



Travel Marketer's Checklist

During any given day, travel, leisure, and entertainment marketers are relied on to tackle an endless list of challenges. By working with Equifax, your team can gain advanced consumer insights and access to the digital solutions you need to enhance your marketing and more easily cross items off your to-do lists.

- ✓ Attract households that have the financial ability to spend on travel



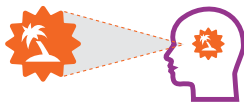
Whether you are seeking Gen X families who prefer all-inclusive beach resort vacations or Baby Boomers in search of once-in-a-lifetime experiences, we can help you identify and target high-potential consumers who are more likely to have the estimated financial ability to spend on travel and leisure activities, plus have the propensity for your brand, products, and services.

- ✓ Segment travelers by their spending potential for promotions and offers



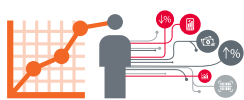
Leverage our estimated household economic insights to better identify optimal consumers for marketing campaigns, helping ensure that they are more likely to have the appropriate spending capacity, income, and preference for your travel packages, hotel types, cruise experience, and other get-aways.

- ✓ Deliver the right message, to the right consumer, at the right time, in the right channel



Some consumers value well-planned luxury vacations, while others value last-minute, package deals. Use our financial and behavioral insights to better understand your customers and help deliver messaging that resonates with their travel and leisure habits and preferences across all touch-points – mobile, social, email, addressable TV and more.

- ✓ Turn customer data into actionable strategies that can help grow your ROI



Plenty of data, not enough insights. We've heard that before. Benefit from our actionable consumer insights, segmentation, advanced analytics, and modeling prowess to build more detailed traveler profiles and get the most out of your customer database.

- ✓ Build profitability of your loyalty programs and engage your most valuable travelers and customers



Roll out the red carpet! Help boost member loyalty and increase guest spending by working with us to better identify your best customers so you can surprise and delight them with special treatment and exclusive offers that match their interests.

- ✓ Transform unknown visitors to your website to possible booked travelers



Can you differentiate the online surfers from those who actually book? Use our online audience analysis tool to better understand the spending potential, demographics and behaviors of online visitors. Then apply the learnings to further personalize the consumer's journey on your website to better show appropriate packages, products and services based on the likely profile of the visitor.

✓ Spend your advertising dollars on high-potential prospects



Are the consumers viewing your online ads the right fit for your travel and leisure promotions and brands? Let our household insights help you differentiate online visitors so you can better serve tailored ads to consumers that are likely to have the desired profile for your offers.

✓ Link customers across channels and brands



It can be tricky to know if it is the same person that is visiting your website, viewing your ads and social media pages, staying at your hotels/cruising your ships, splurging for premium services, and using different credit cards for each purchase. We can help you link customer data to gain a holistic view of each traveler.

✓ Connect with your more optimal travelers through omni-channel campaigns



If your digital performance is not where you want it to be, then we can lend a hand. We can assist you with onboarding your offline direct mail lists, consulting with your media agency, and coordinating with digital partners to help enable you to reach your target audience through the marketing channels they view, interact with, and experience throughout their day, including online, mobile, addressable TV and radio, and social media.

✓ Promote your brand's credit card to help grow charge volume



Attract new card members and stimulate spending by working with us to better understand the credit profiles of travelers and develop appropriate promotions that fit the likely spending capacity of current and prospective cardholders.

✓ Analyze locations for new hotels



Don't just throw a dart. Instead, we can help you better understand the likely profiles of consumers in local geographic markets around proposed new hotels and estimate market growth. Plus, we can assist you in analyzing estimated trade area spending capacity to help minimize cannibalization of existing properties.

✓ Promote new openings and raise brand awareness



"Attention folks – new resort! New ship! New awesome experience!!" No matter what you are promoting, you need to get the word out to the right audience. Leverage our insights to identify and reach consumers that are likely to be interested in your brands and promotions and target them through multi-channel marketing campaigns.

✓ Measure the impact to your bottom line for all campaigns



With our closed-loop attribution measurement service, you can better measure the impact that online, mobile, social, and TV advertising, as well as direct mail and email campaigns, have on company-specific metrics and revenue.

➤ CONTACT US TODAY

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Contact us today to learn how to start crossing off items from your to-do list!