

Ada Travel

A MOST
INTEGRATED & CONVERGENT
TOURISM MARKETING
PLATFORM



THE INNOVATOR DILEMMA

Ciò che ti ha portato fin qui
non ti porterà oltre.

(Clayton Christensen)



1994

FIRST ONLINE BANNER





Basta con le **interruzioni** nella vita delle persone.

PERMISSION-MARKETING

Le persone devono poter iniziare la discussione.

(Seth Godin 1999)





CONTENT IS KING

EXPERIENCE IS THE QUEEN

Experience, non semplici campagne!

Create esperienze interattive basate su **contenuti utili e rilevanti**, realizzando la **convergenza** tra Mobile, Social e Artificial Intelligence.





LO SMARTPHONE

E il **secondo mezzo** più utilizzato per trovare informazioni sul viaggio da acquistare.



65%

compara i prezzi



54%

cerca informazioni
sulla destinazione



52%

cerca informazioni
sul viaggio



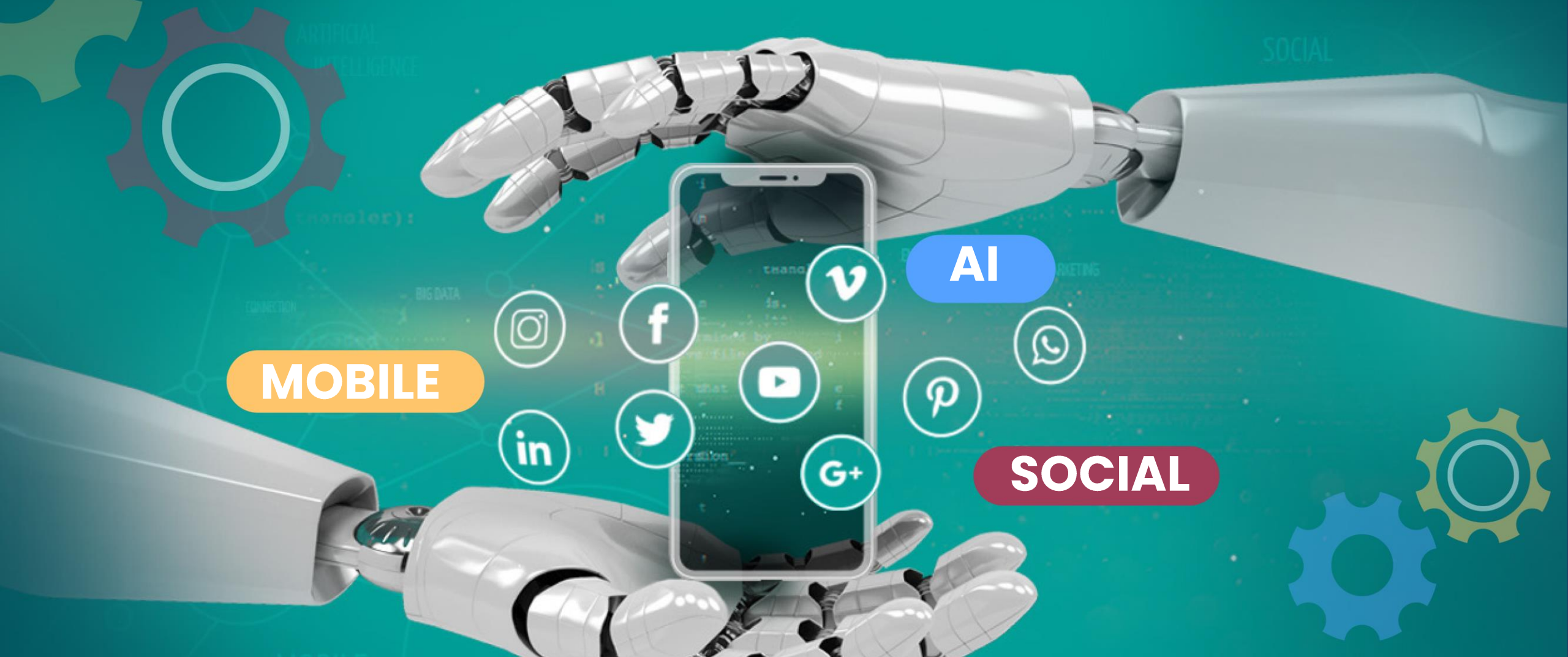
38%

legge opinioni su
forum e blog

1 su 3

ha scelto di acquistare
un viaggio diverso dopo
l'utilizzo dello
smartphone

MONDI CHE CONVERGONO



Marketing Technology Landscape

August 2011



2011: 150 solutions

2018

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



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2018: + di 7000 solutions

