



Texas City



EST. 1911

AJR DIGITAL
MEDIA
SOLUTIONS

DATAFY

AJR + DATAFY OVERVIEW

Since 1991, **AJR Media Group** has developed integrated, data-driven campaigns for DMO's, hotels and attractions, primarily in Louisiana & Texas, to meet and exceed their marketing objectives. Today, AJR is **connecting brands to audiences across** the globe through a tech agnostic, client service-oriented approach. We combine the best in traditional media and digital technology to meet our client's needs, without being tied to one vendor or one approach.

Datafy was born out of a consistent request from **communities seeking better solutions for data analytics**. Existing solutions were slow, cumbersome and often prohibitively expensive. They were out of reach for many communities. Through years of technology optimization and relationship building with multiple data providers, Datafy has developed a revolutionary way for communities to **understand their visitation** and create **targeted marketing campaigns** to reach their audiences.

Together, our understanding of all sides of travel and tourism, media, community and digital transactions has proven invaluable in producing the customized datasets, visitor analytics, visitor profiles, campaign strategy, and **prosperity for the clients we serve**.

Led by seasoned tech executives, data scientists, and tourism marketing professionals, our teams are based in The Woodlands, Texas and Ogden, Utah with remote staff across the country.

Our in-house activities include data collection and visualization, strategy, marketing materials and design, a digital trade desk, campaign execution, optimization and global media placement.

As one of **the fastest growing tech companies** (client count and revenue) in the travel and tourism space, Datafy serves hundreds of clients from coast to coast; from the very largest DMOs in the USA to some of the smallest... and **we love them all equally**. Privately held with funding from sophisticated investors and entrepreneurs, Datafy has a clear roadmap to continue to lead and innovate in travel-tech.

SAMPLE CLIENTS



WORK WITH US

WHO ARE WE

Our product is our people. This focus allows us to attract the very best and most talented teams any company could hope for. How happy employees are in their life overall impacts how committed they are to the quality of their work. Our success all starts and ends with them. And that means at we are doing everything we can to help our employees increase the love they have for life, themselves, family, friends, each other, and of course, our clients.



WHY CHOOSE OUR SERVICES

UNIQUE DIFFERENTIATORS:

- **First Party Data:** We source our own data. Our intellectual horsepower is unmatched with our dedicated stateside team of data scientists and analysts. We have access to log level data to dive in deeper and customize when we need. Other data platforms are aggregators only and purchase their data from one source.
- **Customizations Included:** We believe in making the data work the best for your destination's unique needs, this means we pull in third-party data, for example: STR, Google Analytics, airport data, air DNA, Key Data, etc. We are happy to build custom visualizations for your destination with this 3rd party data as well as with our geolocation data at no additional cost.
- **Affordably Priced:** DATAFY leads the marketplace with the lowest pricing. We offer our datasets and customizations to destinations of all sizes at a price that is unmatched. If you receive lower price offerings for similar service, we ask for the opportunity to match it.
- **Actionable Data:** Our in-house DSP paired with first-party data for your destination, enables us to provide a unique opportunity to serve personalized and timely messages by using the Mobile Advertiser ID. We provide full-attribution across advertising to tell you: did those people advertised to, visit and did they stay in a hotel, helping to provide ROI and ROAS across all campaigns.

OUR DATA

Data Sources:

We source only opt-in data from high-quality data-provider partners such as app developers and publishers, data aggregators, and ad networks and exchanges from over 1,000 sources. We aggregate data that provides information about where people visit with their mobile devices (if the device is configured to share its location data when an application is in use or operating in the background.) DATAFY also has access to a device identifier and other information about that device such as IP address, app publisher, OS, and device specific information. We do not receive the phone number. We identify devices using the advertising ID or a randomly assigned unique identifier.

Accuracy:

Accuracy and flexibility are built into DATAFY's approach and system. Our data goes through several layers of cleaning and scrubbing to eliminate errant or inaccurate location signals. Based on the needs of the client, DATAFY can set customized target margin of error levels and eliminate points of interest that fail to meet a specified level. Unless otherwise indicated, we typically target a confidence interval of 90+ percent with a margin of error of +/- 10 percent. Higher levels can be maintained upon request but may not be possible for every potential point of interest.

Filters:

Every destination is different, and we can customize our filters to account for locals, traveling employees and more. We are the only company that takes into account raw data and macro influences on raw data, including app use surge, geographic sample sizes, traveler behavior and incorporates human behavior into our analysis.

OUR SERVICES



BUSINESS INTELLIGENCE

- Strategic and actionable
- Attribution based insights
- Behaviors & spending



DATA WAREHOUSE

- All of your data in one place in a dynamic layout



MEDIA MARKETING

- Hyper-targeted campaigns with intelligence-based attribution data

BUSINESS INTELLIGENCE & DATA WAREHOUSE



ACTIONABLE DATA POINTS



Geolocation

data from
over 200 million
cell phones



Demographic

data to the
household level
from a leader in
the industry



Psychographic

data to the
household level



Mobile Advertiser IDs

for media
placement



Visitor Spending

data from 34% of all
credit cards in the US

BUSINESS INTELLIGENCE & DATA WAREHOUSE

DASHBOARDS INCLUDE

- Domestic geolocation & vehicle data with analytics charts (International Data available as an add-on):
 - Total visitors per day, week, month, year by POI
 - Demographic and psychographic profiles of visitor by state, DMA, county, city or zip code
 - Trip length, Repeat visitation, POI visitation
 - Correlation between points of interest
- Spending data (add-on)
 - Average spend per visitor by feeder market
- Visualizations of DMO owned data sets - we can ingest any raw file
 - STR
 - AlltheRooms, AirDNA, KeyData
 - Hotel tax, sales tax revenue
 - Airport arrivals



