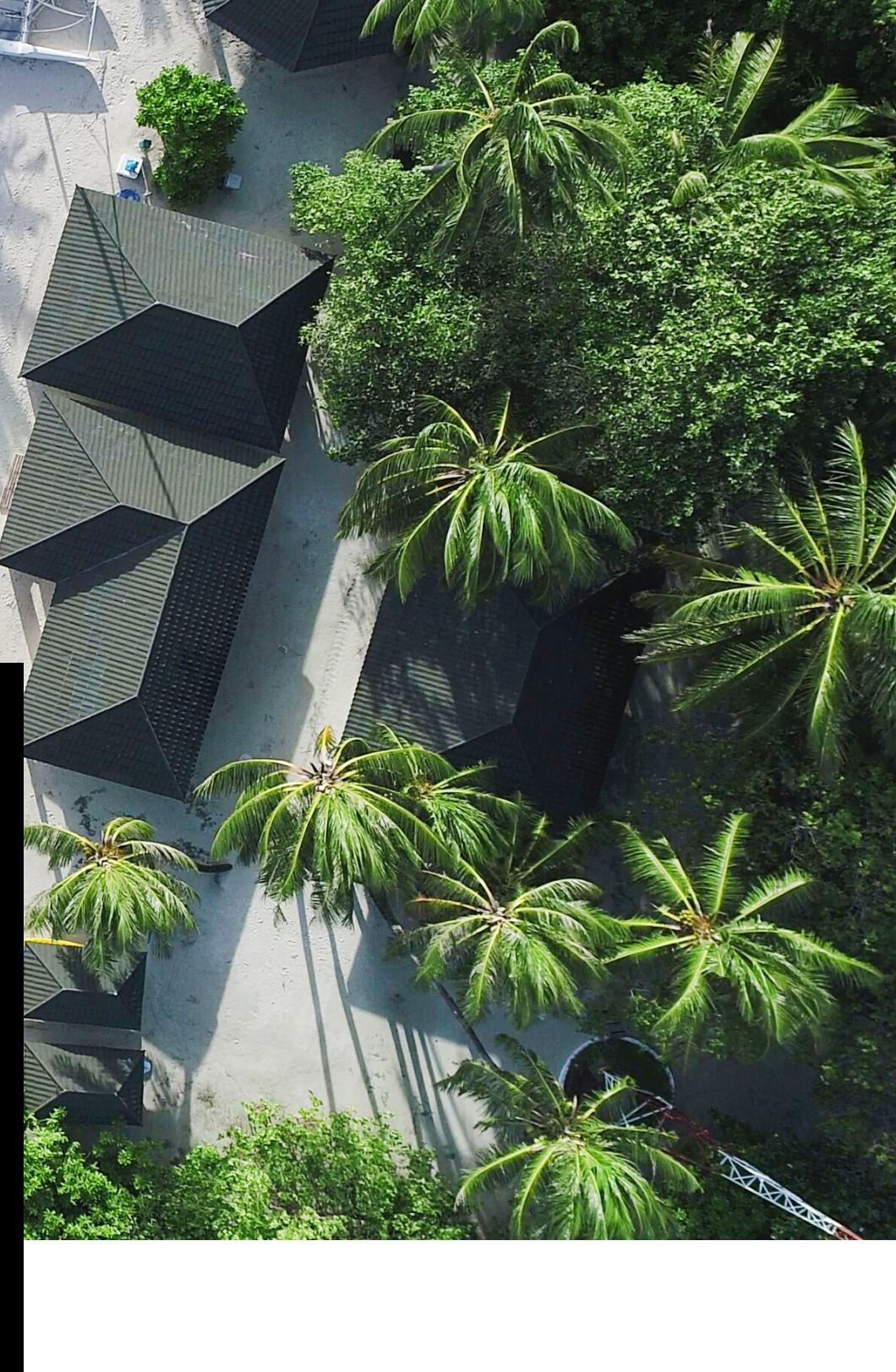**CLINCH SOLUTIONS**

# Advanced Personalization Strategies for Travel Marketers

Leverage Flight Control's industry-leading campaign activation capabilities to plan, run and measure highly efficient omnichannel interest and intent-based travel campaigns that increase bookings, reduce advertiser costs, and improve ROAS and customer loyalty.