A **tourism** marketing scenario is a **crowded and fragmented** place

GESTIONALI



OTA & RECENSIONI



LEAD SCORING



AUTOMATION



BENCHMARK



CHATBOT



COUPON



SOCIAL



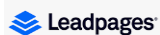
MOVIETELLING



MAIL



LANDING



STORYTELLING



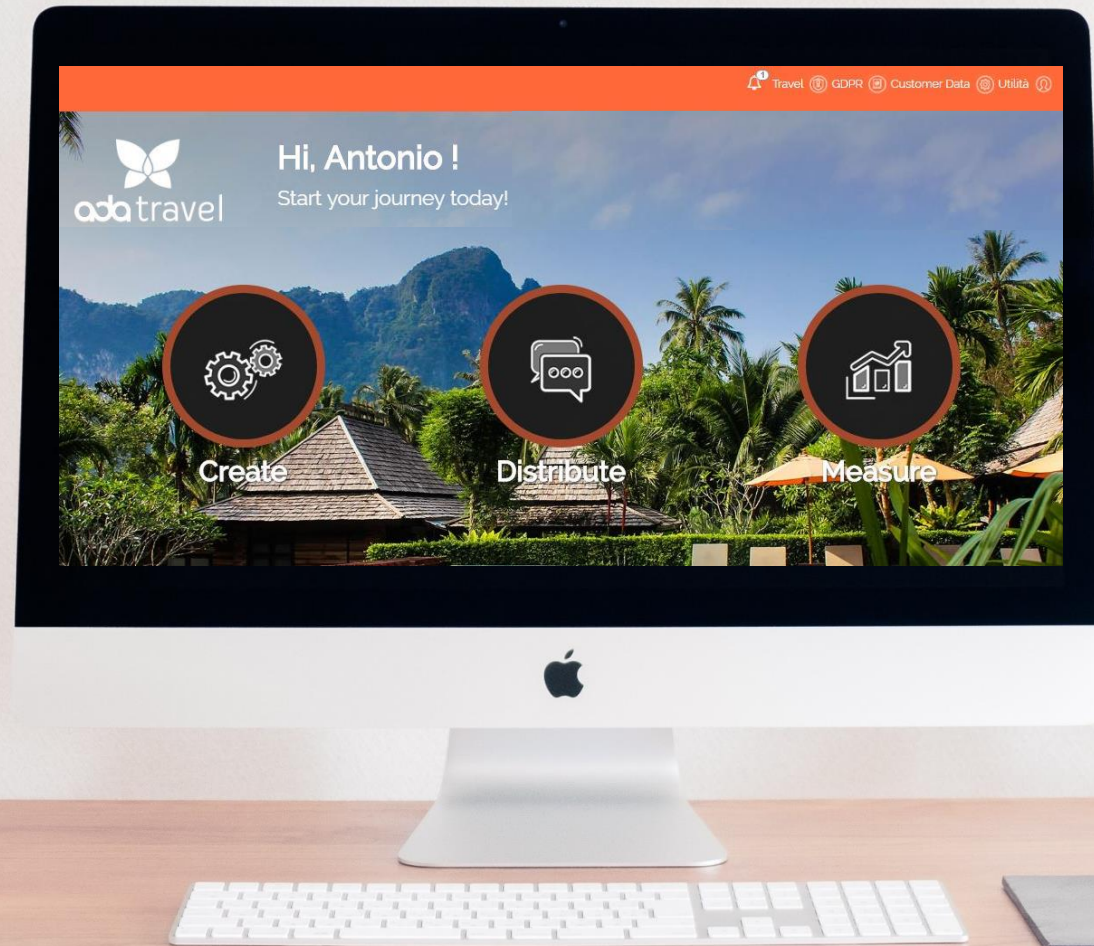
Tech Tool Fatigue Syndorme: **#TTFS**

- An **infinite number** of tools
- Too many **passwords** to remember
- New functionalities **to test**

«all-in-one» platform, con le migliori soluzioni, facile da usare.

Generation, Nurturing, Management

Affianchiamo brands e marketers nel creare e mantenere, via Mobile, **relazioni proficue e continuative**, tra marche e persone.





IL TRAVEL CUSTOMER JOURNEY E' MOBILE

IL MOBILE MARKETING ALLA PORTATA DI TUTTI



GESTISCI

Organizza e monitora la tua attività con gestionali, Rate checker, booking engine e channel manger.



DISTRIBUISCI

In tempo reale, su più canali: SMS Tracking, Email, Web, Social Media, WiFi, Google AdWords, Facebook Ads.



CREA

Crea in maniera semplice tutti i tool necessari alla comunicazione del tuo brand.



MISURA

I principali KPIs: pagine visualizzate, visitatori unici, clicks su CTAs, Geolocalizzazione.

