

## TOURISM

# Turn Inspiration Into Bookings: Reach Travel-Ready Audiences.



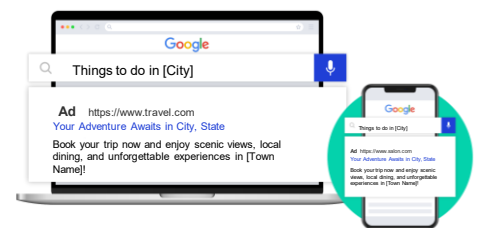
## Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



## Activation Opportunities

- **Drive awareness with CTV, Digital Out-Of-Home, and Digital Display** with target audiences within key markets where you're most likely to acquire new visitors, or trying to increase awareness.
- **Shared Mail** inserts can cost-efficiently increase trip consideration by highlighting seasonal packages, event calendars, maps/itineraries, and local "must-do" experiences.
- Use **Paid Social** to reach travel-intenders, niche segments (families, couples, outdoor enthusiasts), and build look-alike audiences from past visitors.
- Use **Search Engine Marketing** to capture high-intent queries like "weekend getaway near me," then convert later with **Display Ad Keyword Retargeting** and dynamic creative that mirrors the traveler's search interests.



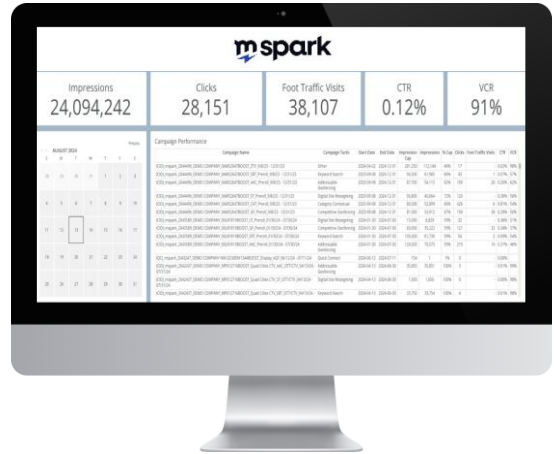
Let's Ignite Results for Your Business.



# Actionable Results.



**Our campaign reporting brings your strategic story to life.**



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



## ABOUT US:

**Mspark** is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

### 135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

### 30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

### 38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

### 3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

## Ready to Explore? Let's Get Started Today.

[mspark.com](http://mspark.com)

