
Drive sales
Find new customers
Grow your brand
with Navigator



Introducing Navigator... Exclusive 1st party travel data

Navigator is a powerful 1st-party travel data platform designed to help brands seamlessly connect with travelers at every key stage of their journey. From the initial search and booking of flights or hotels to departure, in-destination experiences, return, and even post-travel engagement—Navigator ensures your brand remains relevant and top-of-mind throughout the entire travel cycle. By leveraging precise intent-based data, brands can deliver highly targeted and impactful ads, maximizing engagement and conversions.

Simple

Effective

Transparent

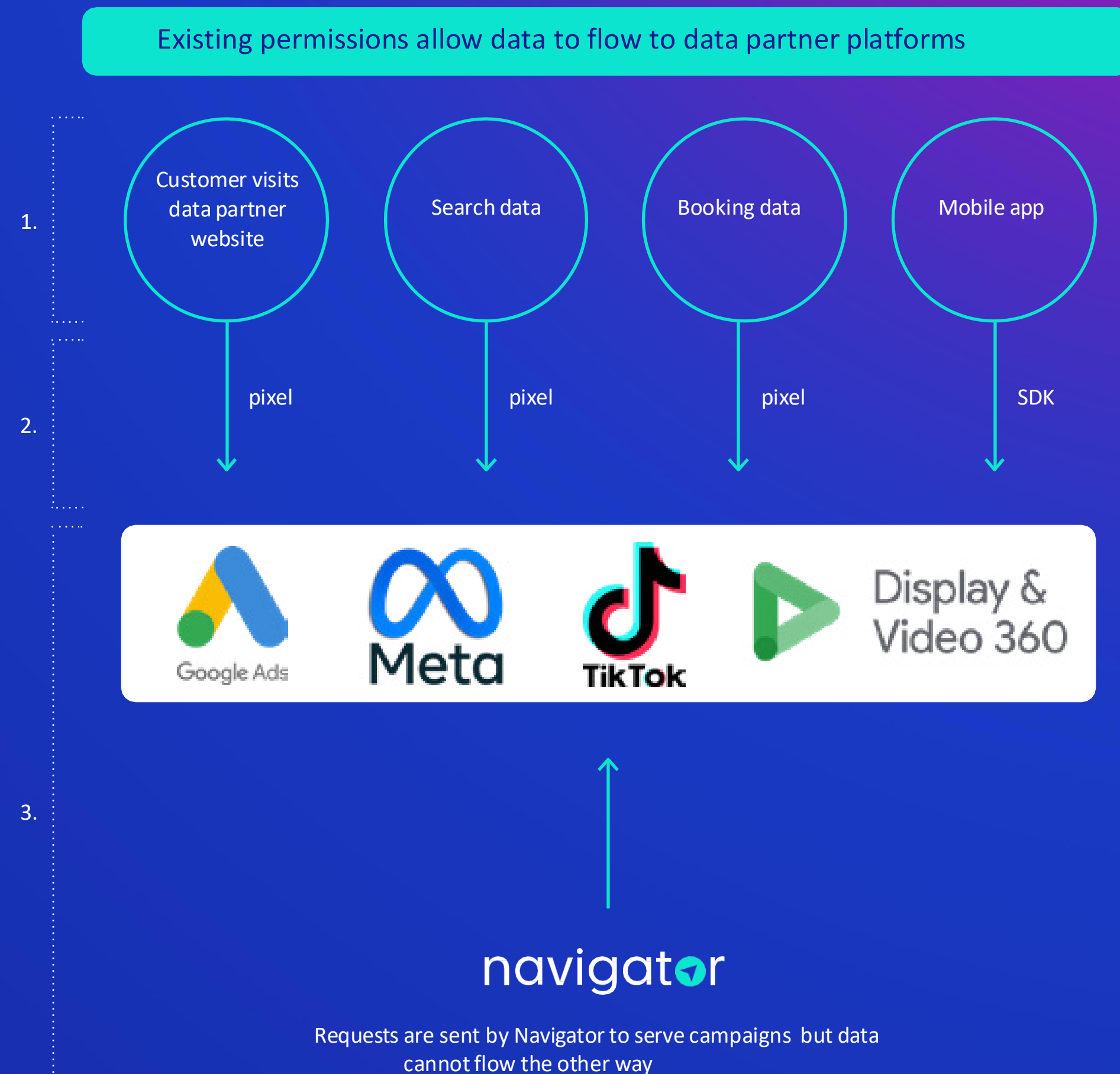
Our data partners

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



How our technology works

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 etc) with the pixels and tags configured to capture events such as:
 - Departure destination
 - Arrival destination
 - Departure date
 - Return date
 - Travel class
 - Number of adults
 - Number of children
 - Number of infants*
3. We can also access any collected data on loyalty programmes 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.



