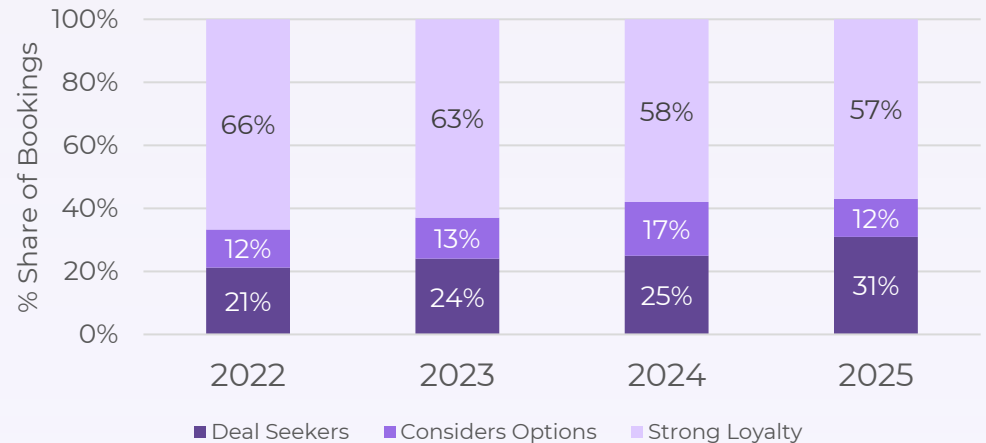
Booking by Group Size Compared Y-o-Y



DMO spends its marketing budget advertising to all kinds of web searchers

Adara knows the composition of nature of browsing behavior of travel searches for Indonesia

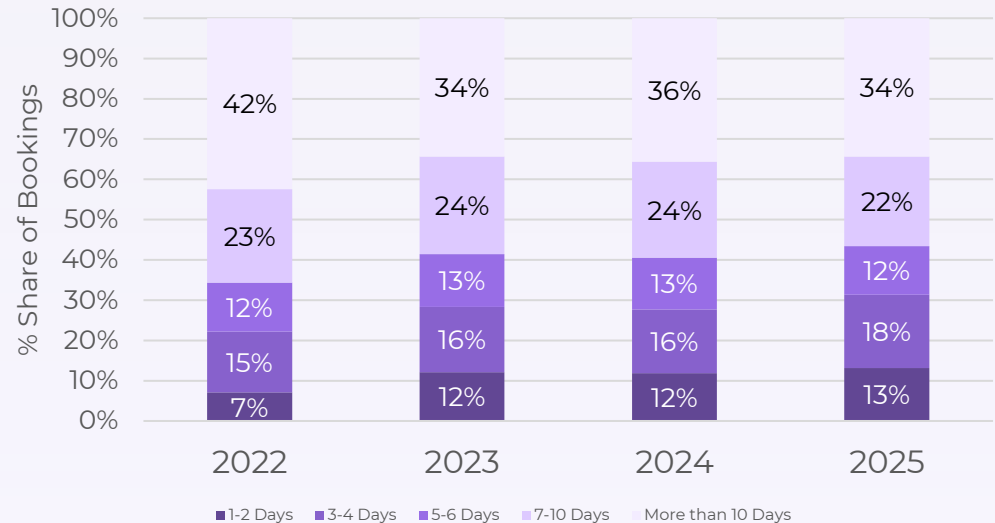
Booking by Trip Browsing Category compared Y-o-Y



DMO is not sure how many days travelers are going to stay

Adara knows there is a shift in pattern from long holidays towards a week-long holiday

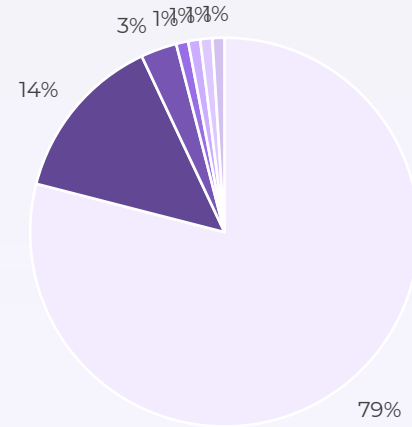
Booking by Length of Trip Compared Y-o-Y



DMO is allocating the ad budgets equally across all devices

Adara knows which devices and browsers travel searchers are active on and using

Browser Type



Chrome Chrome Mobile Safari Mobile Safari Firefox Opera Others

Guesswork v/s Real Travel-Intent

DMOs could be spending their marketing budgets, targeting anybody and everybody.