Comprehensive Solutions



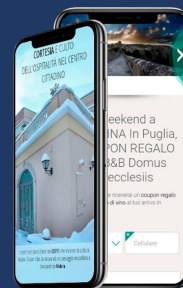
Social Content
Engage your audience on Social Media



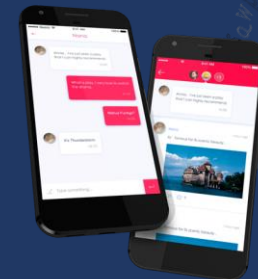
Landing Page Suite
A complete suite of Landing Page with CTAs



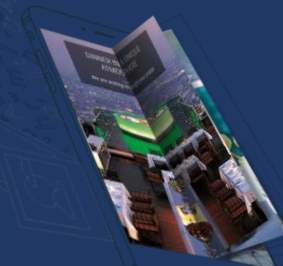
MovieTelling
Vertical videos that convert



UpperMail
A mobile friendly email

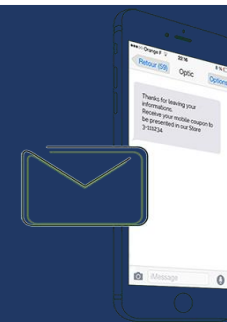


Chatbot
Conversations that create Engagement



StoryTelling
A new story to tell

Omnichannel Solutions



Comprehensive Analytics



Lead Scoring:

Informazioni di valore sui tuoi clienti.
Organizzare e interpretare, in tempo reale, i dati dei tuoi clienti è davvero semplice con Ada Travel.





Delete

Call

SMS

E-mail

Video

Download

Map

By sending I consent to processing of data
[Privacy](#)

Save

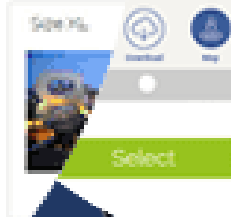
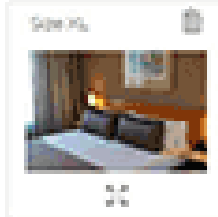
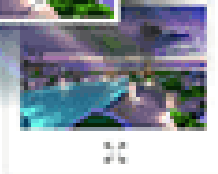
Contents Design Actions

Images

This template supports a single image or a slider of images. To add images, drag one or more images in the dedicated area. The appearance of the images will be the one of dragging.