BUSINESS INTELLIGENCE & DATA WAREHOUSE

REPORTS

DATA WAREHOUSE

- All your reporting in one place with real-time updates and a dynamic display
- Custom monthly and annual reports
- Can include:
 - ✓ STR Reports
 - ✓ Key Data
 - ✓ Airport data
 - ✓ Tax data
 - ✓ Analytics reporting
 - ✓ Spending data
 - ✓ Media reporting
 - ✓ TourTexas.com



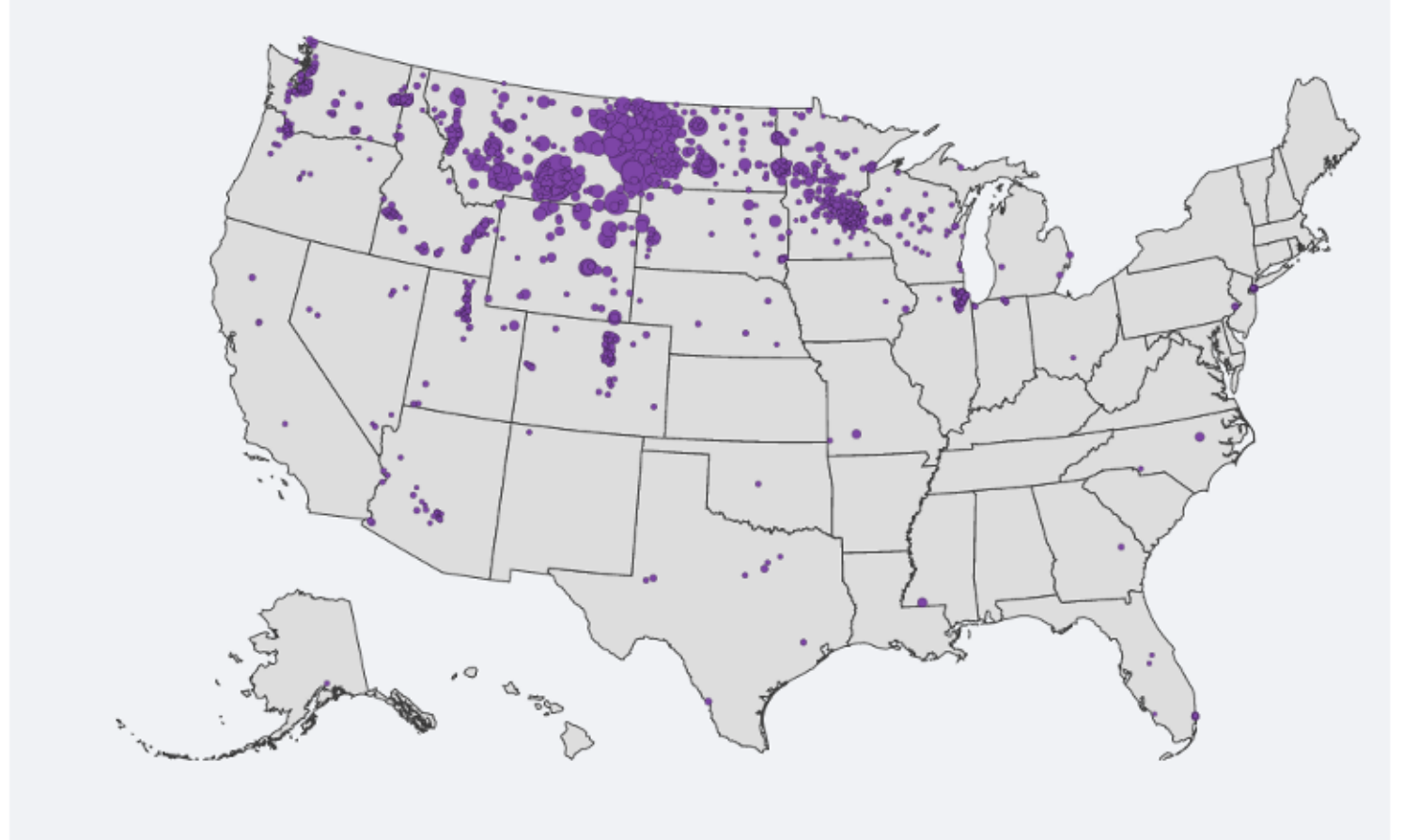
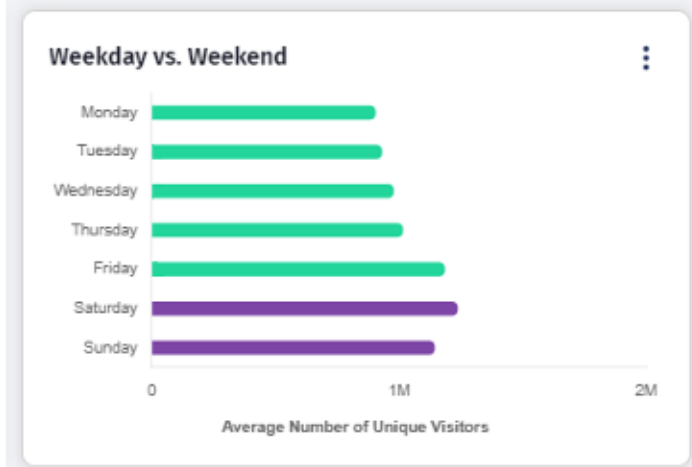
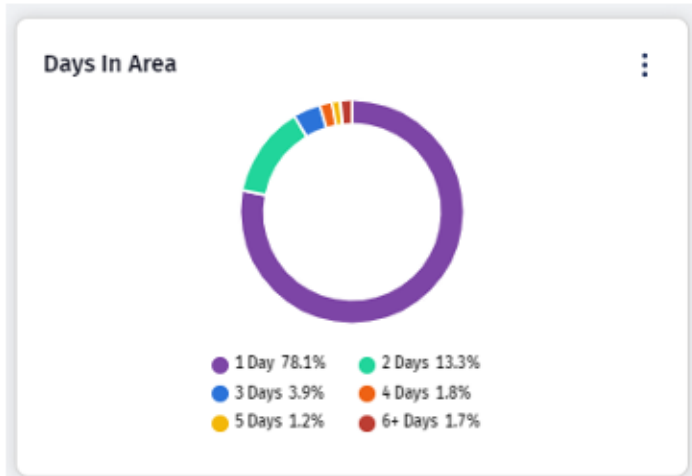
VISUALLY COMPELLING ANALYTICS

