

DTN

# Managed Digital Advertising Programs for DMOs

More than 150 global Destination Marketing Organizations (DMOs) rely on Simpleview's Destination Travel Network (DTN) for managed online advertising programs. We help their local businesses, members, or partners reach more prospective visitors and receive more referrals, through relevant and tasteful digital advertising opportunities and sponsored content packages on their destination websites.

We put the right ads in front of the **right audience**.



**Creating awareness for your area business**



**Converting your site visitors into customers**



**Delivering revenue for your organization**

## Putting your website to work makes cents dollars.

Your destination website could be doing more for your DMO, your destination, and your local businesses and attractions. It already sparks interest and inspires travel, but what if it could generate additional revenue, too?

**That's where DTN comes in.**

### We do the work

Fully managed by DTN ...We also know how busy you are. We can manage every step of acquiring advertising from relevant tourism partners—from introducing DTN and announcing your online ad program to them, to sales calls and contracts, to maintaining a positive ongoing relationship that demonstrates their results and offers upsell opportunities. All you have to do is collect your revenue check.



### or in collaboration ...

If you already have a dedicated online advertising sales team, we can work together to sell space on your DMO website. Your team will benefit from leveraging DTN's ad-serving platform, operations support, accounting/billing, and Reporting Portal.



# The recipe for **revenue generation.**

## **An Interested Audience**

Your DMO's destination website has a valuable, targeted, and high-intent audience that local businesses want to connect with. Leisure travelers. Meeting planners. Conference attendees. While a website listing is one option for introducing this audience to local restaurants and attractions, DTN helps these businesses expand their reach through sponsored content opportunities.

## **Relevant Sponsored Content**

Pertinent sponsored content is presented in a tasteful, unobtrusive way that harmonizes with your destination website design and makes sense with your visitors' interests. Your DMO controls who can advertise on the site and what types of placements are offered. We work together with you to create a program tailored to your DMO and your website, including establishing appropriate ad sizes, placement, and pricing.



## **DTN Technology and Advertising Expertise**

DTN offers the technology and manpower for your DMO to have the most effective digital co-op advertising program possible ... without cost or staff resources required on your part. With our fully-managed option, we handle ad sales, asset gathering, implementation, billing, and on-demand reporting. We make certain that all ad placements are audience-focused and aesthetically pleasing, seamlessly blended into the site design and brand, to ensure visitor interest and a high click-thru rate. You can track progress through a convenient online portal.

As a division of Simpleview, DTN knows DMOs. Our team is well-versed in the travel and tourism industry, and knows how to communicate the value of the advertising program to partners. We understand the importance of exceptional customer service and maintaining strong DMO/partner relationships. Your partners will see our team as a comfortable extension of your DMO.

## The **results:**

A new revenue and investment stream for DMOs:

**In 2017, DTN sent more than \$2 million to DMO clients!**

Increased awareness/referrals and business for area tourism members/partners:

**DTN advertisers frequently report the DMO's website becomes their #1 referring website due to the advertising opportunities.**

More relevant content for site visitors and increased conversion of site visitors to action-takers:

**Help travel planners navigate the local landscape through sponsored content from where to dine to what to do and where to stay.**

## **Q:** How can DTN services be free?

**A:** DTN services are free and risk-free because we utilize a shared revenue (co-op) system, benefiting you while compensating our advertising experts for their work and insights. There is no additional cost to you, the DMO, for DTN's services.

## **Q:** Is DTN only available to Simpleview clients?

**A:** No. While we are a division of Simpleview, you don't have to have the Simpleview CMS to work with DTN.

For more information, contact **Tyler Bailey** at [tyler.bailey@destinationtravelnetwork.com](mailto:tyler.bailey@destinationtravelnetwork.com)

