

VIAANT.®

A panoramic view of a coastal city at dusk. The city is built on a hillside, with its lights reflecting on the water. The bay is filled with many sailboats. In the background, there are mountains under a clear blue sky. The foreground shows some greenery and trees.

VIAANT TRAVEL & TOURISM

VIANT'S PEOPLE-BASED TECHNOLOGY IS YOUR SOLUTION



PLAN

USING DETERMINISTIC SCALE

115M Households
250M U.S. Registered Users
1B Devices
Strategic Partner Integrations



EXECUTE

ON ACTUAL PERFORMANCE

Campaign KPIs
Purchases
Physical Visits



MEASURE

THE ENTIRE JOURNEY

Exposure Attributed to Online
and Offline Actions

DETERMINISTICALLY LINKED TO ALL TYPES OF TRAVELERS



data axle



dun & bradstreet



neustar



TARGETING STRATEGIES



- In-Market to Travel
- Behavioral Affinities
- Demographics



- Location history



- Purchase Transactions



LEISURE TRAVELER

Viant's direct integrations target consumers based on their unique behaviors

ENTHUSIASTS OF VARIOUS EVENTS

- Concerts & Festivals
- Sports

LOCATION HISTORY

- Visited Mexico
- Visited Vail Ski Resort

IN-MARKET PROPENSITY

- Domestic Air Travel
- International Air Travel
- Travel By Destination



STRATEGIC PARTNERS POWER HOLISTIC TRAVELER DATA



dun & bradstreet

TransUnion



PeoplefindersDaaS

experian

HG Insights

data axle



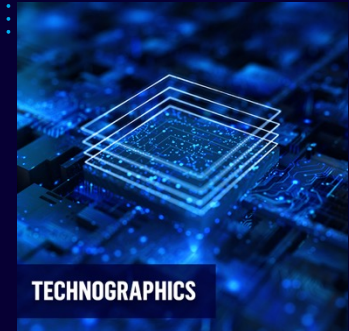
FOURSQUARE



SAFE GRAPH

Precisely
PlaceIQ

cuebiq



dun & bradstreet



PeoplefindersDaaS

HG Insights

BUSINESS TRAVELER

Targeting tactics suited to reach those that travel for business and/or procurement

ACCOUNT-BASED MARKETING

- Corporate event attendees
- Planned previous local conventions

PROFESSION & FIRMOGRAPHICS

- Title or industry for tradeshow & other industry events

LOCATION SEGMENTS

- Those who visited convention centers



ADVANCED CONSUMER INTELLIGENCE ACXION – OUTDOOR ACTIVITIES CAMPING & HIKING

Auto

INDEX

Auto	Mazda CX 9	642
Vehicle Type	Chevrolet Suburban	581
Vehicle Make	Nissan Armada	490

CPG

INDEX

Snacks	Tortilla Chips	653
Nature Bars	General Mills Fiber One	569
Frozen Section	Bagel Bites	481
Grocery Stores	Supervalu: Shoppers	217
Moisturizer	Johnson & J Moisturizer	216

Interest & Affinity

INDEX

Picture Perfect Families	Power Group	701
Media Entertainment	Fortnight Players	512
Insurance	In-Market Travel	281
Home Exterior	Brick	270

Demographics

INDEX

Family Unit	3 Children in Family Unit	754
Gen Xers	Late Night Party Parents	555
Presence of Children	Presence of children age 13 - 15	290
Family	Kids under age of 10	271
	Female	261