With Adara, you can focus on the travelers most-likely to convert, reallocate your budgets to high-spending audiences and increase the ROAS

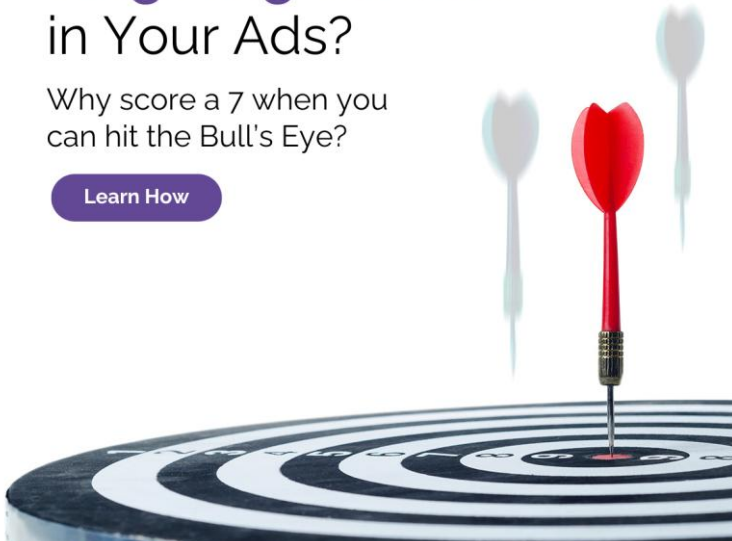
That's not all, you can also measure the impact of your campaigns on the destination



Targeting Travelers in Your Ads?