DYNAMIC DASHBOARDS



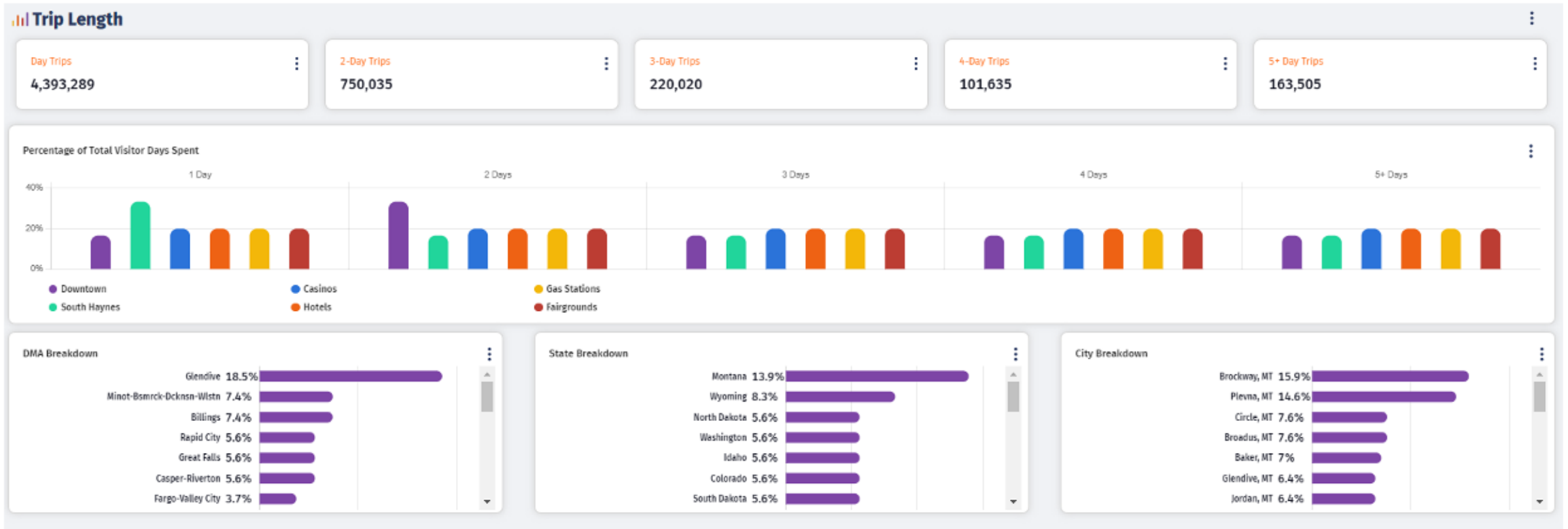
VISUALLY COMPELLING ANALYTICS

DYNAMIC DASHBOARDS



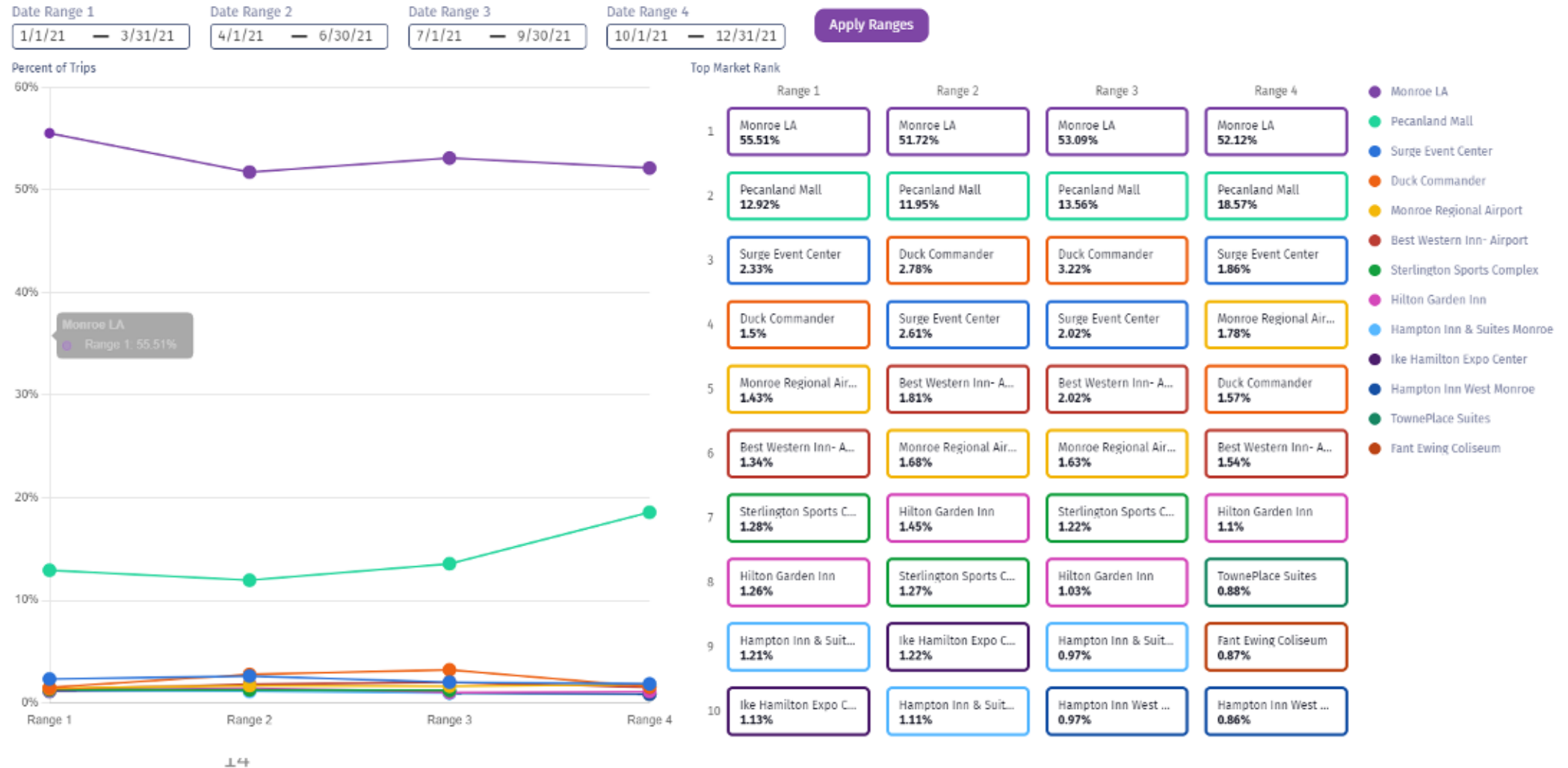
VISUALLY COMPELLING ANALYTICS

TRIP LENGTH & POI CORRELATION



VISUALLY COMPELLING ANALYTICS

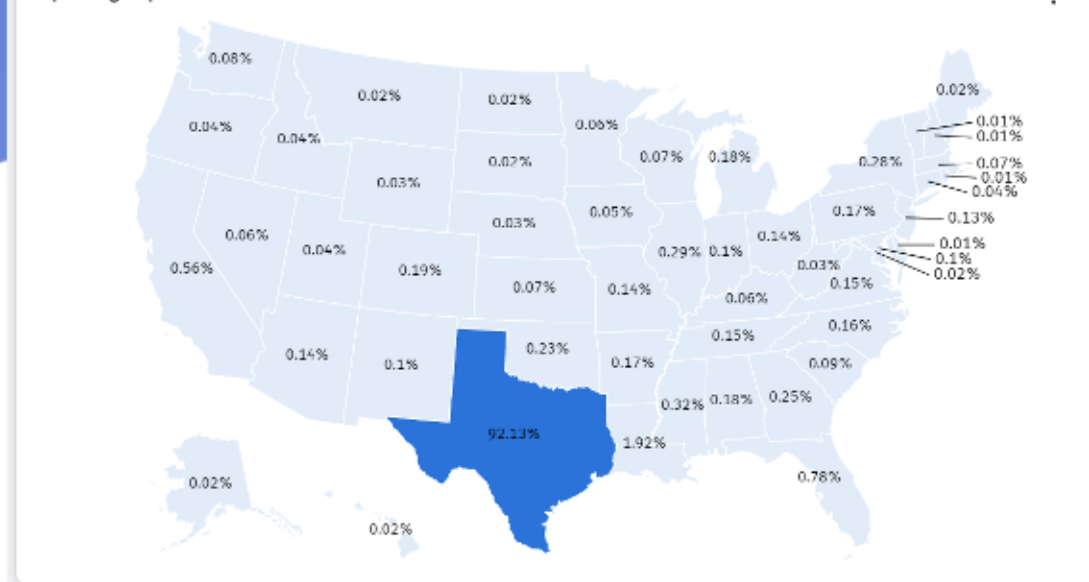
COMPARISON OVER TIME



VISUALLY COMPELLING ANALYTICS

SPENDING COMPARISON & MARKET SHARE

Spending Map



November vs October 2022

-8.6% ↓



November 2022 vs November 2021

-4.5% ↓



2022 YTD vs 2021 YTD

4.9% ↑

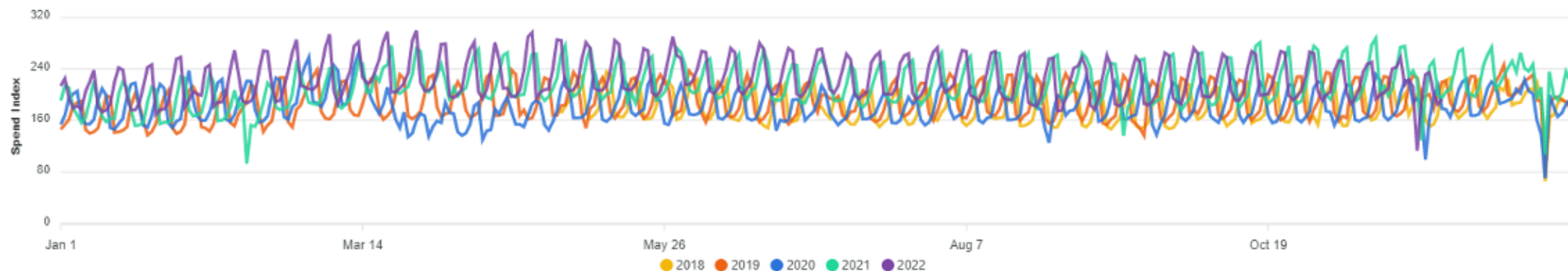


2021 vs 2020