## Core Features & Benefits

- Advanced data-driven creatives that accommodate and optimize a variety of dynamic variables, including user route/ destination intent, travel logistics, and feed-based product offerings and prices

- An intuitive UI that reduces ad operation work and AI-driven campaign automation to support faster speed to market with deals and promotions

- Quickly and easily set advanced decisioning logic that improves quality of leads while lowering cost per booking. Update logic with a few clicks and without re-trafficking campaigns

- Leverage data and advanced AI to upsell or cross-sell across relevant products, like hotels located near searched flight destinations, and continually engage customers during long consideration cycles



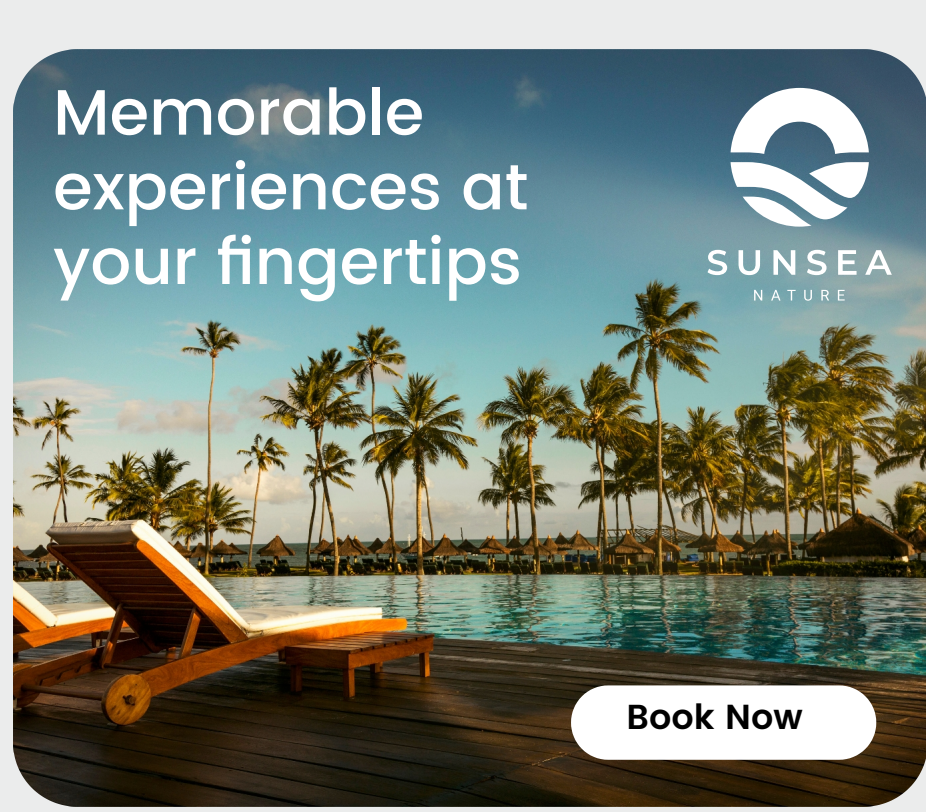## Powerful Solutions Native To Flight Control

Customizable to fit your campaign goals and maximize campaign efficiency.

**Enriched Travel Feeds - Improve audience targeting, offers and deals, and engage loyalty travelers**

Apply flight (departure/arrival), hotel, car rental, packages and other travel related data feeds that are automatically enriched with first-party audience data, search intent, travel dates, and locations to enhance creative decisioning and campaign performance - resulting in increased bookings and lower cost of media spend.

**Top Travel Item Lists - Easily build and continually optimize top travel items displayed from large-scale feeds**

Top items are curated from relevant top consumer searches, best performing items, top offers and brand-directed top items from departure/arrival cities, hotel and car rental packages, excursion feeds, and more. Top items can be categorized and implemented across multiple campaign types like prospecting and retargeting.



