taCONNECT
Travel Trade Data Intelligence & Sales Solutions

Solutions & Pricing

taCONNECT, a division of Travel Relations LLC, offers a suite of solutions that are scalable in price, efficient and performance-based. The solutions below are all optional.

Database Cleansing: "THE SCRUB"

Data Cleansing is a service that organizes, validates and cleanses Travel Agent databases for U.S. and Canadian markets.

Initial Cleanse Rate: $500 (1x cost) This includes up to 5 excel files/worksheets. Any file/worksheet over 5 is **$50** per file/worksheet.

Profile / Data Enhancements

Data Enhancements provide a contact match analysis against the **taNETWORK**. For the matching contacts, we provide validated and enhanced data to their profiles to include 30 key sales & marketing data points on who they are and what they specialize in selling.

Historical Profile Enhancements: $1.00 per profile enhancement
On average, we match up 30-50% of client contacts with profiles in the **taNETWORK**.
Based on volume at time of Cleanse, the cost per profile Enhancement will go down.

Lead Generation

We offer guaranteed **ROI** on growing our partners' Travel Agent databases and can even **TARGET** their preferred agent type!

We offer two Lead Generation methods: **BROAD-BASED** and **DIRECT RECRUITMENT**

BROAD-BASED LEADS: Includes product / brand marketing to over 75,000 N.A. Travel Agents.
Partner must provide a monthly FAM or special offer valued at $250 for promotion on taREWARDS.com to drive leads.

1. **Pay-Per-Lead:** New Travel Agent **LEAD** with all 30 data points: **$2 - $4 per lead**
(Partner has the option to "cap" the number of NEW LEADS per month. Rate is calculated off monthly "cap" volume)

- **1,000 plus NEW agents = $2 per lead**
- **900 NEW agents = $2.20 per lead**
- **800 NEW agents = $2.40 per lead**
- **700 NEW agents = $2.60 per lead**
- **600 NEW agents = $2.80 per lead**
- **500 NEW agents = $3 per lead**
- **400 NEW agents = $3.20 per lead**
- **300 NEW agents = $3.40 per lead**
- **200 NEW agents = $3.60 per lead**
- **100 NEW agents = $4 per lead**

2. **All-Inclusive:**

- ✓ UNLIMITED NEW LEADS for active & interested Travel Agents to your database
- ✓ UNLIMITED UPDATES & ENHANCEMENTS to your current Travel Agent contact data (must be in-network to receive unlimited ENHANCEMENTS)
- ✓ Monthly Subscription to taCONNECT TARM for UNLIMITED users
- ✓ UNLIMITED WEBINARS for 1 user license

All-Inclusive Monthly Rates
- **12 Month Commitment: $2,125 per month**
- **6 Month Commitment: $2,525 per month**
- **3 Month Commitment: $2,725 per month**

DIRECT RECRUITMENT:

Pay-Per-Lead: New Travel Agent **LEAD** with all 30 data points: **$10 - $20 per lead**
Minimum 20 Leads. Filter by "Owner/Manager" or "Affiliation" runs at a premium of 1.5x per lead.
(Partner has the option to "cap" the number of leads and "target" the NEW LEADS per month. Rate is calculated off monthly "cap" volume)

- **1,000 plus NEW agents = $10 per lead**
- **900 NEW agents = $11 per lead**
- **800 NEW agents = $12 per lead**
- **700 NEW agents = $13 per lead**
- **600 NEW agents = $14 per lead**
- **500 NEW agents = $15 per lead**
- **400 NEW agents = $16 per lead**
- **300 NEW agents = $17 per lead**
- **200 NEW agents = $18 per lead**
- **100 NEW agents = $19 per lead**
- **Below 100 NEW agents = $20 per lead**

Email Marketing

taCONNECT owns the most current and enhanced Travel Agent database in the industry. Our engaged opt-in database of 80,000 + U.S. and Canadian Travel Agents is available for stand-alone email marketing. Our campaigns offer very high open and click-through rates!

Rate: **$30 CPM** (cost per thousand)
Minimum Spend: $400 (applicable for non-TARM partners)

taCONNECT TARM Subscriber Expanded Reach Rate: $0.03 per email ($30 Minimum)

Inquire with your sales representative on targeted audience numbers.

taCONNECT: Travel Agent Relationship Management (TARM)

We offer the only CRM that constantly monitors your Travel Agent contacts and delivers real-time, automated updates. The live connection to the **taNETWORK** provides unprecedented sales and marketing enhancements directly to their contact profiles with little to no effort from the sales team. (API feed optional).

taCONNECT TARM Monthly Subscription: $275/month (billed annually)

- Unlimited users (includes territorial assignments)
- **$0.25 per profile Update / Enhancement.** (must be in-network. $1 per profile for out-of-network) Any Updated / Enhanced profile that you generate via the TA "Update Profile" auto email is complimentary.
  (Average monthly update / enhancement % per list size in 2018 is 7-10%)
- Includes **10,000 Complimentary Email Transmissions per month**. Additional email transmissions can be purchased for $10 per 10,000.

taCONNECT TARM Support Packages

Individual Database Import: $10 per excel file/worksheet
On an individual basis, we can format your database and upload it to your taCONNECT account.

