



# ELEVATE YOUR TRAVEL CAMPAIGNS WITH COGNITIV

Empower your ads to optimize cost per bookings, improve on-site reservation rates, and maximize customer lifetime-value with Cognitiv.

## TAKE ON THE TRAVEL INDUSTRY'S TOUGHEST DIGITAL CHALLENGES

**High Customer Acquisition Costs:** Difficulty in finding and targeting potential travelers cost-effectively. *Who is daydreaming and who is researching with intent?*

**Low Conversion Rates:** High traffic to sites with low booking conversions. *What messaging and behaviors lead to site-visits without booking?*

**Qualifying Prospects With the Right Offering:** Making sure location and price points align with prospects' intent. *Would this user rather go to Alaska instead of Hawaii?*

## OUR PROPRIETARY APPROACH:

**Intent-Based Customer Acquisition:** Our deep learning algorithms analyze vast amounts of contextual and behavioral data, allowing ad spend to reach travelers when they are most likely to book.

**Surgical Prospect Qualifying:** With our advanced understanding of page context beyond keywords, only offer the *right* prospects the *right* destinations and packages, minimizing waste.

**Cross-Device Intelligence:** Understand your prospects' full user journey, matching their place in the funnel with messaging, increasing on-site booking rates.

LEADING AIRLINE:

87%

IMPROVEMENT IN COST PER BOOKING

LUXURY CRUISE LINE:

45%

IMPROVEMENT IN ONLINE BOOKING CVR

BOUTIQUE HOTEL CHAIN:

16x

ROAS IMPROVEMENT OVER 12 WEEKS