

TRAVEL AUDIENCE PLATFORM

Drive sales Find new customers
Grow your brand *with Navigator*

A resilient economy provides brands with opportunity

We have a far more resilient economy than we thought...

The return of travel post covid was remarkable and far quicker than most predicted.

Clearly our need to travel never went away.

The airports are full, and people are back in the skies with passenger growth rates growing **20% YoY**, globally.

For brands, this provides them with huge opportunity, and the travelling audience will continue to represent an incredibly important market and an opportunity to engage with one of the highest spending consumer demographics in the world.



4 main types of digital marketing

Typically, our clients engage in four types of paid digital marketing to drive customer acquisition and retention:

01

Website Retargeting

Potential customer visits your website and is retargeted with ads across multiple platforms.

02

Search engine campaigns

Using keywords in search engines to capture bottom of the funnel demand

03

eCRM

To maintain and increase sales with current customers through digital avenues like email marketing

04

General prospecting campaigns

General audience targeting on digital advertising platforms using basic customer profiles, interests, and demographics

Where we can help

NAVIGATOR

Marketing is about placing your brand in front of your potential audience at just the right moment

The challenge today is that in the privacy 1st world that we find ourselves in today, finding your customers is becoming increasingly difficult.

93 - 95%

Your *incremental* potential buying audience

YOUR POTENTIAL BUYING AUDIENCE

- | | |
|----|----------------------------------|
| 01 | eCRM |
| 02 | Your website visitor retargeting |
| 03 | Search engine campaigns |
| 04 | General prospecting campaigns |

The challenge for travel marketers

The success of any marketing campaign relies on the ability of placing your brand in front of your potential customer, at the right time. Not being able to reach your customers at the right time leads to:

01

A last-minute attempt to convert customers/passengers into buyers.

02

A lack of brand engagement and inability to nurture the customer through the path to purchase.

03

An incredibly busy marketing place with all brands trying to speak to their customer at the same time.

This has meant that brands have historically wasted a lot of money marketing to people who are not their customers, who are too close to the purchase decision, and who don't have the information they need to make the buying decision.

The end result? A consistently limited effectiveness in travel marketing.



NAVIGATOR, A SOLUTION BUILT FOR YOU

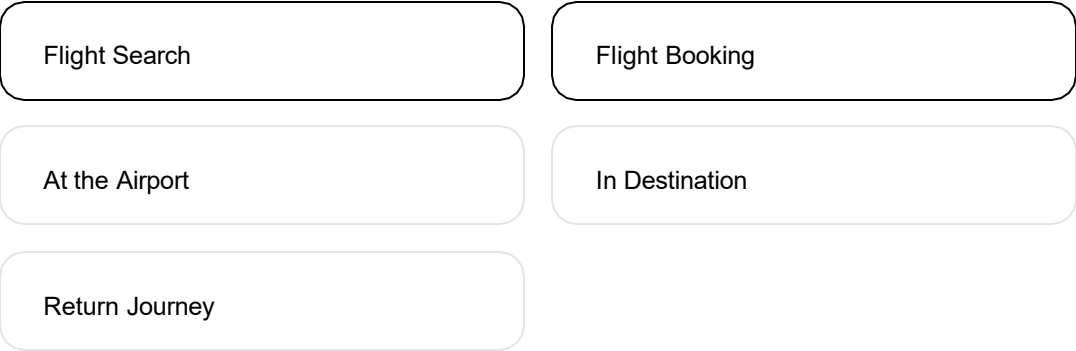
Delivering the right ad, to the right person, at the right time

Ethically sourced 1st party travel data at scale.

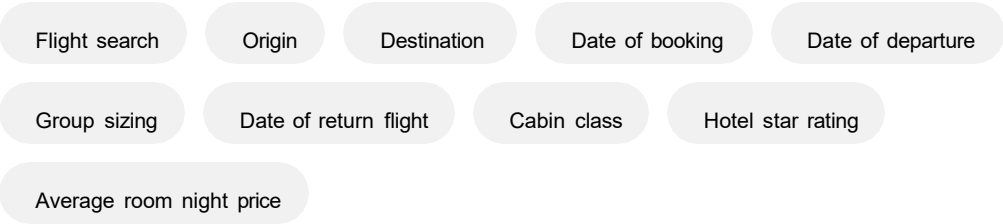
In a world of dwindling data accuracy, we understand the challenges you face when connecting to and converting customers. We have a way to solve the problem of reaching your potential customer.