16.9% ↑

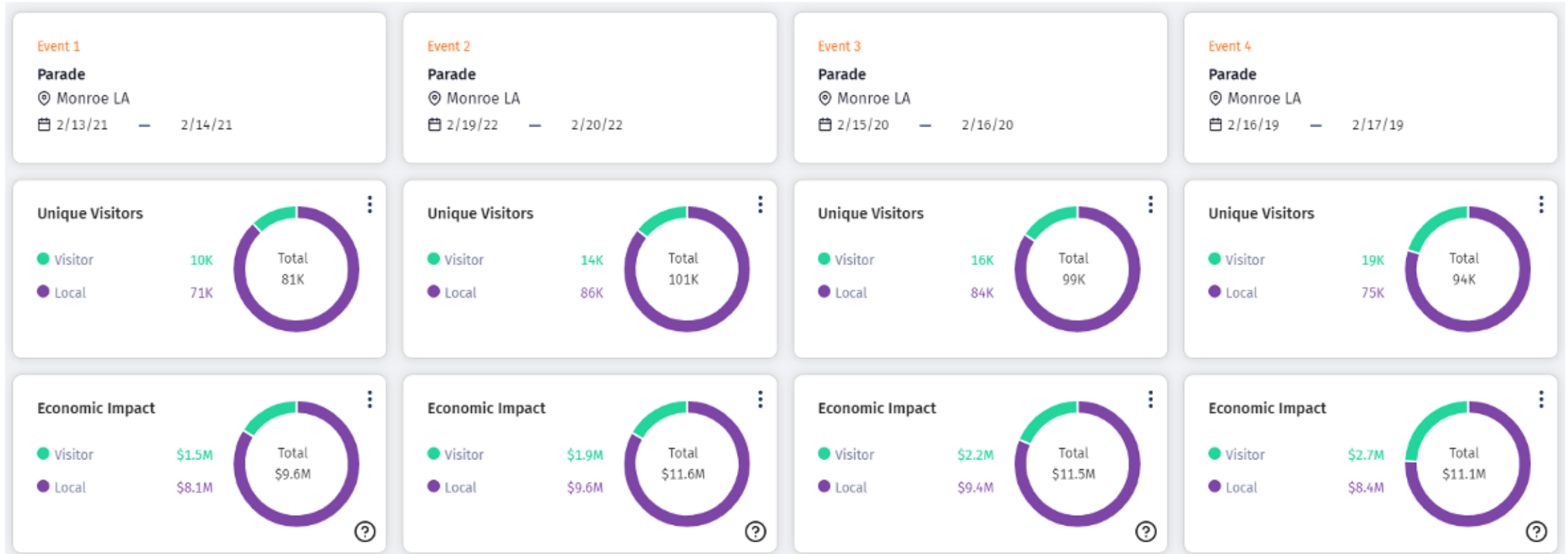


Spending by Year Overview



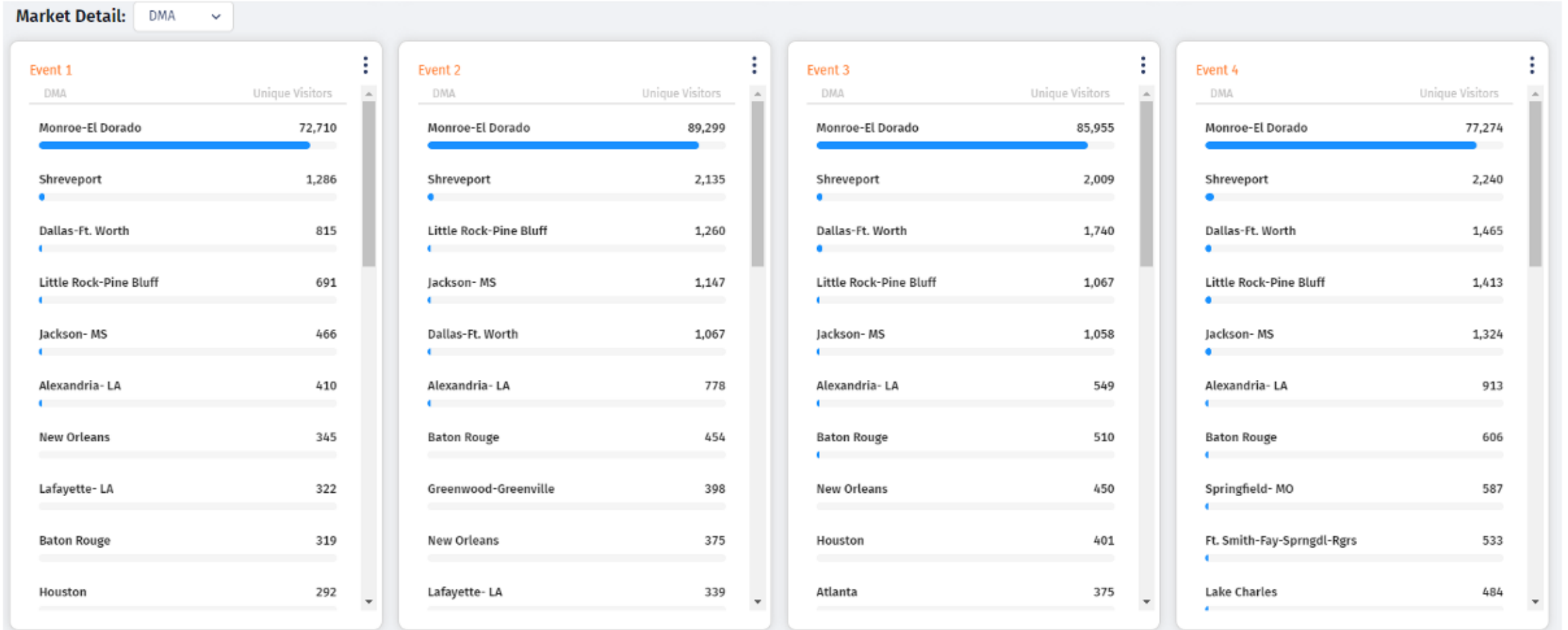
VISUALLY COMPELLING ANALYTICS

ECONOMIC IMPACT OF EVENTS & Y/Y COMPARISON ANALYTICS



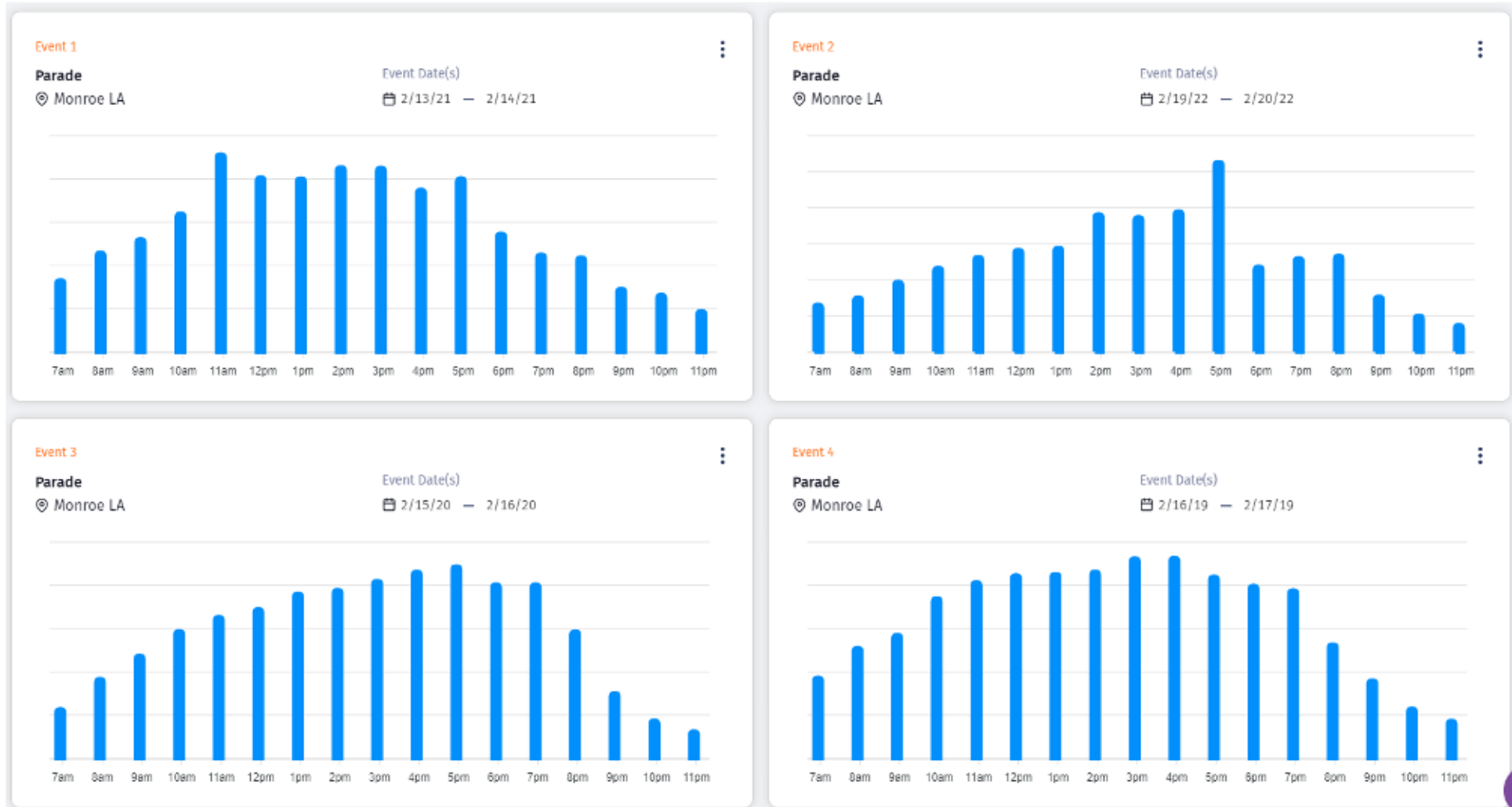
VISUALLY COMPELLING ANALYTICS

MARKET DETAIL FOR EVENTS & Y/Y COMPARISON ANALYTICS



VISUALLY COMPELLING ANALYTICS

EVENTS HOURLY ATTENDANCE & Y/Y COMPARISON ANALYTICS



ADVERTISING WITH AJR + DATAFY



PROGRAMMATIC ADVERTISING

Advertising:


Our primary method of generating advertising audiences **does not rely on traditional SEO**, and importantly, **is not reliant upon third-party cookies**. Our primary method utilizes direct observation of devices exhibiting behavior that is indicative of interest in travel, tourism, or a specific offering that aligns with the offering that a destination wants to promote. Therefore, our approach and results are less impacted by SEO algorithm changes than traditional online interest-based approaches. Our team is currently working with data partners to explore additional techniques to allow us to **continue to innovate and adapt** to changes within the industry.


Our Media Attribution Tracking & Economic Impact calculators allow you to prove your Return on Ad Spend and Marketing Efficacy:

AJR - LFT 2022 Q2 Annual Core Campaign













ADR Spend per visitor

Campaign Run Dates: 02.23.2023 - 02.23.2023
Report Period 05.02.22 - 02.23.23
Attribution Mileage 50 - 4000 mile radius

 Est. ROAS
\$272.37 : \$1

 Cost per Visitor Day
\$0.11

Based on Destination Attribution. Average Spend per Visitor and ADR inputs are customized for this report. Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.