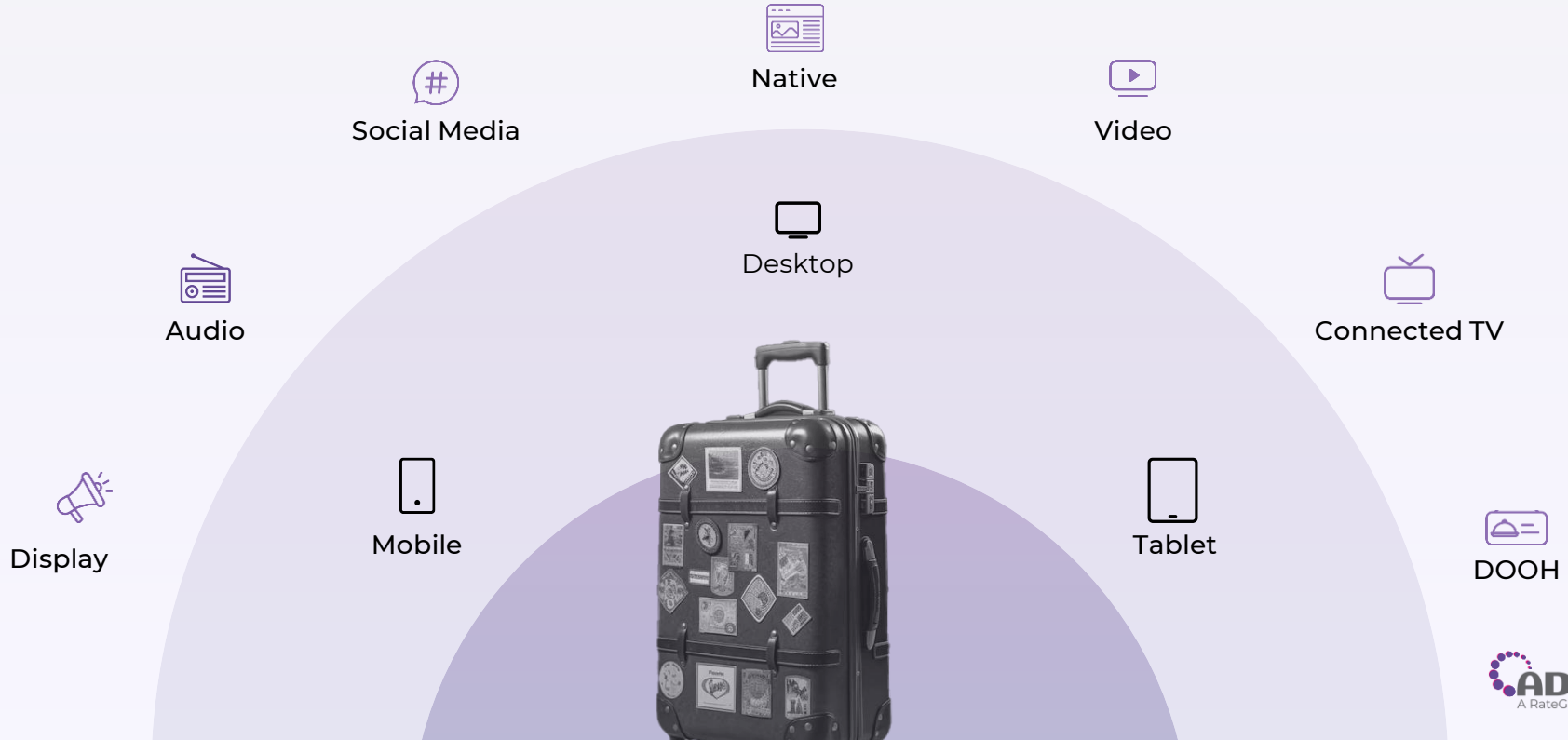
Why score a 7 when you can hit the Bull's Eye?

[Learn How](#)



The image shows a close-up of a dartboard with concentric rings. A single red dart is embedded in the center bullseye. Two other darts are visible in the background, slightly out of focus, one in the upper left and one in the upper right, both also hitting the bullseye. The target is white with black rings.