Our innovative solution enables you to reach 100% booked and/or searched travellers booking and/or searching for flights or hotels, and speak to them across the full passenger journey, across all social channels.

Through our extensive network of global data partners we not only deliver incredible data accuracy, but we do this at scale, devising strategies for conversion and ensuring an effective engagement with your target audience.



OUR TARGETING CAPABILITIES INCLUDE :



A track record of results

Don't just take it from us. We are working with the likes of...



And these are the kind of results we are getting...

CTR

1%+

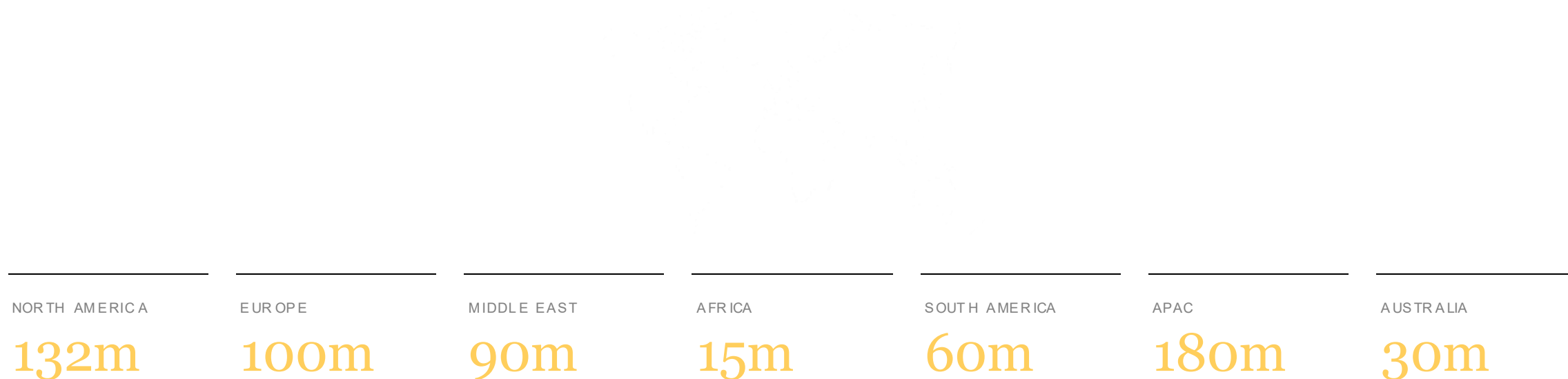
ROAS

5X+

BRAND UPLIFT

20%+

Global footprint, 2 billion+ data points



Monthly audience potential = 600m+ confirmed passengers

Some of our data partners

With full global coverage, Navigator provides clients with access to ethically sourced, 1st party travel data, at scale.

spirit

 **Condor**

 **eDreams**

WYNDHAM
HOTELS & RESORTS

 **cebu pacific**

 **Ethiopian**
AIRLINES

Eurowings 

SINGAPORE
AIRLINES 

Avianca 

agoda
● ● ● ● ●

vueling

scoot

We also now have the world's x2 largest metasearch engines/OTAs (we are unable to name these publicly due to competitive reasons).

How our technology works

Existing permissions allow data to flow to data partner platforms. Requests are sent by Navigator to serve campaigns, but data cannot flow the other way.

1.