Destination	Hotels	Downtown
 Total Trips/Visits 84,852	 Total Trips/Visits 5,024	 Total Trips/Visits 4,397
 Total Visitor Days Observed 293,246	 Total Visitor Days Observed 18,690	 Total Visitor Days Observed 16,761
 Est. Average Length of Visit 3 Days	 Est. Average Length of Visit 4 Days	 Est. Average Length of Visit 4 Days
 Est. Campaign Impact \$8,485,200	 Est. Campaign Impact \$1,869,026	 Est. Campaign Impact \$439,700

Attribution reflects visitation between 05.09.2022 - 02.04.2023

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Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



TARGETING OPPORTUNITIES

VISITORS

- Visitors to specific Points of Interest (POI's) identified by client or to the community, generally
- Visitors during a specific season
- Previous visitors who stayed in a hotel
- Visitors with high spending levels
- Regional drive or fly markets

GEO-CONQUESTING

- Visitors to similar tourism destinations
- Visitors to similar POI's such as mountain bike trails, beaches or museums
- People who have attended similar special events regionally
- Known travelers during off/shoulder seasons to similar POI's

NEW MARKETS

- Create lookalike audiences of current visitors using household demographics and psychographics
- Create lookalike audiences from competitive POI's
- Identification of visitors around the country who match the destination or venue "target market" by season, geography or demographics who are known travelers

MEDIA STRATEGY RETARGETING PAST VISITORS

3.5 YEARS
OF HISTORICAL
VISITOR DATA



IDENTIFY
OVERNIGHT
VISITORS



IDENTIFY PERSONA



MAID ADVERTISING
BASED ON
INTERESTS



DAILY ANALYTICS
& ATTRIBUTION



25-34 Yr. Outdoor Rec.
Enthusiasts



65+ Yr. Museums,
Nat. Parks, Golf



35-50 Yr. Mountain
Bikers/ Skiers



25-34 Yr. Beach Goers/
Family POI



19-25 Yr. Outdoor Rec/
Music Festivals



MEDIA STRATEGY

GEO CONQUESTING

IDENTIFY
COMPETING
ATTRACTIONS



GEOFRAME
LOCATION



IDENTIFY VISITORS &
THEIR MOBILE AD
ID'S (MAIDS)



MAID ADVERTISING



DAILY ANALYTICS
& ATTRIBUTION



25-34 Yr. Outdoor Rec.
Enthusiasts



65+ Yr. Museums,
Nat. Parks, Golf



35-50 Yr. Mountain
Bikers/ Skiers



25-34 Yr. Beach Goers/
Family POI



19-25 Yr. Outdoor Rec/
Music Festivals



MEDIA STRATEGY

LOOK ALIKE AUDIENCE

3.5 YEARS
OF HISTORICAL
VISITOR DATA



VISITOR
PROFILE



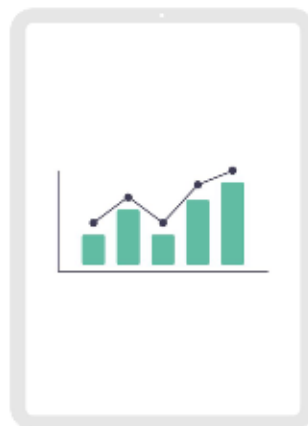
IDENTIFY LOOK ALIKE



MAID ADVERTISING



DAILY ANALYTICS
& ATTRIBUTION



25-34 Yr. Outdoor Rec.
Enthusiasts



65+ Yr. Museums,
Nat. Parks, Golf



35-50 Yr. Mountain
Bikers/ Skiers



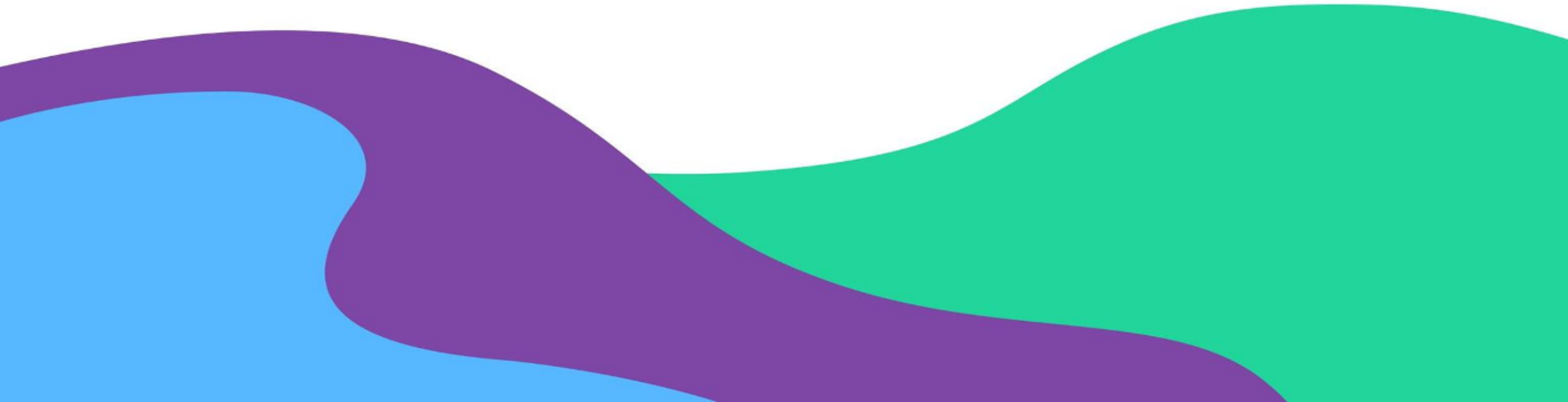
25-34 Yr. Beach Goers/
Family POI



19-25 Yr. Outdoor Rec/
Music Festivals



PRICING OVERVIEW



DATA & SUBSCRIPTION PLANS

DATA DRIVEN DECISIONS, MEASUREMENT & ROI

DATA PLANS

BRONZE

Basic GPS Data

- 1 Point of Interest and 1 Cluster up to 10 POI's
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboard
- Quarterly Support Call