Media... across channels & devices where your travelers are



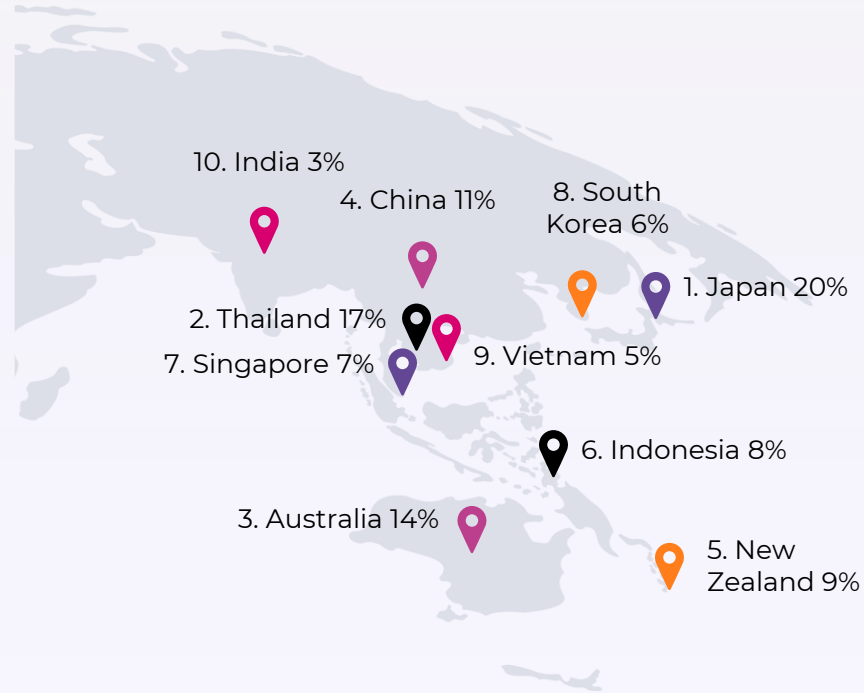


Booking Dates: Jan 1 – Aug 31, 2025 | Travel Dates: Oct 1 – Dec 31, 2025

Singapore, Sydney and Moscow are the Top Origins for Travel to APAC



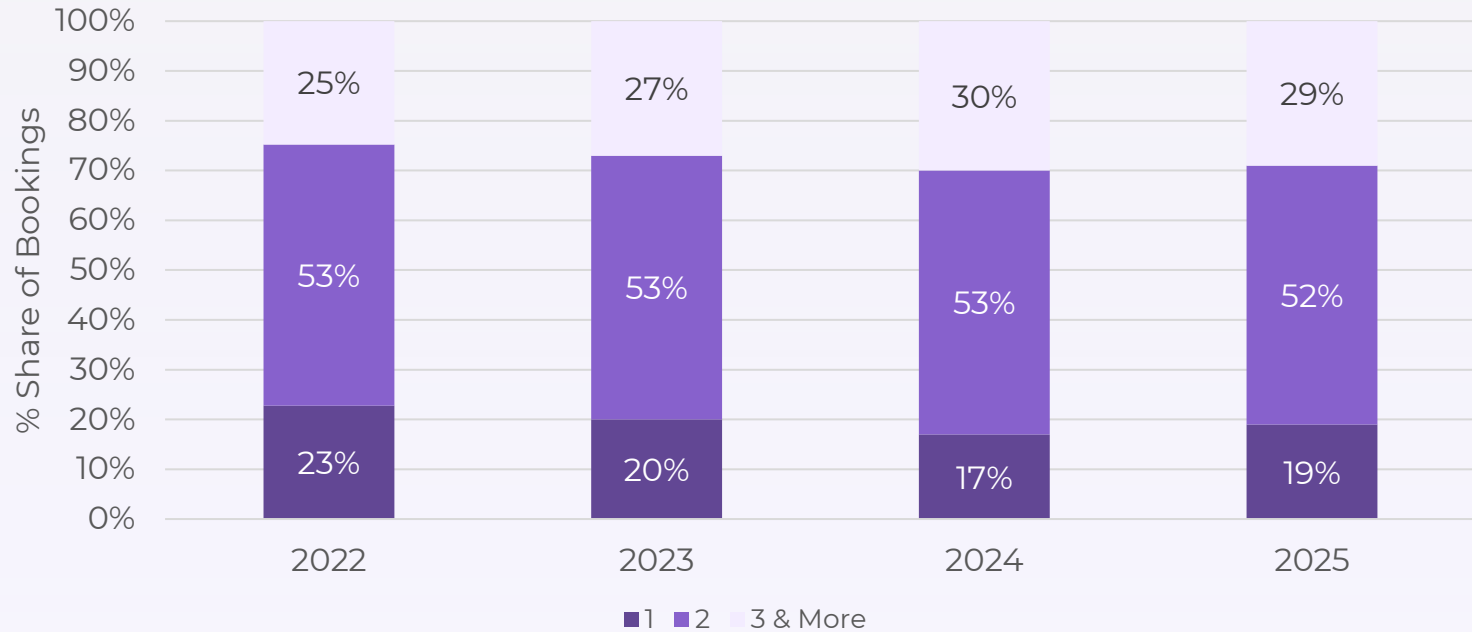
Japan, Thailand and Australia are the Top Destinations in APAC