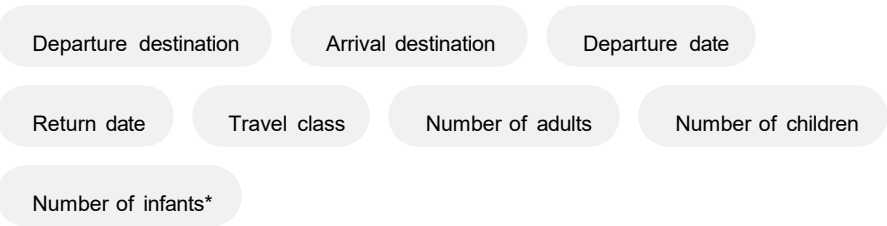
Anonymised customer data is collected via pre-existing pixels and tags that are already installed on our data partner sites and are fully controlled by them.
2.

This data flows into the data partner accounts (Google, Facebook, TikTok etc..) with the pixels and tags configured to capture events such as:
3.

We can also access any collected data on loyalty programs as well as any ancillary and partner products.
4.

The campaigns are built on Navigator which then pushes them into the data partner accounts via a one way API.

EVENTS CAPTURED



Sources

Booking data · Search data · Mobile app (SDK) · Pixels on data partner websites

FROM SITE VISIT TO SERVED AD

How the data journey works

01

Person visits datapartner.com website or mobile application

02

PIXELS / TAGS

If cookie policy is accepted by visitor to the site/app — datapartner.com's owned and installed pixels/tags are configured to fire against most valuable events and anonymized 1st part customer data is captured

03

1st party data is stored direct in the DSP accounts owned by datapartner.com. Matching of the customer happens in the DSP which allow us to leverage further data such as age, gender, etc.

04

END RESULT IS THAT CUSTOMER SEES

Advertisement from the brand themselves, not datapartner.com. Delivering the right ad, to the right person, at the right time.



BRAND LIFT POTENTIAL

Option to include a brand lift study to understand the true value of your campaign, and how well it performs independent of other marketing efforts.

Navigator can run a simultaneous brand lift studies to give you insights on the effectiveness of your campaign.

Run the brand lift study throughout the full campaign flight to maximise engagement with your target audience.

Uncover how your campaign impacts consumer perceptions of a product or brand in Travel Retail specifically.

20%+

Brand lift studies with similar clients, experience brand lifts of 20%+



While 88% of consumers research their purchases online prior to travelling, 90% still take place in the store

— Navigator can track which of your adverts are driving visits to specific store locations.

— Access results in real time, allowing us to optimise on-the-fly to secure maximum value for your media spend.

— We combine mobile IDs + spatial location movement data to provide an indication of footfall to the duty free linked to/following exposure to the advertising campaign.

— Footfall measurement is complementary to existing KPIs that helps to build a more holistic, retrospective understanding of campaign effectiveness, and helps us to generate tactical real-time insights to fine-tune live campaigns.

Build successful campaigns for custom audiences

With our expertise, you can realize the two biggest contributing factors of success in digital marketing:

01

Audiences

Our comprehensive service transforms us into an integrated part of your marketing team. Through the creation of custom audiences, we grant you unparalleled access to customers that would otherwise remain beyond your reach, all with exceptional precision.

02

Creative

Because we have executed successful campaigns for some of the world's biggest brands in every corner of the world, we have a deep understanding of what creatives work against our audiences. Our teams will work with you and share our learnings to best set your campaign up for success.

24/7 REPORTING

Data is visualised into a 24/7 real time reporting dashboard, built bespoke for every campaign to suit your requirements.

OUR CLIENTS BENEFIT FROM

Cost savings

Increased sales

Deeper understanding of their customer

THE OUTCOME

What happens when you work with us.

The brands already live on our network run media against real people, with known behaviours, at a scale never achieved before.

PERFORMANCE

Increased.

Machine learning learns which audiences work for your brand and what message resonates — then optimises against both.

WASTAGE

Decreased.

You stop paying to go broad. Every impression is served against a known individual, not a modelled proxy.

UNDERSTANDING

Compounding.

A sharper picture of your potential customers at scale — insight that outlives the campaign it came from.

From first impression to *final booking* — measured, not assumed.

Thank you

NEXT STEP

A 45-minute audience working session

WEB

navigator.tech