Choose a size



Select

You are in CREATE

- Create Landing Page ▾
- Promotion Landing
- Landing Lead

Landing Promotion PRO

Landing Promotion PRO 2



Lorem ipsum dolor sit amet



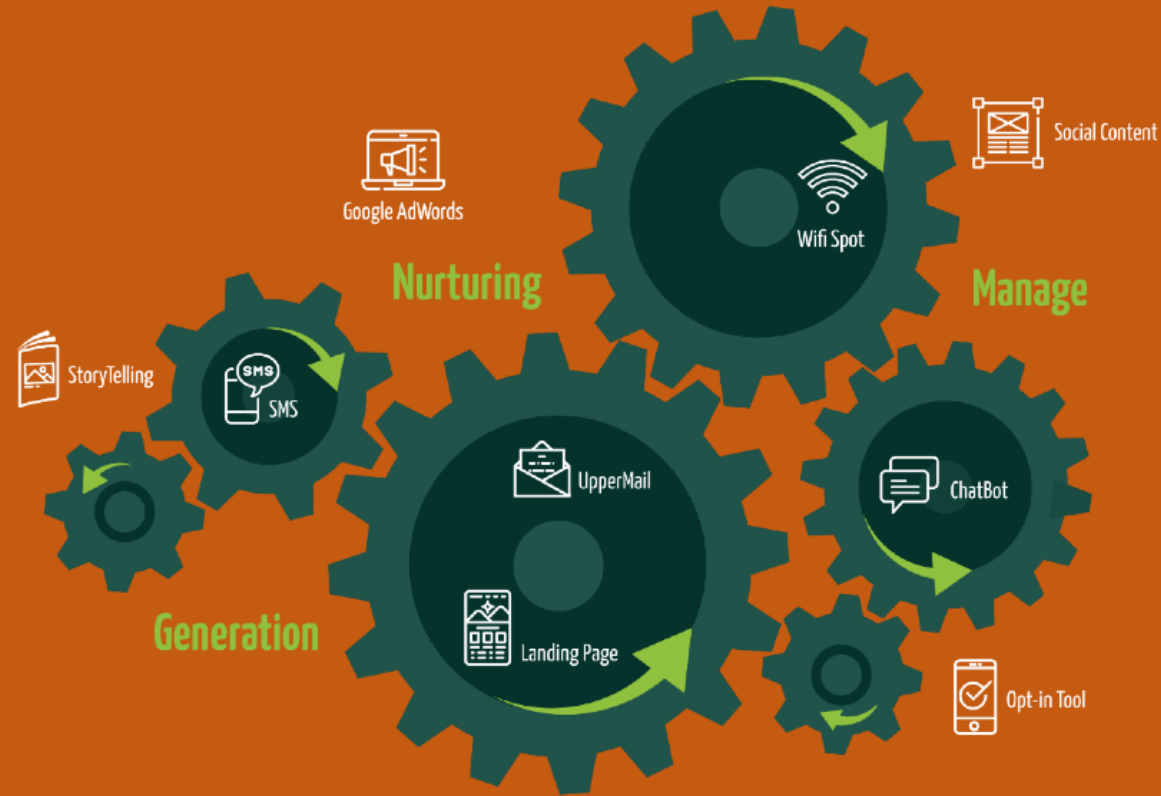
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Da sconosciuti a **Brand Ambassador**