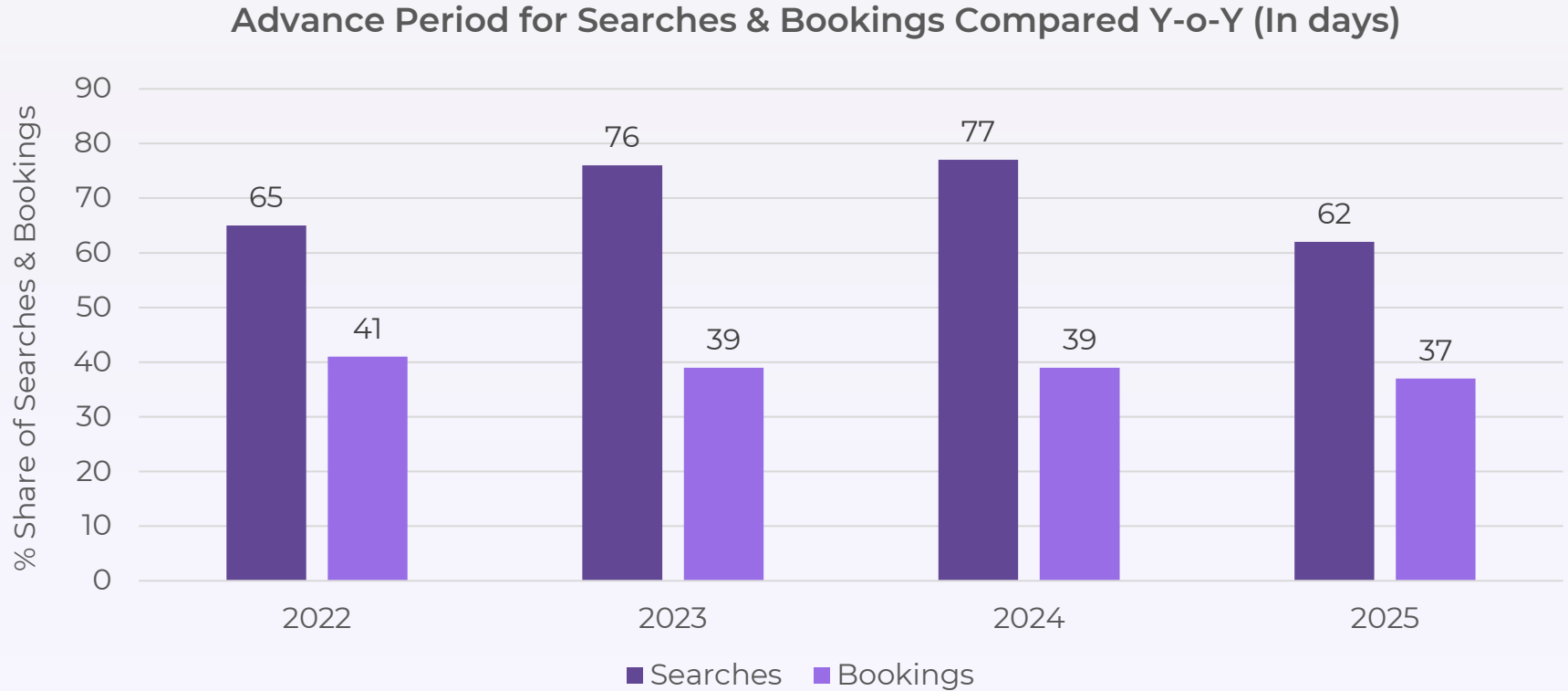
Tokyo, Bangkok and Singapore are the Most Popular Cities



Booking by Group Size Compared Y-o-Y

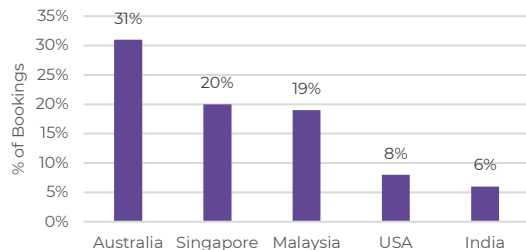


The Booking Window is Narrowing

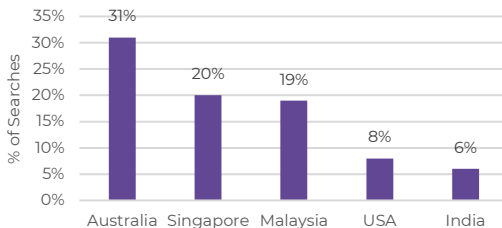


Indonesia – Market Insights (Last 90days)