MATCHED INDIVIDUALS 108.2M

IP ADDRESS

45.8798.22

DEVICES

Streaming Media Device | Cord Cutter

DINE AT

Fast Food Restaurants | Frequents Ice Cream Shops

WATCHES

HGTV House Hunters | ESPN SportsCenter

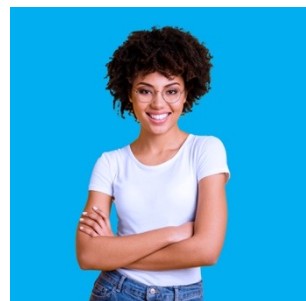
TRAVEL

In-Market to Travel | Vacation Activities – Sports Activities

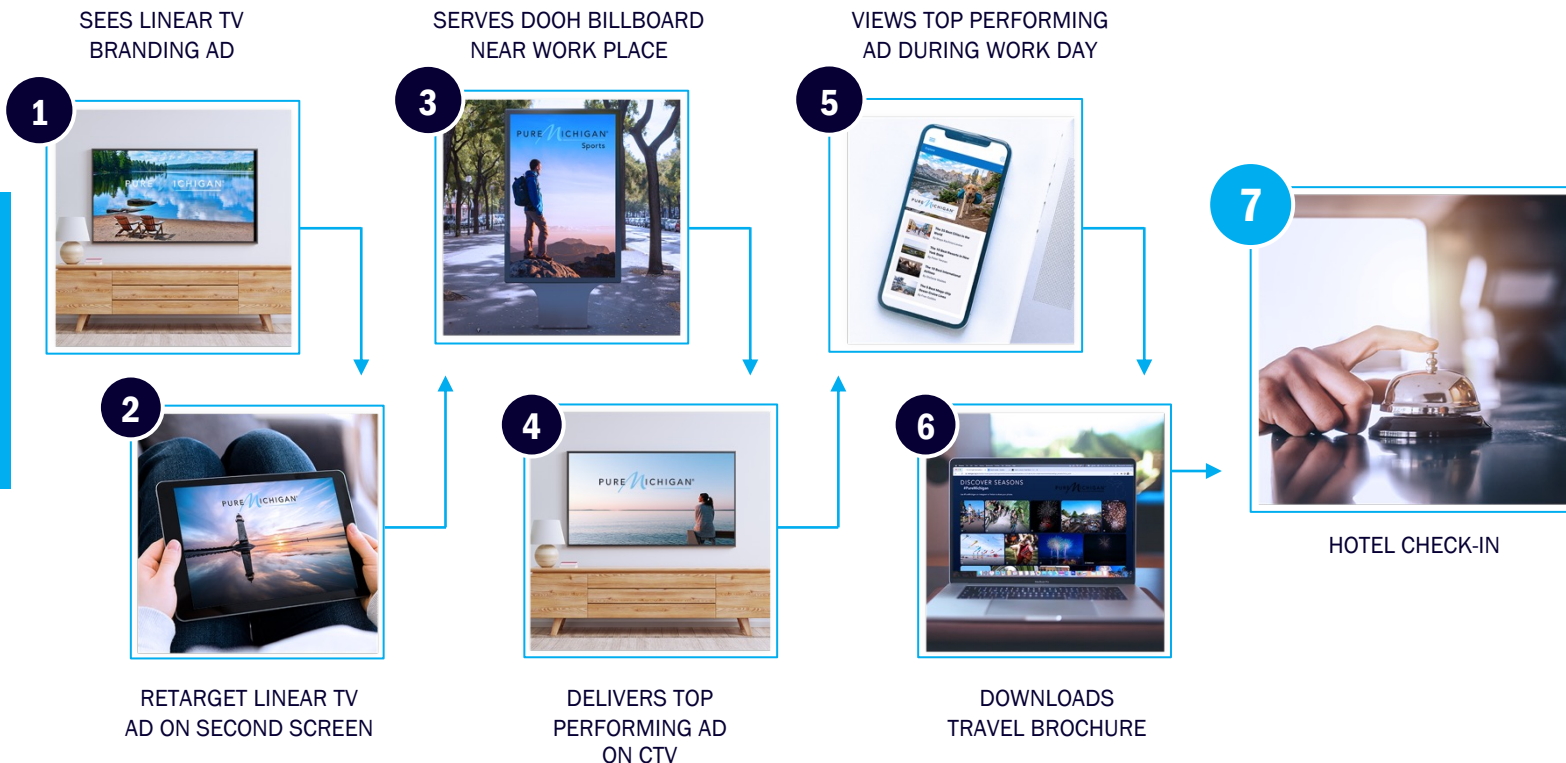
A FULLY INTEGRATED OMNICHANNEL DSP



ENGAGE YOUR AUDIENCE ACROSS THEIR ENTIRE JOURNEY



MIA JOHNSON



DIGITAL OUT-OF-HOME (DOOH)

