

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

TOURISM: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



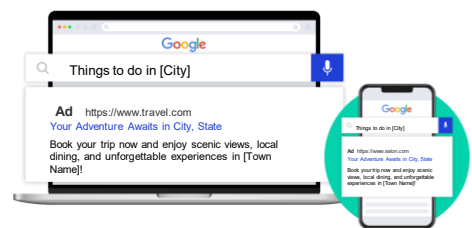
## Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media strategies that reach the right customers at the right time.



## Activation Opportunities:

- **Drive awareness with CTV, Digital Display, and Digital Out-Of-Home** with target audiences within the radius you're most likely to acquire new visitors.
- **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 and niche segments (families, couples, outdoor enthusiasts), 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 with **display ad keyword retargeting**.



Let's Discuss the Audiences That Drive Your Results.

Get started today at [mspark.com/contact](https://mspark.com/contact)

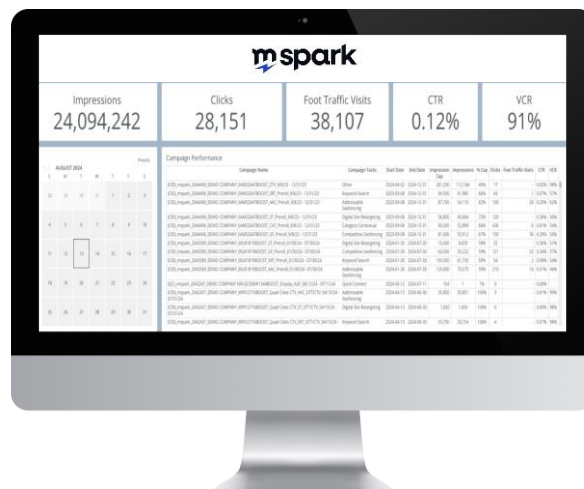


# Actionable Results.



**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.



## ONGOING DATA INTELLIGENCE



Analysis



Profile Recommendation



Campaign Execution



Post-Campaign Evaluation



Profile Optimization

## ABOUT US:

**Mspark** is a results-driven media company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

### 38 years

Founded in 1988, we've spent 38 years building audiences and customer relationships.

### 30,000+

Audience data points for use in reaching and creating target audiences for your campaigns.

### 135M

Targeted reach across 135 million households through our digital and mailbox solutions.

### 3,000+

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

**MSPARK.COM**

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