The Navigator Way



Data Partner – Platform Availability

Pixel/ Tag integrations	Google	META	DV360	TikTok
Data Provider				
Agoda	x	x	x	x
Eurowings	x	x		
Vueling	x	x		
Singapore Airlines	x	x		
Scoot	x	x		
Ethiopian Airlines	x	x		
Cebu Pacific	x	x		
Avianca	x	x		
Wego	x	x		
eDreams	x	x		x
Wyndham	x	x		
Spirit	x	x		
Condor	x	x		

Key Tech Highlights



Truly 1st Party

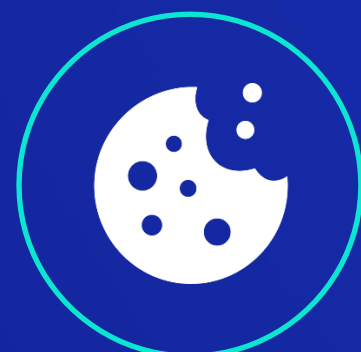
The Data is never shared or pushed into a DMP. It stays in the Provider's META/Google/Tiktok DSP. This means there is no probabilistic data, no watering down and is completely GDPR compliant.

No data Sync with DMP means there are no data delays. Audience is ready to be served an ad as soon as they take an action on the data provider's site.

This means targeting at the right time during the prospect's decision making phase.



Real Time



3P Cookie Less

Navigator doesn't rely on 3rd Party cookies as the data is stored directly on the Data provider's DSP. We have worked with our partners to future proof audiences with server side implementation in the form of CAPserver-side and server side tracking is leveraged to ensure signals of the audiences are minimally disrupted

Audience Targeting Options

We use first-party data directly through the ad accounts of our data partners, which means we can target based on any data point captured on their site.

Airline Data Points

- Searches
- Bookings
- Origin (airport, city)
- Destination (airport, city)
- Date/time of departure
- Date/time of return
- Number of passengers
- Passenger details (adult, child)
- Ticket price
- Class of travel
- Loyalty program status (SIA only)

Hotel Data Points

- Searches
- Bookings
- Destination
- Duration of stay
- Date of check in
- Date of check out
- Number of guests
- Guest details (adult, child)
- Price point
- Star rating

Channel Targeting

- Facebook
 - Demographic
 - Behaviors & Interests
- Instagram
 - Demographic
 - Behaviors & Interests
- Google Ads
 - Demographic
 - Content
 - Affinity Audiences
- YouTube
 - Demographic groups
 - Detailed demographics
 - Interests

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...

5x+

ROAS

20%+

BRAND UPLIFT

1% +

CTR



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 study across META 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.

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



Navigator competitor analysis

Navigator is an advanced marketing platform that uses exclusive first-party travel data to deliver precision-targeted digital advertising.

Placing the right ad, in front of the right person, at the right time.

Navigator partners with the world’s biggest airlines and online booking platforms and offers an innovative approach to first party data access, which is fully future proofed against global data regulations and constant privacy updates.

We excel in the strategizing, building and running of high performing digital marketing campaigns for our clients across Meta, Google and TikTok to deliver superior returns.

Features & Benefits:

1.

Enhanced Privacy Assurance: Our innovative solution does not require the placement of cookies on partner websites and the permission to pass customer data to a 3rd party – which customers are declining to accept.
2.

Precision Targeting: Leveraging first-party data captured by our trusted partners, we execute campaigns on META or Google Ads with unmatched precision.
3.

Data-Driven Strategy: Utilizing first-party data directly from our partners' ad accounts enables us to target based on any captured data point, ensuring highly effective campaigns.
4.

Proven results: Our unwavering commitment to delivering returns for our clients has led to DMOs globally turn to Navigator as we are able
5.

Data Integrity: We prioritize data integrity by neither capturing, storing, nor reselling any partner data, ensuring security and transparency.
6.

Exclusive Partnerships: Benefit from our exclusive partnerships with top OTAs and Airlines, maximizing your brand exposure.
7.

Holistic Approach: Our comprehensive funnel strategy covers all bases on a global level, from awareness generation to engaging visitors and optimizing conversions, ensuring every stage of the customer journey is optimized for success.

	Navigator	Other data providers
Places cookie on airline/booking platform site?	✗	✓
Requires user permission to pass data to a 3rd party?	✗	✓
Has access to track purchase via data partner booking engine?	✓	✗
Requires 3rd party cookies?	✗	✓
Social first approach to F&B Marketing?	✓	✗
Can run co-branded marketing with airlines/booking platforms?	✓	✗

Thank you

