

Leveraging Audiences

To Drive Revenue Diversification

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PREMISE #1

REVENUE DIVERSIFICATION is the prime path to prosperity

- ❑ Events
- ❑ Native Advertising
- ❑ Digital marketing services
- ❑ Affiliate marketing
- ❑ Programmatic
- ❑ Video/OTT
- ❑ Niche publishing
- ❑ Email marketing
- ❑ Direct mail
- ❑ E-commerce
- ❑ **Content**

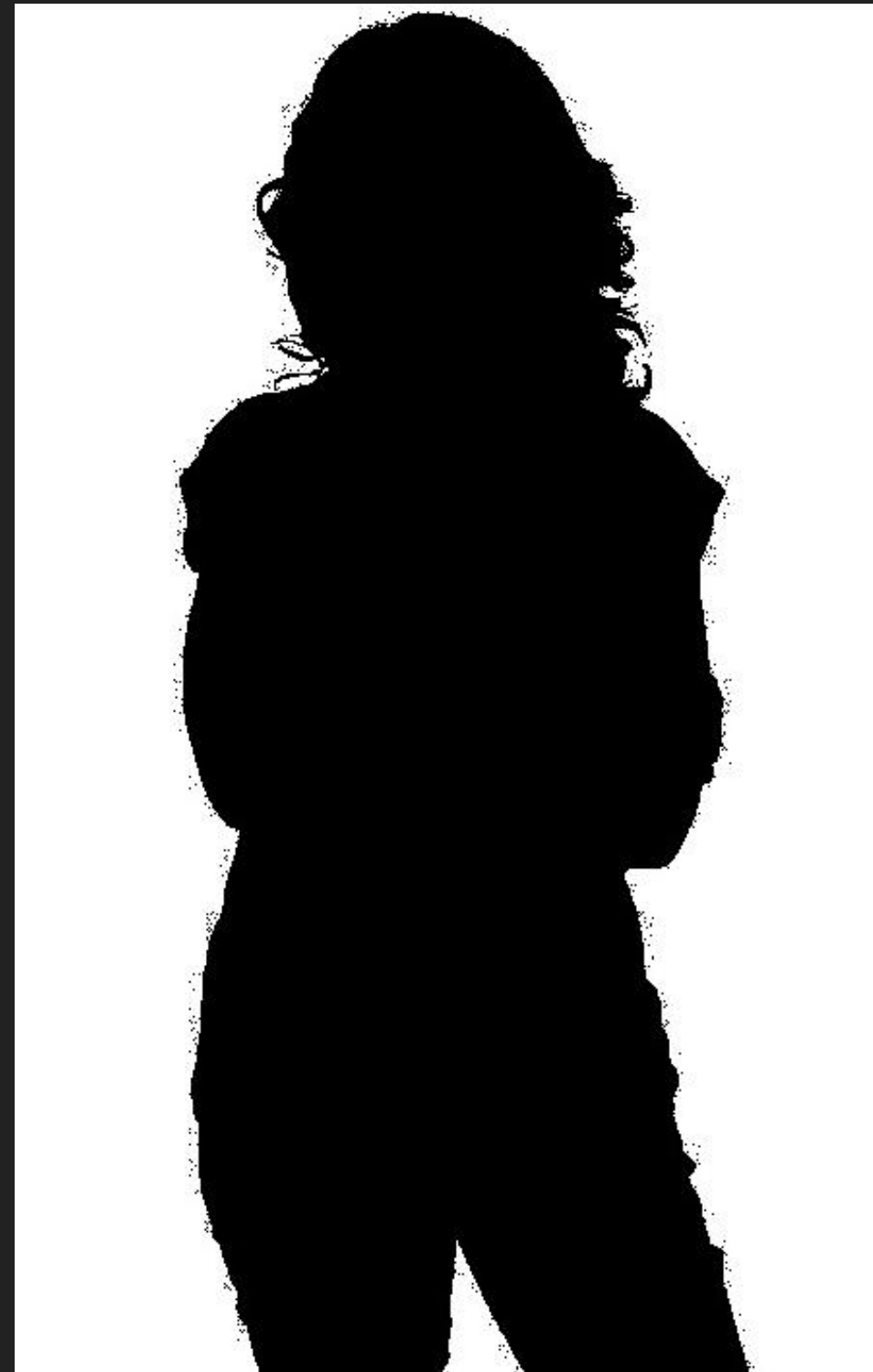
PREMISE #2

Revenue follows audiences

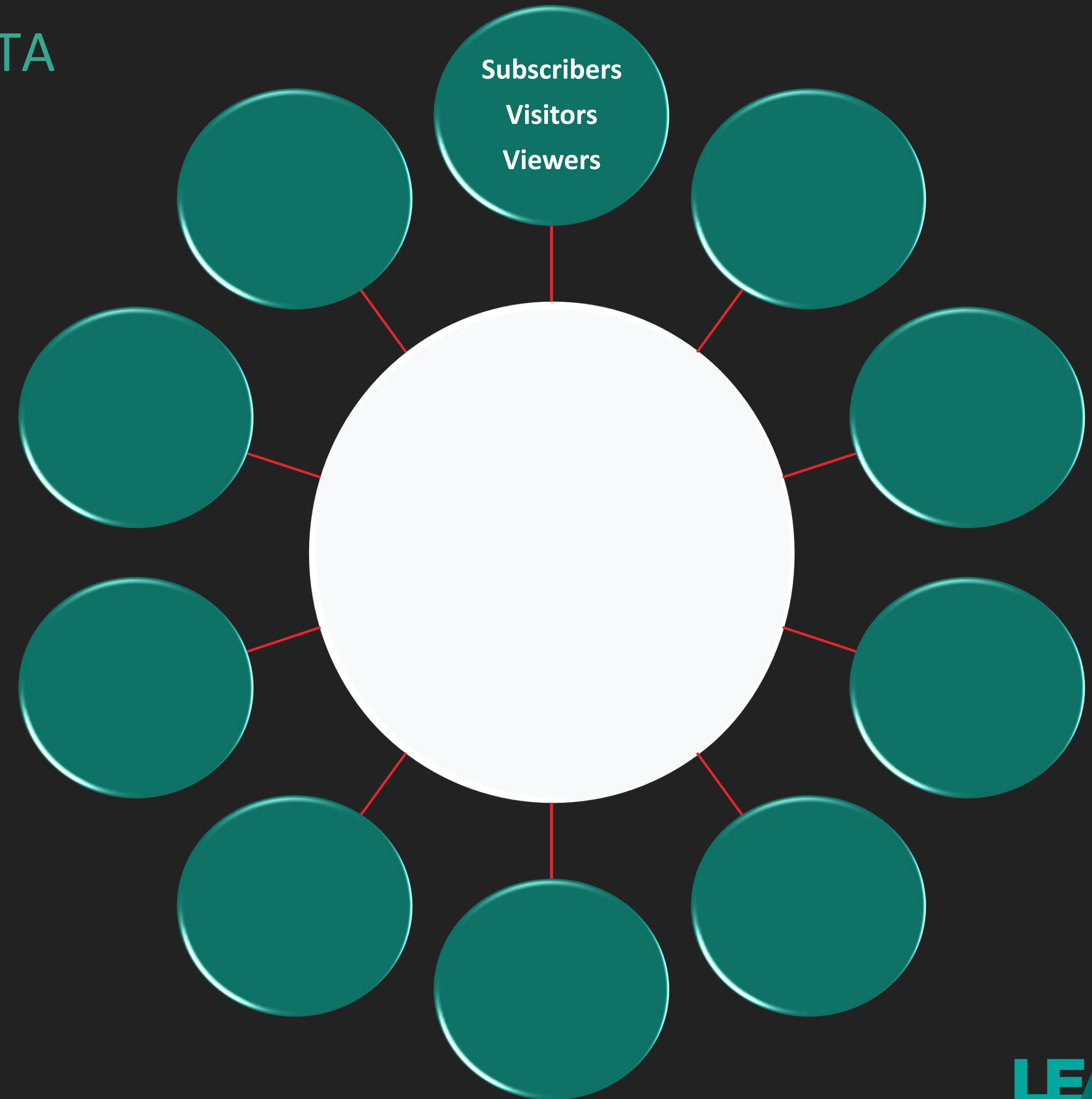
PREMISE #3

Audiences are built with data

AUDIENCES ARE BUILT WITH DATA



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Leveraging Audiences to Drive Revenue Diversification

