



# TRAVELYTICS<sup>SM</sup>

## ANALYTICS TO DISCOVER, ACQUIRE, AND RETAIN YOUR TRAVEL CUSTOMERS

Faced with today's unique challenges, conventional marketing methods simply aren't powerful enough. With the mind-numbing amount of solicitations travelers receive daily combined with the increase in advertising fragmentation, **a better, faster, more cost-effective way to predict the buying and behavior patterns of your travelers is critical.**

To survive, you need tools that allow you to **transform the anonymous masses of travelers into the individuals they are.** To thrive, you need to **communicate with those prospective travelers as individuals, while measuring and tracking your marketing investments to maximize your ROI.**

A crystal clear picture of who your visitors are, why they visit, how and when to reach them will help you gain true marketing intelligence in our fast-paced, dynamic world. Ruf's extensive traveler data combined with our marketing analytics helps you:

- Discover your visitors' behaviors and preferences.
- Reach visitors with personalized communications.
- Acquire new visitors with superior marketing intelligence.
- Grow relationships through one-to-one marketing.

**TRAVELYTICS<sup>SM</sup>**, our comprehensive marketing solution for the travel industry, helps tourism organizations integrate vast arrays of data and transform that data into intelligence —

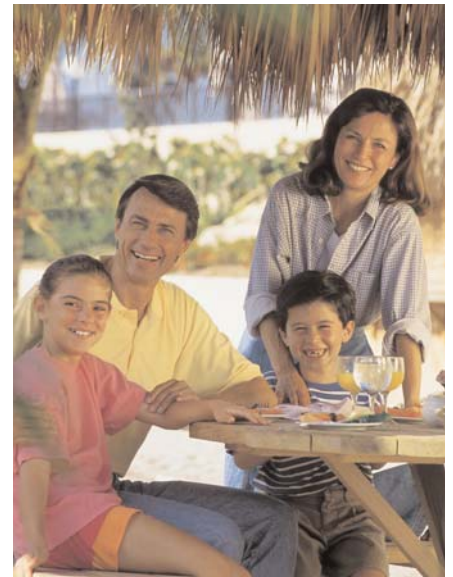
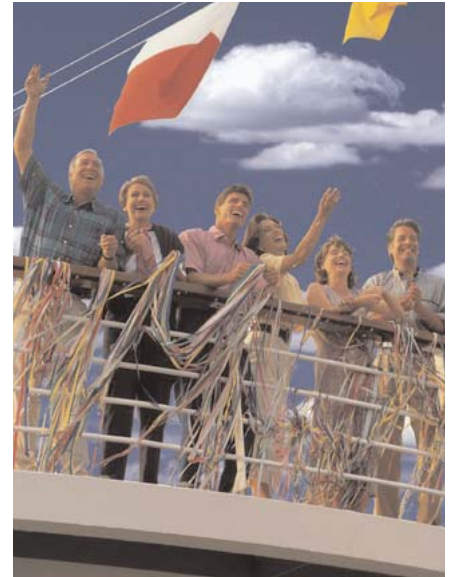
**Intelligence that helps maximize marketing profitability.**

# ANALYTICS

Ruf's analysis of your current traveler data provides the first step in developing a marketing goldmine for your organization. With this analysis you will be able to understand and gain a deeper insight into all your traveler segments by hundreds of demographic and psychographic traits. This allows marketers to communicate more effectively with each unique traveler segment. The power of this segmentation truly maximizes marketing profitability by enabling you with the ability to focus on your top prospects. You will gain the knowledge of:

- ▶ **Who** your travelers are by demographic and psychographic traits, and how to market to them as individuals.
- ▶ **What** media they prefer to read, listen, or watch.
- ▶ **When** and where your prospects are likely to travel and how they are likely to spend their money.
- ▶ **Where** you can find others just like your "best" prospects from our database of over 123 million households.

Not only will you gain a crystal clear picture of your current travelers, you be able to acquire your prospects more effectively by knowing their travel interests, such as shopping, golf, spas, resorts, wilderness adventures, European cruises, dining, nightlife and many others. Combine this with our proprietary media preference information and you'll truly have the ability to personalize your marketing communications.



## TRAVEL TARGETS<sup>SM</sup>

You can't afford to spend precious marketing dollars soliciting people who have no interest in your offer. In order to make the most of every marketing dollar, direct marketing needs to be accurately focused. TRAVEL TARGET lists provide a powerful solution and when combined with Ruf's *analytics*, they provide the most highly targeted solution available today.