**Advanced Travel Retargeting - Convert in-market travelers with sophisticated retargeting campaigns**

Utilize a combination of in-market traveler city of origin, destination, previous site visits and relevant offerings, prices, and dates keeping traveler consumers engaged until purchase. Retargeting can also be based on product availability, product optimizations, and/or a/b testing strategies that are all toggle-on within the campaign set up UI. Implement ever-green campaigns to inject promotional and/or seasonal messaging that aligns with origin/destination.

**AI-based Decisioning Logic - Provides highly efficient and relevant personalization at scale**

Feature travel products and offers based on a variety of inputs, travel site media placements, in-market travelers city/ country of origin or desired destination or activity, nearest city of origin, travel dates, weather triggers, search data and more.
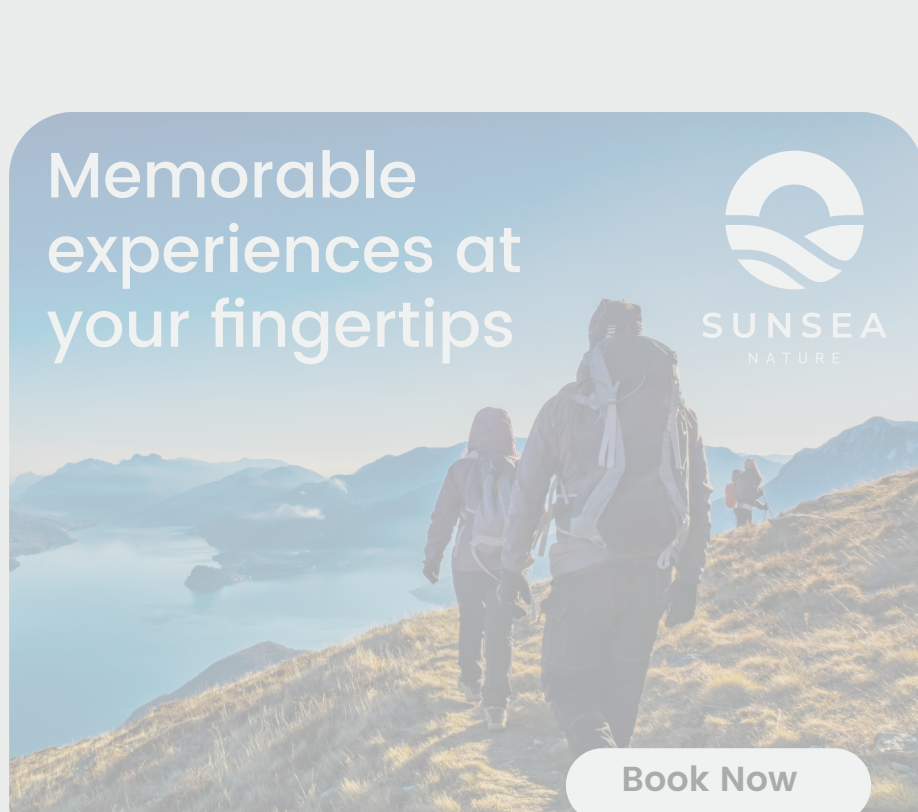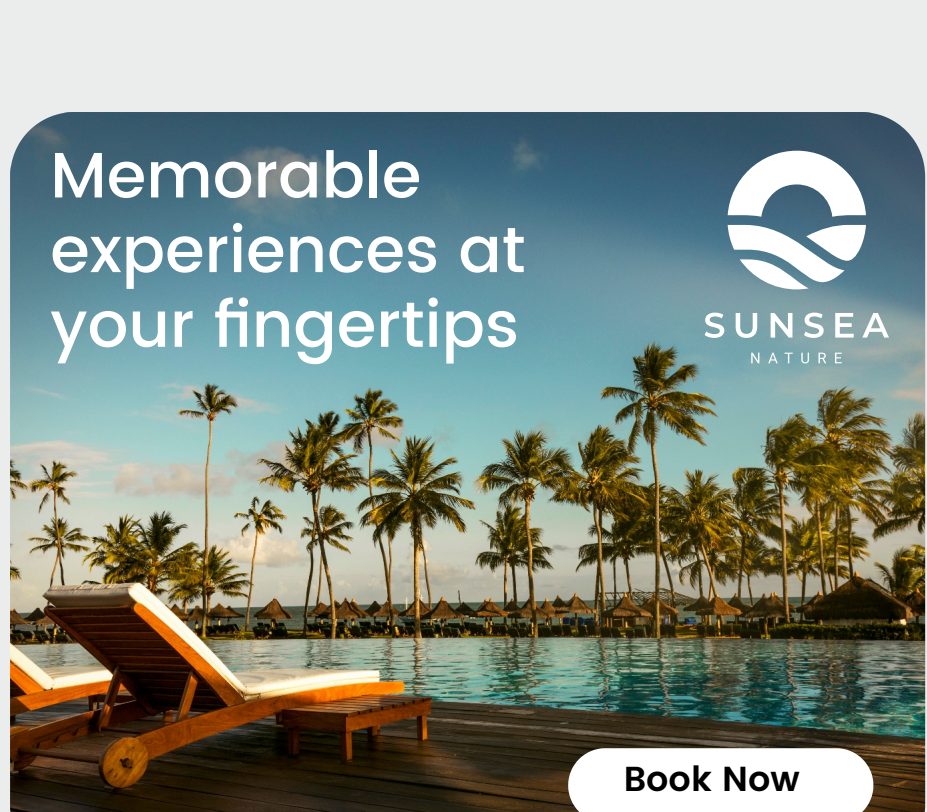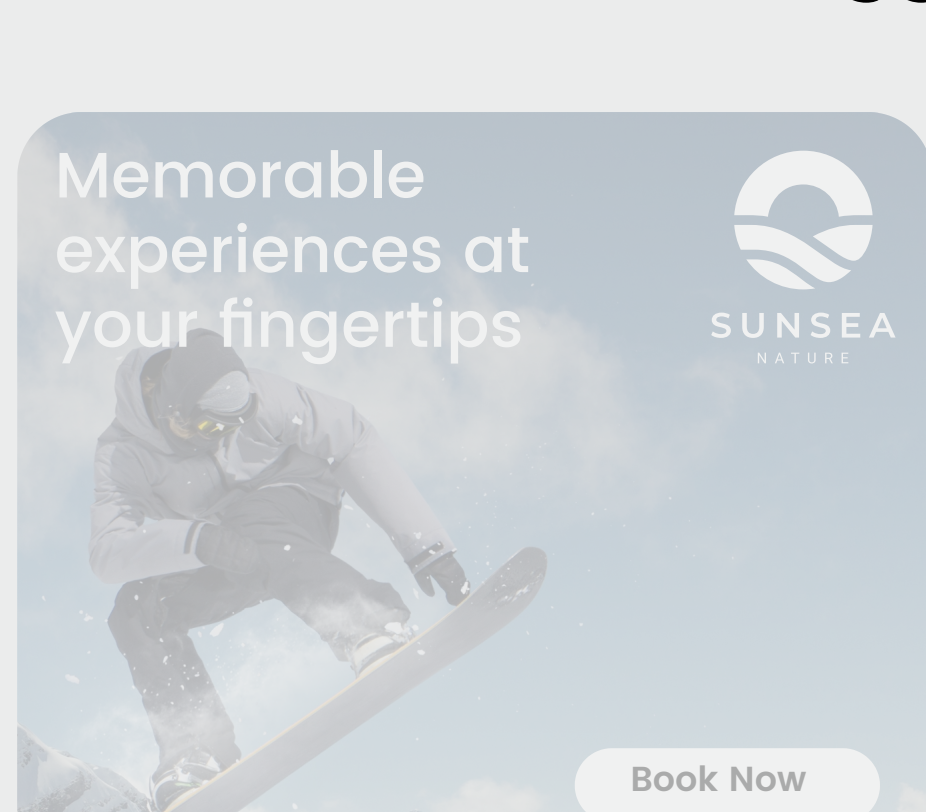