\$847 in Revenue past 3 years

Digital Content: Travel, Business

Video: Real Estate

Prefers Email to Direct Mail

msmith123@gmail.com

Weekly Wine & Dine newsletter

Mobile breaking alerts

Six Daily Deal purchases

Attended Home Show

Pro Football Pick 'Em contest

Four free ticket offers redeemed

FB likes include NY Giants, ESPN

High-value customer at Macy's

Interest in domestic travel

Avid online shopper

Interest in home décor

HH income > \$150,000

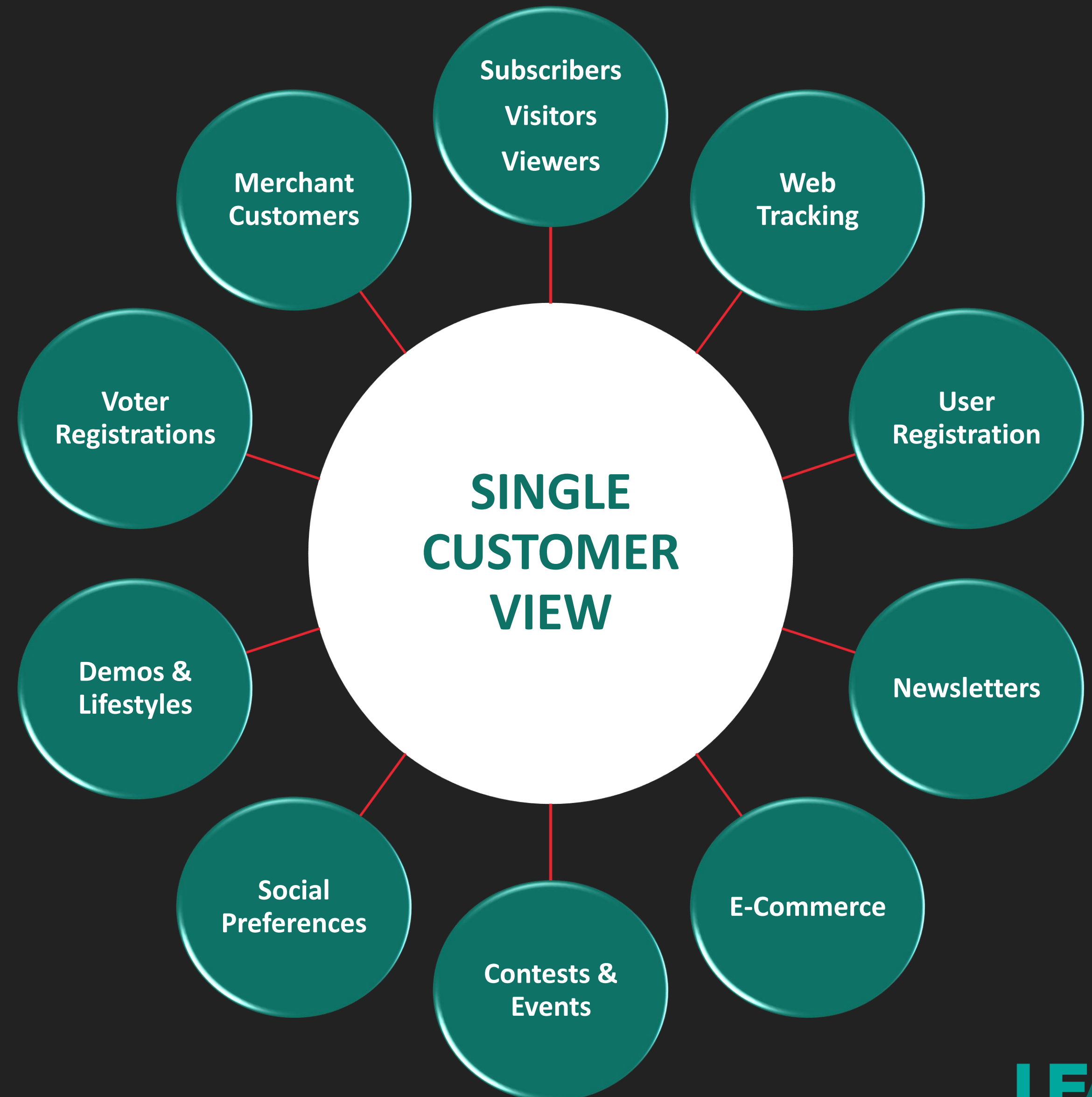
Married with children ages 8 & 12

Age 44

Registered Independent



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KEY QUALITIES OF AN “AUDIENCE”

- ☐ Definable
- ☐ Accessible
- ☐ Quantifiable
- ☐ Targetable
- ☐ Trackable
- ☐ Monetizable

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NOVEMBER 10-11, 2018
Minneapolis Convention Center
PRESENTED BY TRAVEL LEADERS®

EXHIBITOR INFO VISITOR INFO AMERICAN CRAFT BEER PAVILION TRAVEL AGENT SHOWCASE



November 10-11, 2018 | Minneapolis Convention Center

EVENT PLANNING & EXECUTION

- ❑ What types of events are likely to be most successful?
- ❑ Where should we stage the event?
- ❑ To whom do we promote? Using what messaging? Using what channels?
- ❑ How can we add value for our sponsors and partners?
- ❑ How do we engage with audiences post-event?