### ► Lifestyle Selects

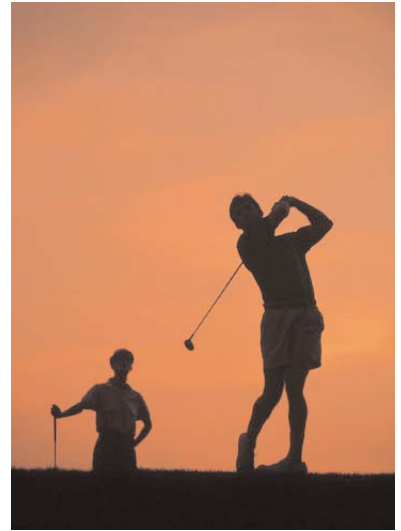
Travelers grouped into hundreds of travel lifestyle categories based on their high likelihood for a behavior. Select individual lifestyles or combine two or more for increased power.

### ► Customer-Cloned Selects

Highly targeted lists based on Ruf's analysis and a model of your most profitable travelers. Using sophisticated modeling techniques, these prospect lists are scientifically based on the unique characteristics and attributes of your travelers. When combined with other demographic selects, you can pinpoint your best travel prospects.

### ► List Enhancements

Append demographics, psychographics or, after performing a custom analysis, a cluster score. Then you can segment your database by age, income, presence of children, or any other characteristic that may be pertinent to your destination.



## NAVIGATOR<sup>SM</sup>

Ruf's CRM solution, NAVIGATOR, empowers you with immediate access to an integrated marketing database and the pulse of your marketing organization through an online dashboard. Campaign management, forecasting trends, media analysis, isolating patterns, and effective data mining capabilities will enable you to make timely, results-oriented decisions for effective marketing and successful traveler relationships. This online relationship management solution will empower you to:

► **Improve accountability** of all marketing campaigns and resources.

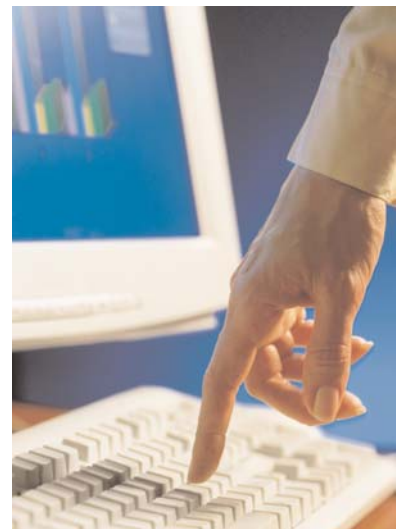
► **Integrate** all marketing data into one relational database system.

► **Measure** what ads are generating responses.

► **Gain insight** into the behaviors and lifestyles of your customers.

► **Adapt to changes** in the marketplace with improved timeliness of strategic information.

► **Reduce costs** and requirements associated with an IT infrastructure.



## THE BEST DATA PRODUCES THE BEST INTELLIGENCE



When it comes to understanding and predicting consumer behavior, the better the input data, the better the output. Ruf has formed relationships with the top data compilers and marketing services companies to bring you the most powerful solutions available in the market today. When all this data is combined, it gives you the freshest, most accurate and complete view available of your travelers and their preferences.

## PROVEN EXPERTISE IN DATABASE MARKETING

Ruf Strategic Solutions delivers a full suite of tourism-industry intelligence solutions to help organizations acquire new travel customers, retain existing travel customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions helps organizations maximize the return on their marketing investment through superior travel intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools, and over 30 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf currently services many market leaders in the tourism industry, including countries, state tourism departments, CVB's, timeshares, cruise lines, international destinations, resorts, and airlines.



*“Ruf’s intelligent database clustering and segmentation systems, together with their decision support tools, utilize the comprehensive demographic, geographic and psychographic databank to provide the widest array and most accurate target marketing services in the industry.”*

- Martin Baier, “father of ZIP Code Marketing” and member of the Direct Marketing Hall of Fame

*“This product revolutionizes the way information is utilized ... There is nothing else like it in the market today.”*

- Dr. David Edgell, former undersecretary, U.S. Commerce Dept. for Travel & Tourism, and former tourism commissioner, U.S. Virgin Islands



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