**Travel Product Sequencing - Drive consumers down a path to purchase**

Use one campaign set up to display multiple travel products and offerings based on user intent and buyer journey stage. Combine and optimize multiple products in one campaign for consolidation of product-based audiences and budgets, for more automated, effiecient campaigns.

**Real-time Data Enrichment - Build better audiences and increase media efficiency**

Unique insights derived from in-market travelers engagement with ad creatives, endemic travel sites, ad serving and ad creative events. Data is fully portable across virtually any platform (DMP, CRM, CDP, etc.).
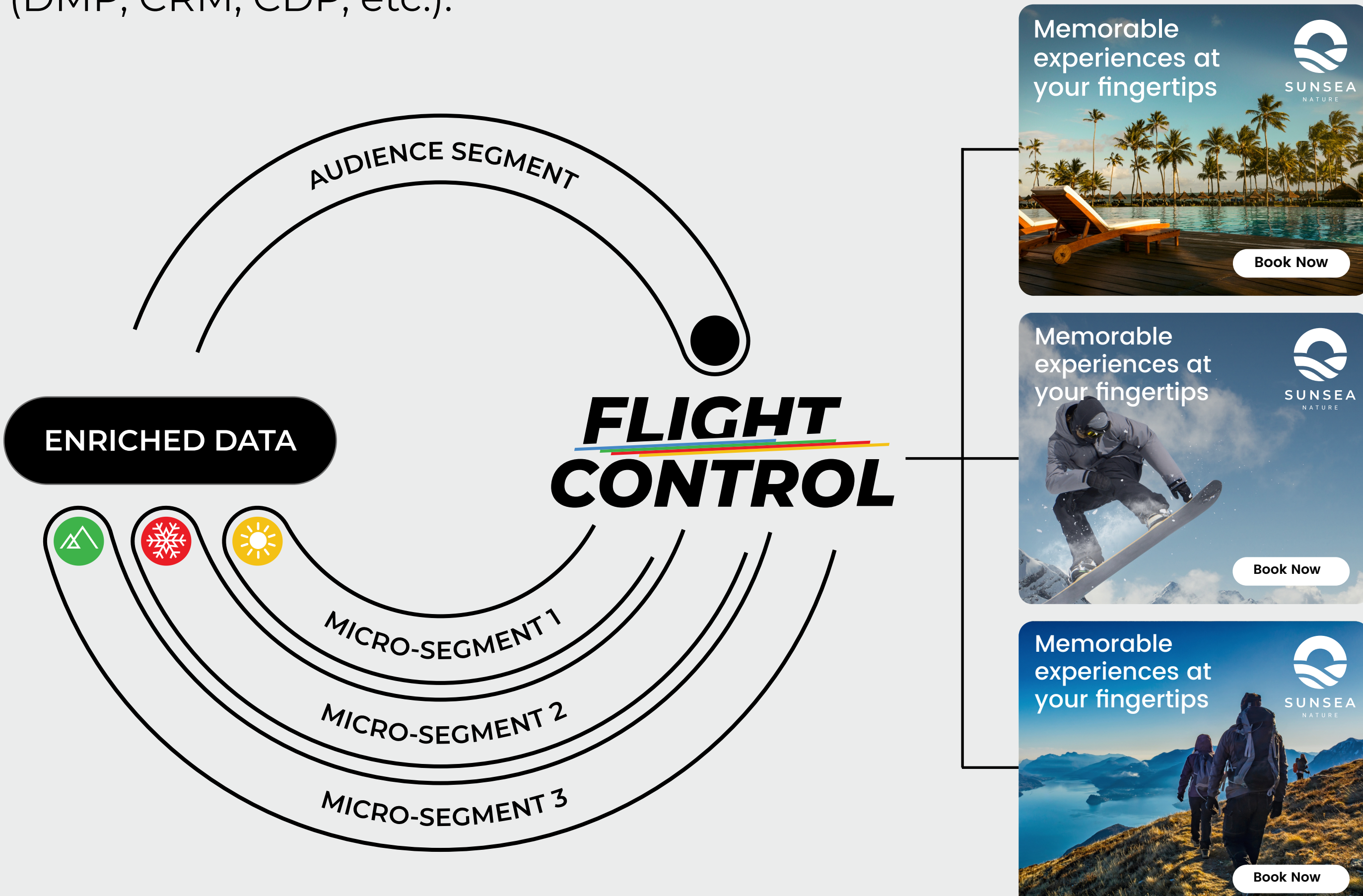


**Clinch is the leading DCO/Personalization partner and Smart Ad Server for travel advertisers like:**