MINNEAPOLIS, MN

📍 Collectible Arts: 106,881 Households with expressed interest

📍 Home Improvement: 183,350

📍 Gardening: 190,857

📍 Health & Fitness: 573,255

📍 Domestic Travel: 969,134

📍 Foreign Travel: 344,162

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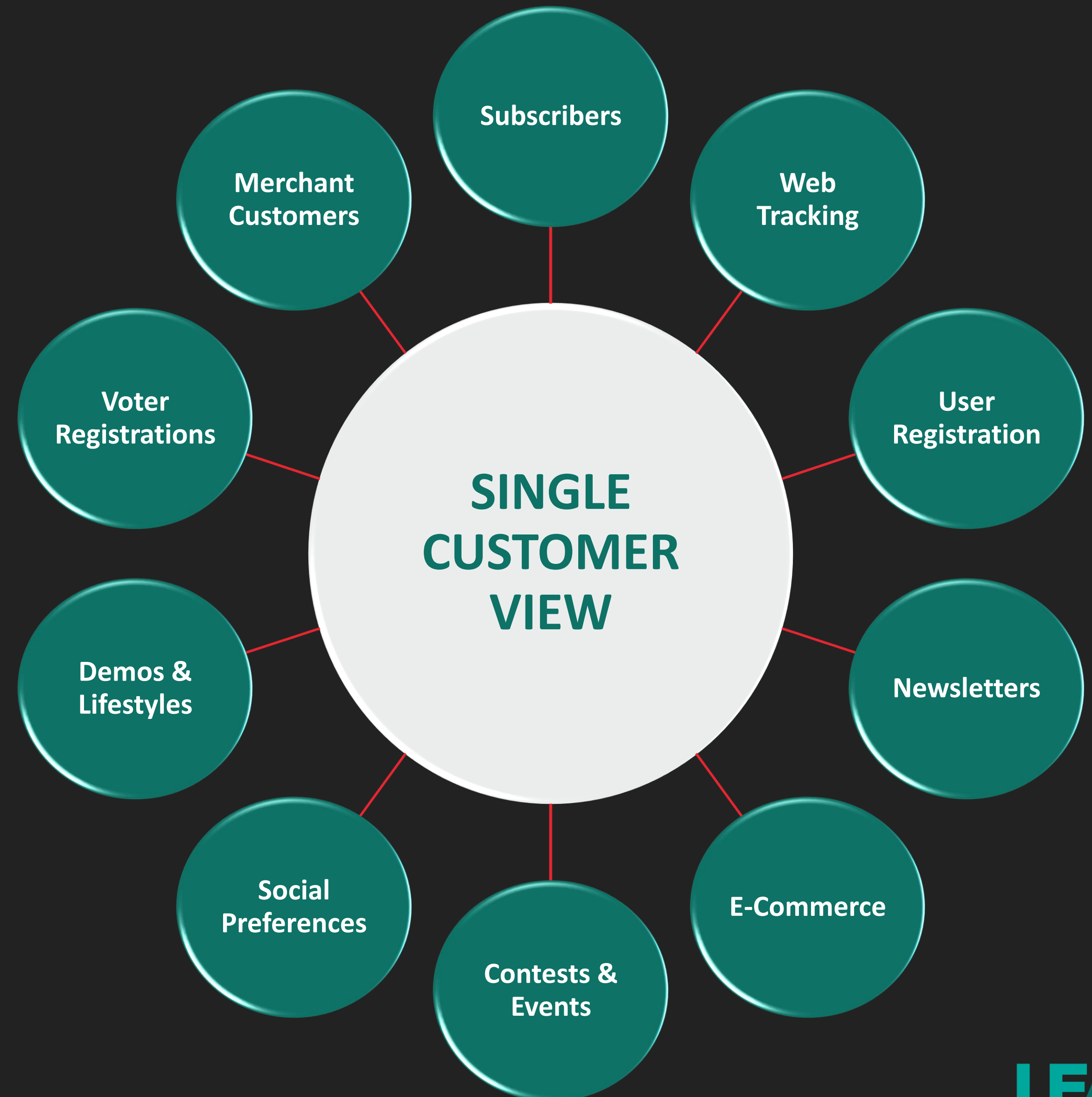
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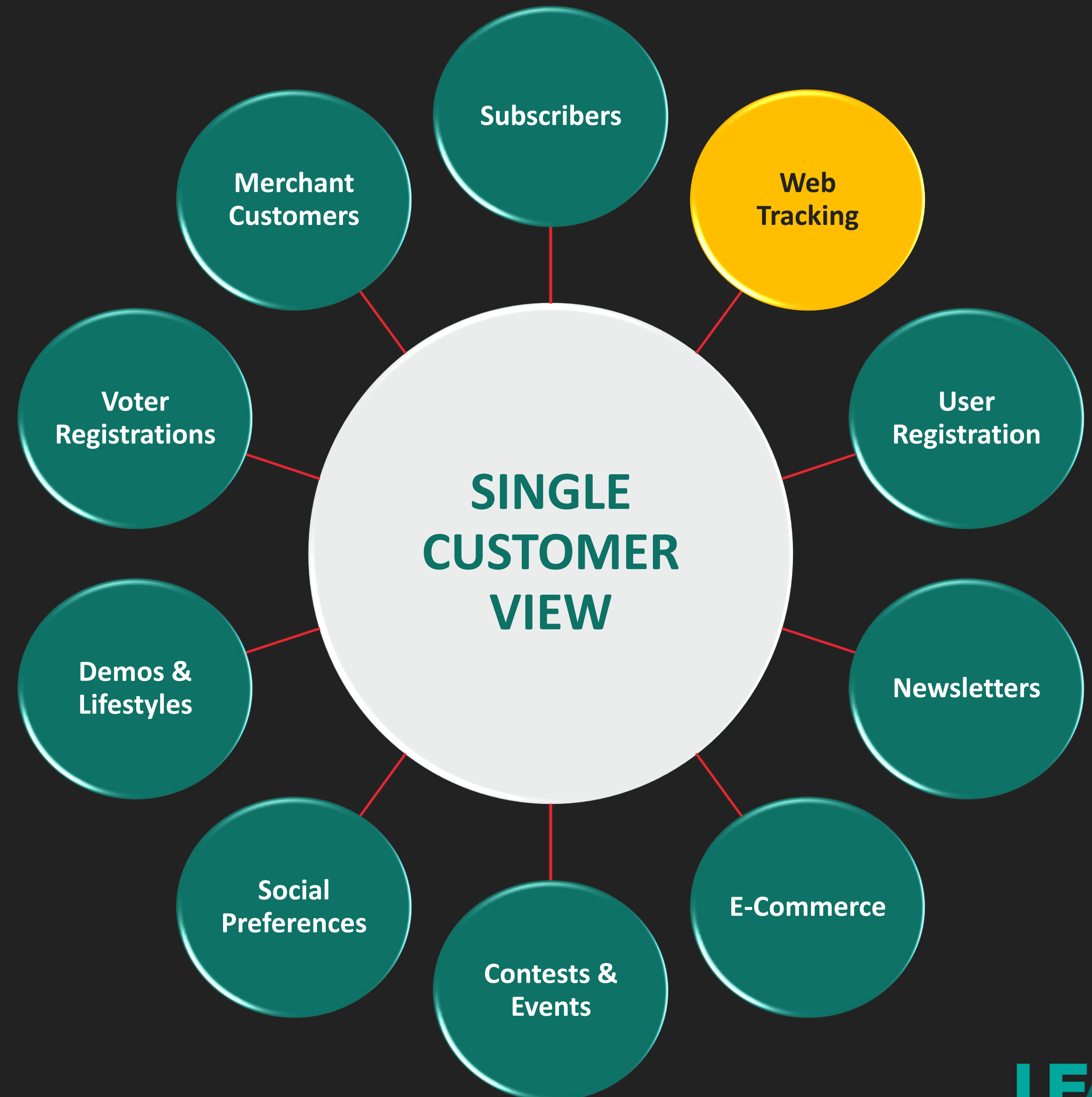
