

Explore Asheville Co-Op Marketing Opportunity with Sojern



Who is Sojern?

Sojern provides intelligent digital marketing solutions for the travel industry. We know when someone is looking to travel and can influence them to book directly with you. These solutions are now available to you at a value with a co-op program brought to you by Explore Asheville.

350M

In-Market Travelers

15+

Years of Travel Experience

500+

Tourism Accounts

Why Work With Us?

We've delivered over \$13B in bookings for 10,000+ global travel brands including hotels, destinations, attractions, airlines, cruise operators and more. We can help you attract more visitors and drive bookings with the Explore Asheville Co-Op Program.

How Does Sojern Do It?

We feed a variety of data points into our machine learning technology to understand who to show an ad to when they're actually searching and booking their travel. This allows us to engage and convert them at the right moment, with the right message.

How Does the Co-Op Work?

Explore Asheville has developed this co-op program to further assist you in attracting visitors and increasing hotel bookings. With a match investment from Explore Asheville and a match in media value from Sojern, Explore Asheville partners will receive 3:1 value on their investment. Once you opt-in, the Sojern team will work with you to build a custom marketing campaign to best set your campaign for success. **All participants will receive access to a portal where you will be able to monitor campaign performance 24/7.**

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Campaign Details



Campaign Flight

3 Month Minimum



Buy-In Options

Partners may opt into the program with an investment of \$1.5k, \$3k, or \$7.5k in a min. 3 month campaign, receiving a 1:1:1 match from Explore Asheville and Sojern (see details on pg 3)



Channel Options

Display, Native, Video Pre-Roll; Impressions based on channel preference and opt-in investment



Target Audiences

Travel Intenders



Deadline to Participate

October 31, 2023



Assets

[JPG, GIF, PNG or HTML5](#) format for Desktop and Mobile due 2 weeks prior to start date. Creative services and creative assistance is also available upon request at **zero cost** to you.



Reporting

Participants will have access to their own [Sojern Online Account Dashboard](#) with insights and reporting including campaign performance, audience profile, market insights, and more.



Pixels

Sojern pixel placement is recommended on partner websites for optimal tracking, insights, and optimization purposes.

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Participants can invest in a minimum 3 month digital marketing campaign at one of three Investment levels:

Package Level	Partner Investment	Explore Asheville Match	Sojern Match	Total Media Value
Tier 1	\$1,500 (\$500/month)	\$1,500	\$1,500	\$4,500
Tier 2	\$3,000 (\$1,000/month)	\$3,000	\$3,000	\$9,000
Tier 3	\$7,500 (\$2,500/month)	\$7,500	\$7,500	\$22,500

Example Display Ad

