



COMPASS MEDIA

TOURISM MARKETING PROGRAMMATIC

SPECIALTY SEGMENTS

Specialty segments allow businesses to target specific groups of individuals based on data from third-party loyalty programmes. By using information from companies like American Airlines, United, Travelocity, and Airbnb, businesses can identify customers who have already purchased tickets to destinations such as the Cayman Islands. This ensures that marketing efforts are directed towards individuals confirmed to be travelling from those areas, making the outreach more precise and effective. Will target the top 10 tourism cities in the US.

KEYWORD RETARGETING

Serve ads to devices that have been used to search or read articles that include keywords related to tourism.

WEBSITE RETARGETING

Potential clients who are interested in your products may land on your site, but after leaving, they often don't return. Use site retargeting to bring these potential customers back.

Customised digital packages:

All campaigns come with:

- Unlimited changes with a 48-hour turnaround.
- 24/7 custom dashboard.
- Regular reporting and optimisations.

BUDGET OPTIONS:

1

60,000

monthly impressions

INVESTMENT: \$900 MONTHLY

2

90,000

monthly impressions

INVESTMENT: \$1,350 MONTHLY

3

140,000

monthly impressions

INVESTMENT: \$2,100 MONTHLY

*Every campaign is custom built and runs for minimum of six months.

BOOK YOUR SPACE E: SALES@COMPASSMEDIA.KY T: 949-5111