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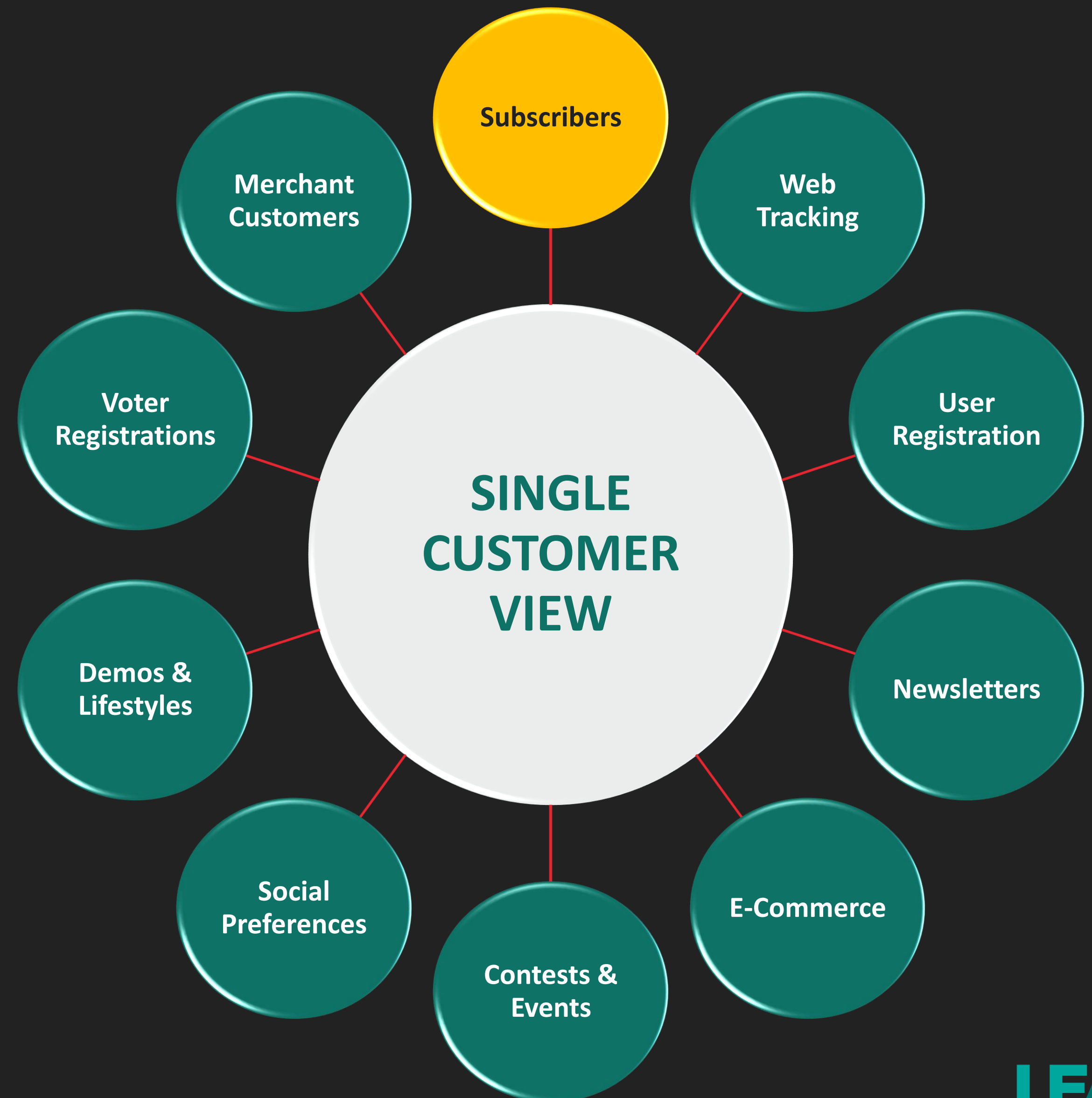
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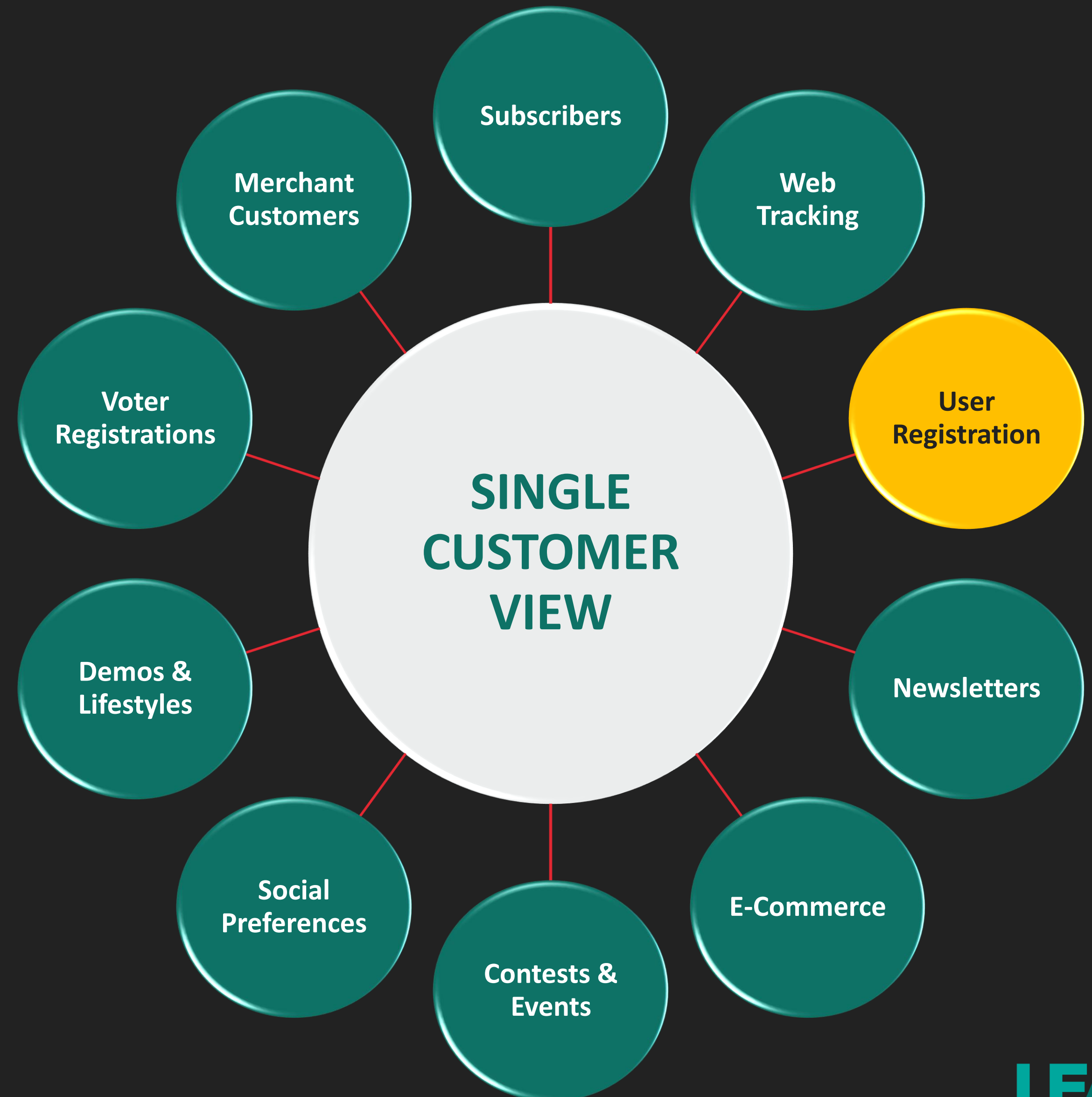