Ongoing Database Support: $125 per month (max 15 excel file/worksheet per month or up to 6 hours of support)
As you receive ongoing databases from Consortia, ARC/IATA/CLIA, Webinars, Trade Shows, etc., we can format the databases and upload them to your taCONNECT account.

Individual Email Support: $25 per email
On an individual basis, we can help you format and upload images and layout your creative properly in preparation for deployment to your Travel Agent database.

Ongoing Email Support: $200 per month (up to 10 hours of support)
We can help you format and upload images and layout your creative properly in preparation for deployment to your Travel Agent database.

Email HTML Creative: $125 per email (max 3 revisions)
On an individual basis, we can offer our Marketing Services to design a professional HTML email for deployment to your Travel Agent database (images and content to be supplied by client).

Newsletter HTML Creative: $400 per newsletter (max 3 revisions)
Based on required frequency, we can offer our Marketing Services to design a professional informative HTML newsletter for deployment to your Travel Agent database (images and content to be supplied by client. If content is needed, please inquire with your sales representative for custom rates).

On-Demand Webinars

taCONNECT TARM offers a turnkey on-demand webinar service. Hosting a webinar is incredibly easy. Sales & Marketing users on taCONNECT can dramatically improve business efficiencies and tell their story without limitations.

- HOST UNLIMITED WEBINARS – up to 200 attendees to each!
- Easily Search & Prospect your contacts, then send a turnkey webinar email invitation.
- Easily target contacts who never participated in one of your past webinar's, via 80,000+ Expanded Audience. New Attendees automatically added to your taCONNECT contact database.
- Easily record webinar's or use a recorded webinar for a perfect presentation.
- Easily conduct Polls, Q & A's, offer Collateral downloads, etc.
- ATTENDEE ANALYTICS: Automatically appended to each contact's profile after webinar (Registered, Attended, Polls answered, Questions asked, Collateral downloaded.)
- NO DOWNLOADING and IMPORTING

INVESTMENT: Programs are based on a dedicated client "channel".

- **$125 per month for 12 months** and includes 1 user access
- **$135 per month for 9 months** and includes 1 user access
- **$145 per month for 6 months** and includes 1 user access
- **$150 per month for 3 months** (or month to month) and includes 1 user access

ADDITIONAL USER ACCESS: Once we establish a client "channel" subscription by month, adding additional user access to do unlimited webinars is a flat $50 per user per month.

*Must be a taCONNECT subscriber

Webinar Support Packages

HTML Webinar Invite: $125 per creative
- Design of webinar HTML invite email. Partner simply supplies content and supporting images.

Individual Webinar Support: $250 per webinar
- Support representative will attend webinar 45 mins before start time and through end of webinar.
  - Help presenter/co-host enable microphone
  - Instruct on presenting
  - Manage attendee support issues by answering chat message
  - Start recording, end recording

Webinar Support Package: $1,000 per webinar
- Create webinar invite html (partner supplies assets)
- Conduct a trial webinar with the presenters and co-hosts to ensure the presentation is seamless.
- Monitor and recommend marketing strategies to partner contacts and Expanded Reach.
- Support representative will attend webinar 45 mins before start time and through end of webinar.
  - Help presenter/co-host enable microphone
  - Instruct on presenting
  - Manage attendee support issues by answering chat message
  - Start recording, end recording
- Support representative will send webinar data analytics

Webinar Complete Package: $5,000 per webinar

Partner develops and provides the presentation, video You Tube url's, polls and handout collateral. Partner provides the contact information for the presenters / co-hosts.

taCONNECT offers:

- Set up the webinar into partner's taCONNECT.
- Set up access for all presenters and co-hosts.
- Create webinar invite html (partner supplies assets)

- Deploy invite email to partner taCONNECT contacts. Resend 5 days after to contacts that did not open original. (email does not tap monthly email allotment)
- Expanded Reach (targeted by specialty available) invite email to obtain over 300 registered Agents (current and new contacts). Resend 5 days after to contacts that did not open original.
- Manage the registration process and send email reminders.
- Conduct up to 2 trial webinars with the presenters and co-hosts to ensure the presentation is seamless.
- Assign Support representative who will attend webinar 45 mins before start time and through end of webinar.
  - Upload presentation/s, video You Tube url's, polls and handout collateral.
  - Help presenter/co-host enable microphone
  - Instruct on presenting
  - Manage attendee support issues by answering chat message
  - Start recording, end recording
- Support representative will send webinar data analytics
- Create webinar follow up html email (partner supplies assets)
- Send follow up email to all attendees (and RSVP) after the webinar with a recap and link to view the webinar video and download handouts.