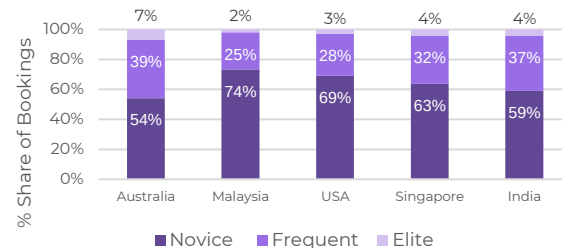
Top 5 Origins (Bookings)



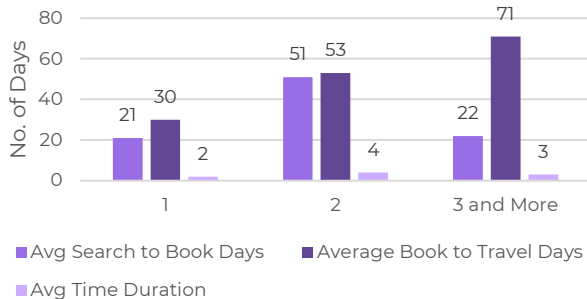
Top 5 Origins (Searches)



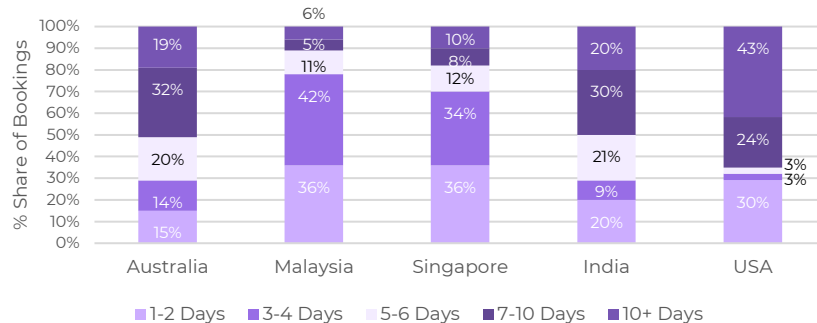
Bookings by Traveler Value Score for Top Origins



Trip Timelines by Group Size

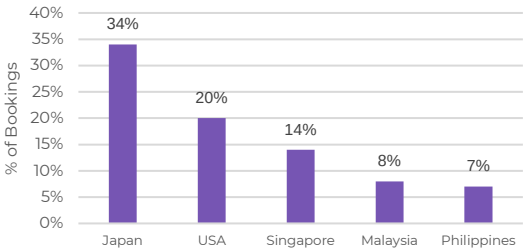


Average Trip Duration for Top Origins



South Korea – Market Insights (Last 90days)

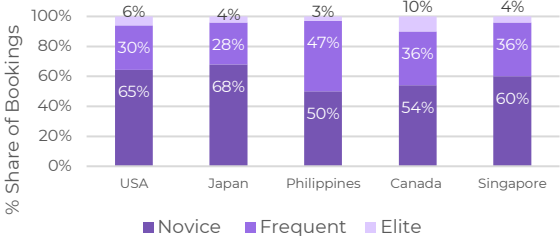
Top 5 Origins (Bookings)



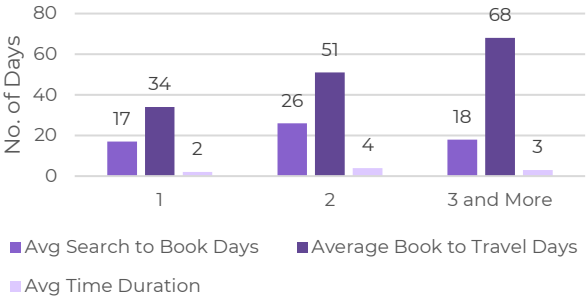
Top 5 Origins (Searches)