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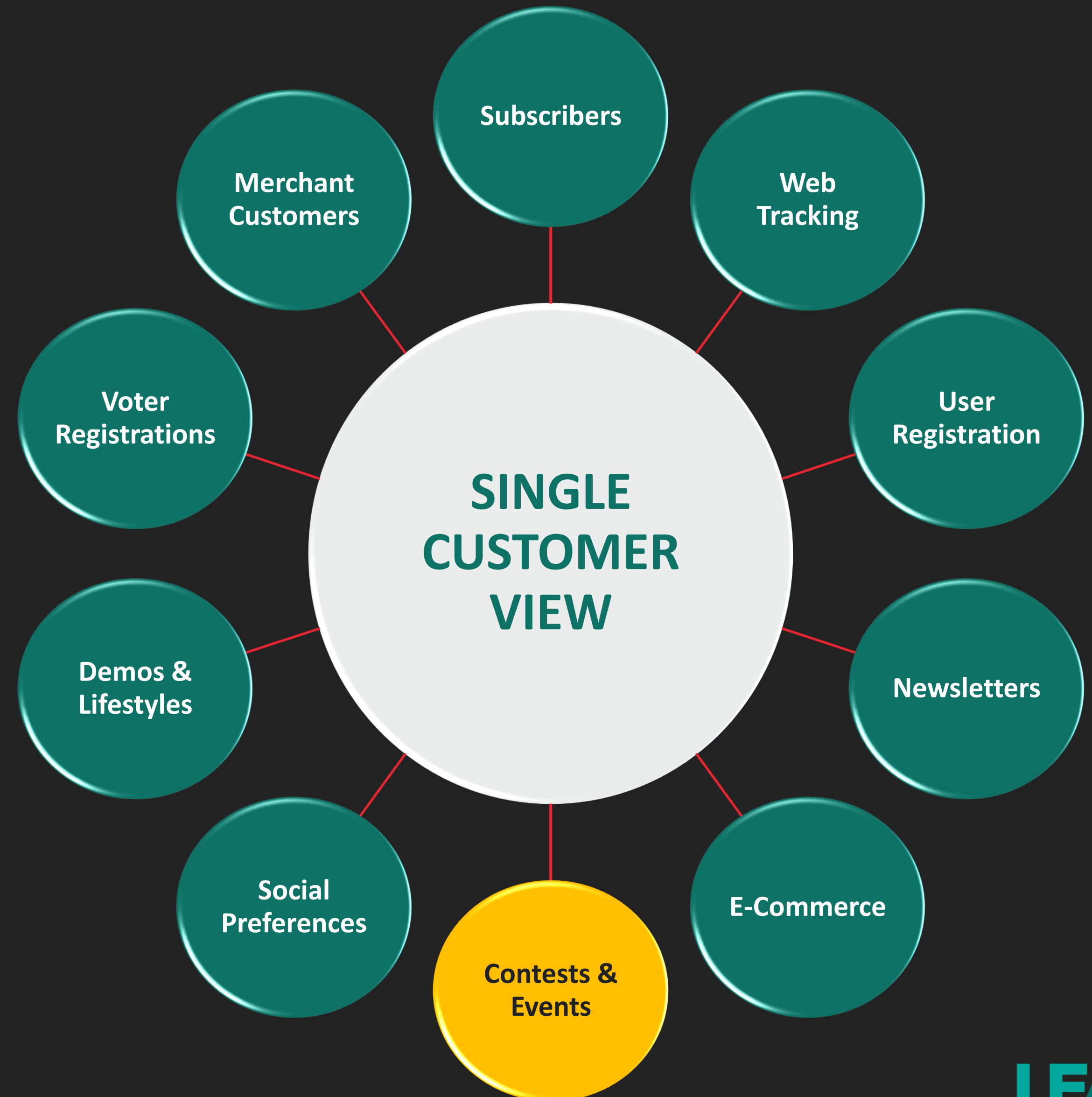
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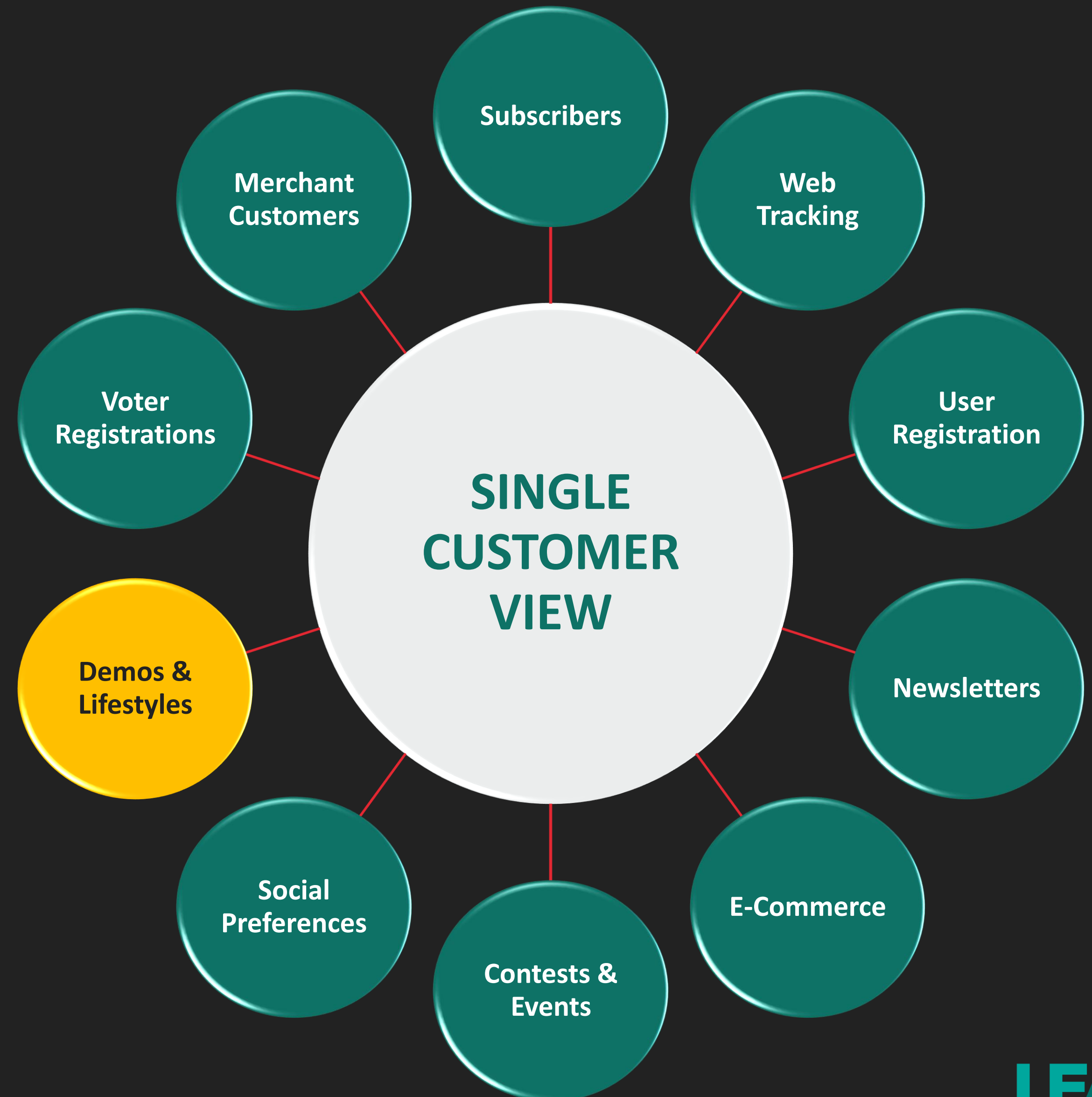