SILVER

Basic GPS Data

- 5 Clusters with up to 10 POI's per cluster
- Unlimited Hotels in Lodging Cluster
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboard
- Data Integration
- 1 Monthly Support Call

GOLD

Advanced Big Data Plan

- 10 Clusters with up to 20 POI's per non-lodging cluster
- Unlimited Hotels in Lodging Cluster
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboards
- Data Integration
- 1 Monthly Support Call

PLATINUM

Comprehensive Big Data Analysis

- Unlimited Clusters with Unlimited POI's
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboards
- Data Integration
- Unlimited Support

VISITOR DATA + ATTRIBUTION

DATA DRIVEN MARKETING DECISIONS, MEASUREMENT & ROI

ANNUAL VISITATION DATA SILVER SUBSCRIPTION PLAN BASED ON POPULATION

Flight Dates	Plan Type	Inclusions	Optimization/Reporting	Budget
Visitation & Targeting Data Dashboard	Annual (Pricing based on population)	<ul style="list-style-type: none"> 5 years historical visitation data plus current visitation data 5 POI clusters (i.e. event locations, attractions, etc.) Visitation data (10 POI's per cluster) Specialty & retargeting audience generation Competitor High Level Visitation Charts Dynamic Event Dashboard 	<ul style="list-style-type: none"> Unlimited hotels in hotel cluster Interactive Dashboard Dashboard Data Report Exports 	Annual License: 22,392 One-Time Set Up Fee: 1,320 One-Time Fee 5 Years Historical Data: 1,200
Total				\$ 24,912

SILVER

Basic GPS Data

- 5 Clusters with up to 10 POI's per cluster
- Unlimited Hotels in Lodging Cluster
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboard
- Data Integration
- 1 Monthly Support Call

Recommendation: The data intelligence & visualization tool can be incredibly valuable to multiple entities across your community, so many destinations have split this annual investment across different departments that will benefit from the information: Economic Development, Parks Boards, City Managers, Mayors Offices, etc.

Optional Add On (or future add on): Credit card spend data is available at a cost of \$550 per month. This would include historical credit card spend, plus current. This is the spend from approximately 34% of credit cards used by known visitors in your market. It can help determine things like where the largest spenders are coming from (so you can tailor your marketing to reaching those audiences), estimated economic impact from visitation, etc.

VISITOR DATA + ATTRIBUTION

DATA DRIVEN MARKETING DECISIONS, MEASUREMENT & ROI

ANNUAL VISITATION DATA GOLD SUBSCRIPTION PLAN BASED ON POPULATION

Flight Dates	Plan Type	Inclusions	Optimization/Reporting	Budget
Visitation & Targeting Data Dashboard	Annual (Pricing based on population)	<ul style="list-style-type: none"> 5 years historical visitation data plus current visitation data 10 POI clusters (i.e. event locations, attractions, etc.) Visitation data (20 POI's per cluster) Specialty & retargeting audience generation Competitor High Level Visitation Charts Dynamic Event Dashboard 	<ul style="list-style-type: none"> Unlimited hotels in hotel cluster Interactive Dashboard Dashboard Data Report Exports 	Annual License: 25,692 One-Time Set Up Fee: 1,320 One-Time Fee 5 Years Historical Data: 1,800
Total				\$ 28,812

Recommendation: The data intelligence & visualization tool can be incredibly valuable to multiple entities across your community, so many destinations have split this annual investment across different departments that will benefit from the information: Economic Development, Parks Boards, City Managers, Mayors Offices, etc.

GOLD

Advanced Big Data Plan

- **10 Clusters** with up to 20 POI's per non-lodging cluster
- Unlimited Hotels in Lodging Cluster
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboards
- Data Integration
- 1 Monthly Support Call

Optional Add On (or future add on): Credit card spend data is available at a cost of \$550 per month. This would include historical credit card spend, plus current. This is the spend from approximately 34% of credit cards used by non visitors in your market. It can help determine things like where the largest spenders are coming from (so you can tailor your marketing to reaching those audiences), estimated economic impact from visitation, etc.

VISITOR DATA + ATTRIBUTION

DATA DRIVEN MARKETING DECISIONS, MEASUREMENT & ROI

ANNUAL VISITATION DATA PLATINUM SUBSCRIPTION PLAN
BASED ON POPULATION

Flight Dates	Plan Type	Inclusions	Optimization/Reporting	Budget
Visitation & Targeting Data Dashboard	Annual (Pricing based on population)	<ul style="list-style-type: none"> 5 years historical visitation data plus current visitation data Unlimited POI clusters (i.e. event locations, attractions, etc.) Visitation data (Unlimited POI's per cluster) Specialty & retargeting audience generation Competitor High Level Visitation Charts Dynamic Event Dashboard 	<ul style="list-style-type: none"> Unlimited hotels in hotel cluster Interactive Dashboard Dashboard Data Report Exports 	Annual License: 33,612 One-Time Set Up Fee: 1,320 One-Time Fee 5 Years Historical Data: 2,400
Total				\$ 37,332

Recommendation: The data intelligence & visualization tool can be incredibly valuable to multiple entities across your community, so many destinations have split this annual investment across different departments that will benefit from the information: Economic Development, Parks Boards, City Managers, Mayors Offices, etc.

PLATINUM

Comprehensive Big Data Analysis

- Unlimited Clusters with Unlimited POI's
- Interactive Dashboard Updated Daily
- Dynamic Event Dashboards
- Data Integration
- Unlimited Support

Optional Add On (or future add on): Credit card spend data is available at a cost of \$550 per month. This would include historical credit card spend, plus current. This is the spend from approximately 34% of credit cards used by known visitors in your market. It can help determine things like where the largest spenders are coming from (so you can tailor your marketing to reaching those audiences), estimated economic impact from visitation, etc.



THANK YOU

QUESTIONS?

Contact: Nicole@AJRMediaGroup.com