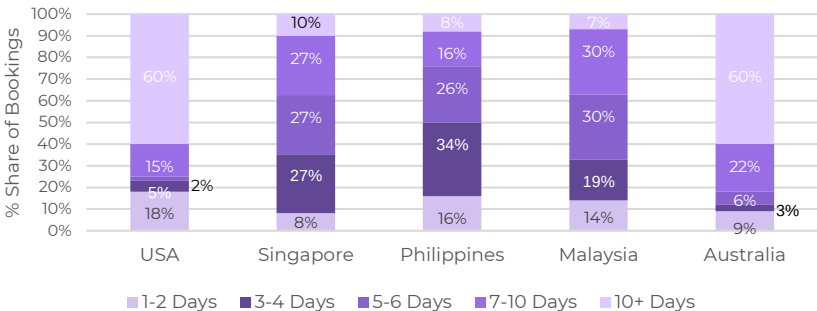
Bookings by Traveler Value Score for Top Origins



Trip Timelines by Group Size

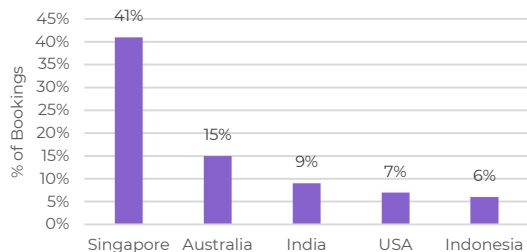


Average Trip Duration for Top Origins

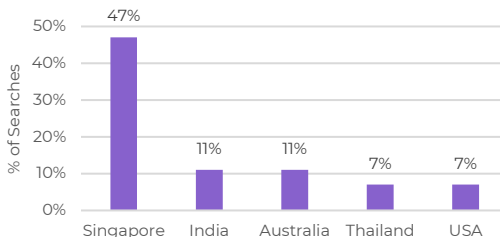


Malaysia – Market Insights (Last 90days)

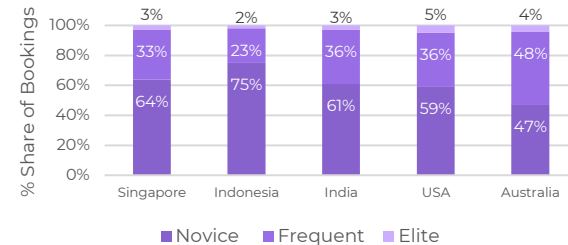
Top 5 Origins (Bookings)



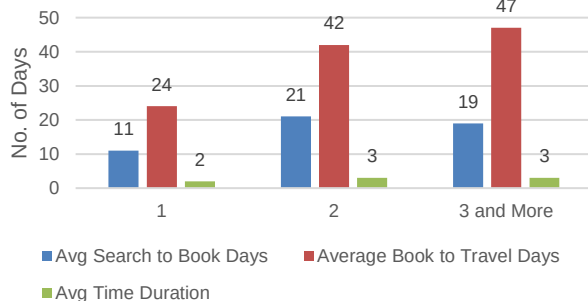
Top 5 Origins (Searches)



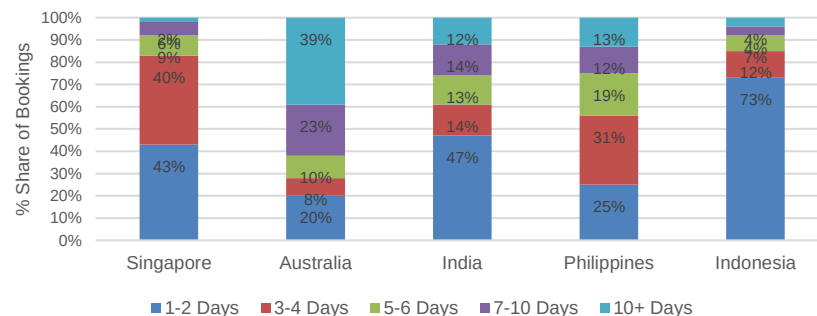
Bookings by Traveler Value Score for Top Origins



Trip Timelines by Group Size



Average Trip Duration for Top Origins



Target the Right Audience with Adara





Thank you