Moderator & Editorial: (this option can be added to any Webinar package)
James Shillinglaw, Editor-in-Chief of INSIDER TRAVEL REPORT, is available to moderate the webinar for an additional fee of $2,500 per webinar. Webinar recording and overview will be promoted in RESOURCES on InsiderTravelReport.com.

Tour Operator Network

- **12 Month Subscription:**
  - INCLUDES: Tour Operator automated list management.
    - Easily upload Tour Operator contacts. taCONNECT de-duplicates and consolidates all Tour Operator contact data to a unique listing.
    - Monthly Auto Recurring "Update Profile" email to contacts not Verified. Contact data verified in 6-month window, keeping list always current.
  - INCLUDES **LEAD GENERATION**: During verification process (occurs minimum every 6-months), each Tour Operator contact sees all the partners that DO NOT have them in their taCONNECT database. With one click, the Tour Operator contact can opt-into the partners' taCONNECT database. Real time results add the leads to each partner's dashboard in the NEW CONTACT section.
  - During verification, each Tour Operator contact can print a partner directory which lists each partner and the proper Tour Operator contact information.
  - INCLUDES: Tour Operator CRM and Calendar interface

- o INCLUDES: Tour Operator Email Marketing platform. Tracking opens, clicks on each email campaign. Also tracks open and clicks on each contact
- o OPTION: Integrated turnkey Webinar platform

INVESTMENT: $600/year

taCONNECT Forms

taCONNECT TARM offers the ability to gain additional insights on your contacts via **taCONNECT Forms**, a custom form functionality and automated data delivery service linked to your taCONNECT database.

- Collect deeper data intelligence on your contacts.

- Improve agent engagement on your road shows, events, campaigns, registration forms and data collection.

INVESTMENT: $50 per month per campaign (Inquire with your sales representative on other custom projects)

Road Show RSVP

- **taCONNECT EVENT FORM Campaign (per city)**
  - o Support with creating Event campaign in your taCONNECT TARM
  - o Develop Questions:
    - Ask up to 8 questions of your choice (30 additional taCONNECT data points supplied)
    - Each question can be made "required" if desired.
  - o Set RSVP confirmation web page message (text supplied by client)
    - Option to redirect to any Client url
  - o (Optional) Set RSVP auto-confirmation email (text supplied by client and can have a pdf attachment. Content and attachment are unique per event/city.)

- **EVENT MARKETING**
  - o **HTML Invite Creation** (per Event/City)
    - Client must supply images and text for html
    - 2x edit submissions (additional edit requests billed at $30 per request)
  - o Optional) Internal Email Marketing:
    - 1x Send of client event invitation to client's internal database on client's taCONNECT. Target in mile radius of event and other criteria if desired
    - 1x Resend after 5 days to non-openers

- o Expanded Reach Email Marketing:
  - ▪ 1x Send client event invitation to agents located up to a 60 mile radius of event. If target is too large, we can filter by sales specialty and many additional contact profile criteria
  - ▪ 1x Resend after 5 days to non-openers

- **EVENT DETAILS**
  - o Send Event Reminder Email 2 days before event to RSVP (text supplied by Client)
  - o Send excel file of RSVP contacts per city for client to check off "ATTENDED" upon arrival
    - ▪ Each RSVP contact includes data intelligence of the event questions asked and full 30+ agent profile data

- **EVENT FOLLOW UP**
  - o Client sends Event RSVP excel back where contact that Attended are marked
  - o We mark RSVP contacts that attended as ATTENDED in client taCONNECT database
  - o Thank you note sent after the event to all contacts who attended. (text supplied by client and can have a pdf attachment)

INVESTMENT: $600 per city ($500 if 5+)

Travel Agent Rewards Programs

Travel Relations has built a turnkey Travel Agent rewards program to measure and reward Travel Agent business. It's a completely automated solution that offers you the following benefits:

- Real-time analytics show by date range; confirmed bookings, room nights, sales volume, and more.
- Reported booking activity appended to each enrolled Agent contact profile.
- Automated rewards processing system is real-time.
- Rewards can be easily issued the same week as a reported booking...A huge boost in Agent engagement!
- REWARD Types: Consumer Leads, Cash, Points, Perks, etc.
- Discover each enrolled Travel Agent's primary booking method. (specific tour operator to platform)
- Marketing to over 100,000 U.S. / Canadian Travel Agents.

INVESTMENT: Varies from $25k-$45k based on partner needs