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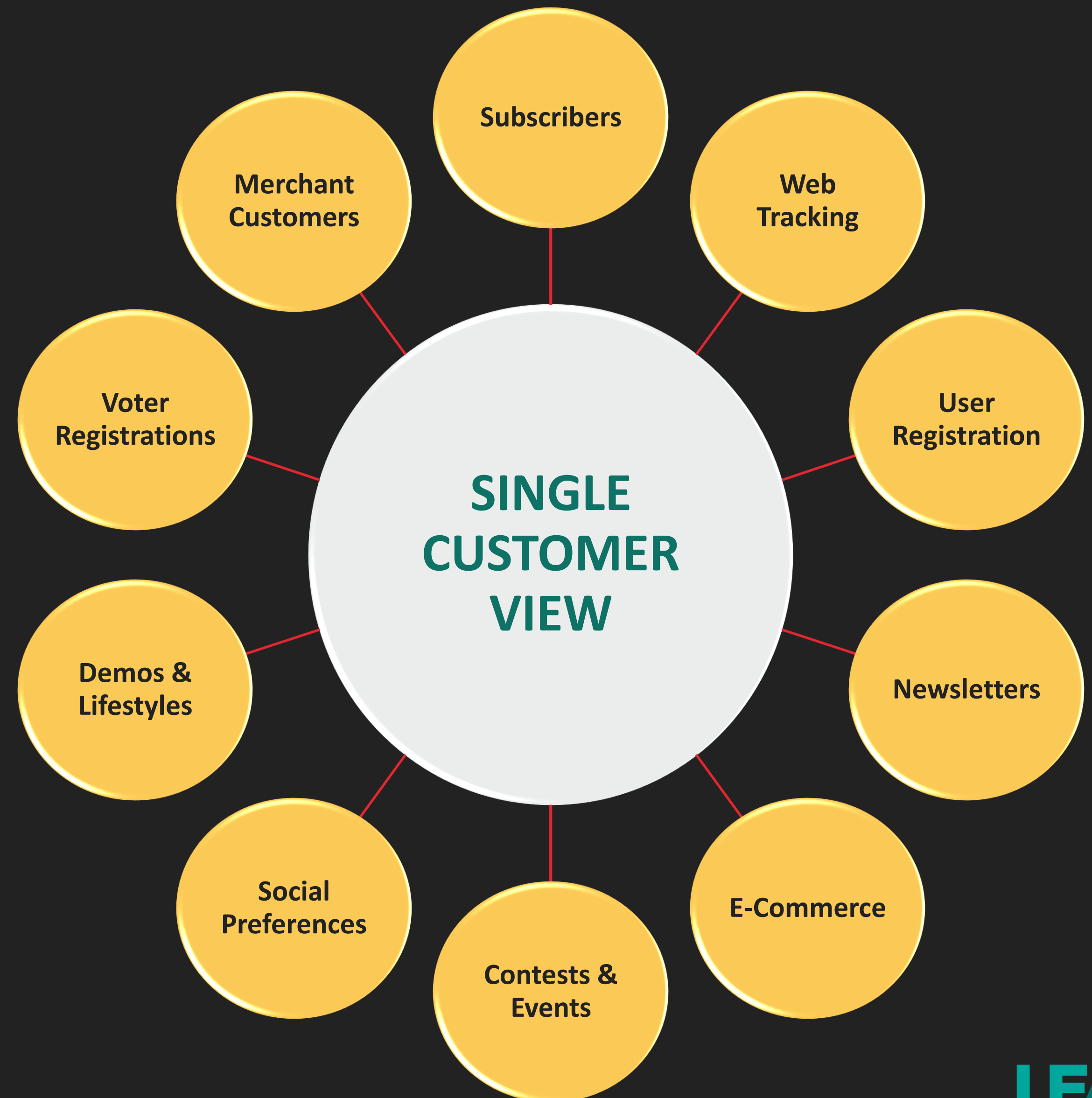
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WHAT DO WE KNOW ABOUT TRAVELERS?