Come costruire **relazioni** profittevoli e durature con i clienti

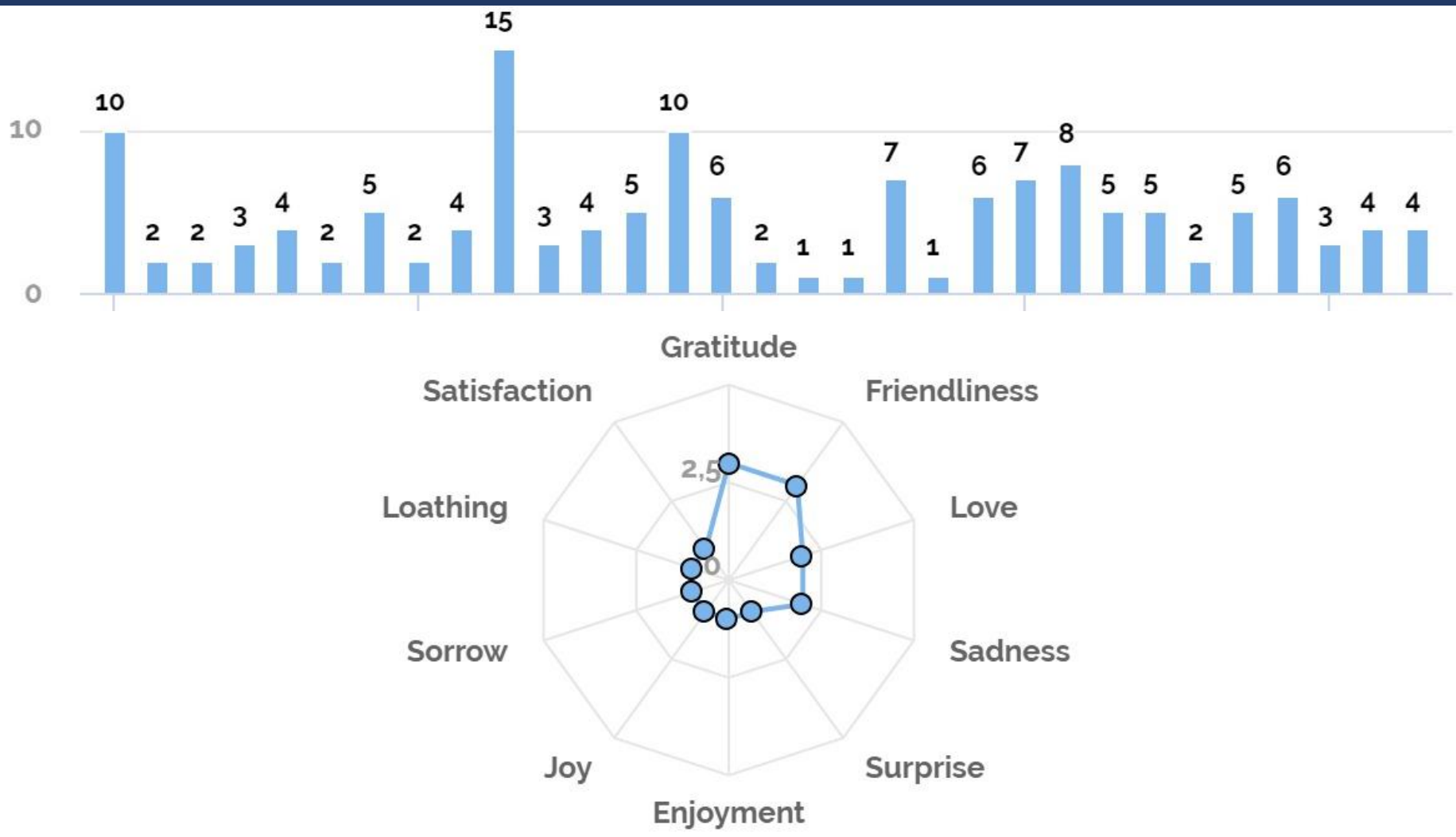


Sconosciuto



Ambassador

Perché la tua **reputazione** è il tuo investimento più importante





Marco Landi: Ex President Apple, President Atlantis Venture



Alba Pappalardi: 10 years in ICT sector



Antonio Prota: President Ada Travel, 25 years in Tourism



Davide Stucci: Business development, 15 years in sales.



Flavio R. Albano: Managing director, 15 years in Tourism



Danilo Esposito: Business development, 15 years in sales.



Francesco Barnaba: Business development, 15 years in sales.

TEAM



What gets measured gets managed...(Peter Druker)

THANK YOU....