DEVICE EXTENSION

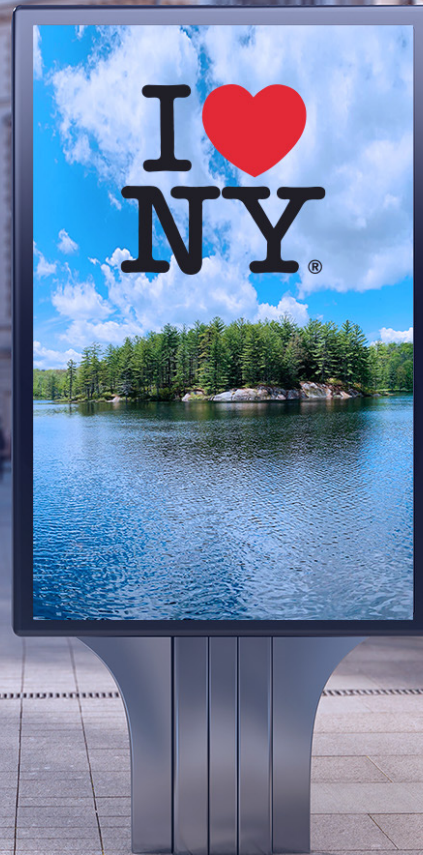
- Deeper engagement with sequential messaging

WIDE REACH

- Massive exposure through one to many

DYNAMIC CREATIVE

- Increase attention with real-time weather content



CLOSE THE LOOP WITH VISITATION MEASUREMENT

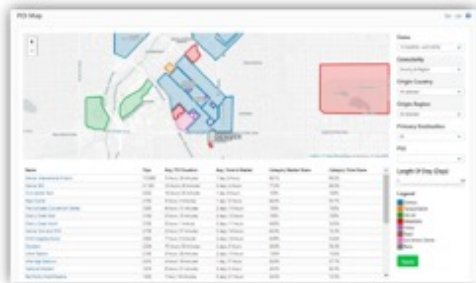
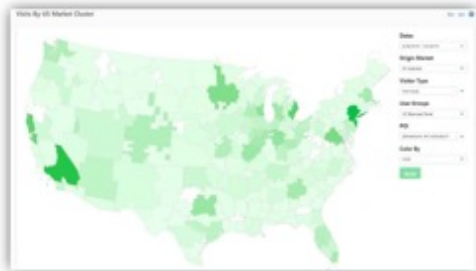


Integrated locations providers in Adelphic provide custom measurement options

- Choose Destination
 - Type (e.g. hotel/resort/venue)
 - Geo (e.g. region/state/city)
- Custom geofence is created
- Measure non-residents who were exposed & visited target destination

MEASUREMENT: ARRIVALIST DASHBOARD – PERFORMANCE INSIGHTS

Through Viant's partnership with Arrivalist and the permission of your agency, Viant will have access to Viant campaign reporting within the Arrivalist dashboard for real-time insights and optimizations in-flight.



- Discover where customers are arriving from
- Distinguish between locals & visitors
- Understand where else customers go during their trip
- Learn about the customer journey
- Track market share over time
- Gain insights on specific competitors
- Measure arrival rate from advertising
- Determine incremental lift from campaigns
- Identify which channels, partners, and creative drive the highest rate of arrivals
- Media effectiveness by time, distance, and market

KEY DIFFERENTIATOR

Viant operates a unique integration with Arrivalist, where we can pass back log level exposure data (as opposed to pixel data). This enables greater coverage across channels like mobile and CTV



WHO IS ARRIVALIST?

- Arrivalist provides timely, granular views into markets and actionable insights on visitor intelligence, competitive share and media effectiveness.
- Their travel specific location data algorithms focus on a consumer's entire journey including to, within and back from a destination as well as how media effects their journey

WHY ARRIVALIST?

- With Arrivalist's Arrival Rate and Lift Analysis reports, brands gain insight into the lift in customer arrivals to their destination as well lift in time spent at the destination
- They source information from 120M active users with location data from over 2,000 Apps via SDKs and created a geographically representative panel for both measurement and insights



120M
ACTIVE USERS

2,000+
APPS

VERTICALS
Location
Travel

WHAT TO TAKE AWAY

- TK
- TK
- TK
- TK
- TK