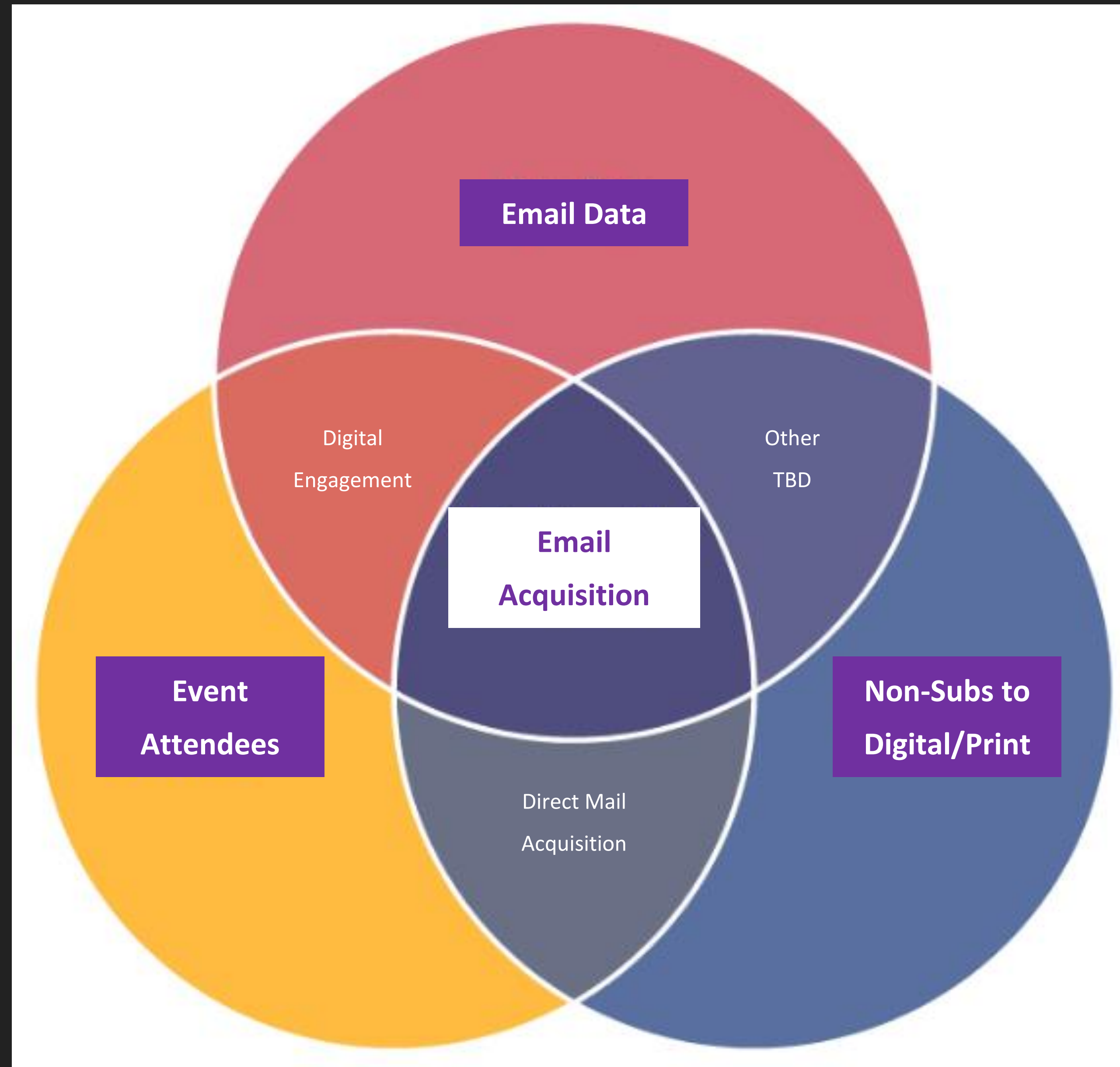
- ❑ Boating Interest: 23%
- ❑ Camping Interest: 40%
- ❑ Casino Gambling Interest: 24%
- ❑ Contest/Sweepstakes Interest: 50%
- ❑ Fishing Interest: 43%
- ❑ Golf Interest: 48%
- ❑ Hunting Interest: 52%
- ❑ Photography Interest: 26%
- ❑ RV Interest: 49%
- ❑ Snow Skiing Interest: 17%

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THANK YOU

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