



CentraForce™
the power to growSM

Online Travel Agent Prospect Definition, Sizing & Validation



Summary

- Audience definition completed
 - 22 qualifications (based on more than 80 profiles)
- 546,000 low and 3,074,000 high agent acquisition potential
- Multiple/reachable growth opportunities already identified

Online Agent Audience qualifiers

1. *Active Agents
2. *Enrolled viral
3. *Enrolled from SEO/SEM
4. *Strong Book of Business
5. *Promo - Open & Click
6. *Enrollment incentives
7. *Partner program incentives
8. *Attend Webinars
9. Self employed
10. Entrepreneurial mindset
11. Current career aligned
12. Internet to improve self
13. Heavy online involved, including commerce
14. Responsive to emails
15. Responsive to banner ads
16. Responsive to SEM
17. People person/influencer
18. Heavy cruise spenders
19. Heavy foreign spenders
20. Heavy domestic spenders
21. Travel content enthusiasts
22. Online travel transactions

* = from your database



RESULTS: 13 segments qualified, 47 did not

	1	2	3	4	5	6	7	8	9	10	11
Description	ACTIVE AGENTS	ENROLLED VIRAL	ENROLLED FROM SEO/SEM	STRONG BOOK OF BUSINES	PROMO OPEN AND CLICK	ENROLLMENT INCENTIVES	PARTNER PROGRAM INCENTIVES	ATTEND IT WEBINARS	SELF EMPLOYED	ENTREPRENEURIAL MINDSET	CURRENT CAREER ALIGNED
A04 1 OF 13 THAT DID QUALIFY	+ 553%	+537%	+138%	+860%	+146%	AVERAGE	+140%	+358%	-40%	+144%	-18%
C02 1 OF 47 THAT DID NOT QUALIFY	-37%	-31%	+35%	-39%	-56%	AVERAGE	+14%	-42%	-52%	+16%	-58%

	12	13	14	15	16	17	18	19	20	21	22
Description	INTERNET TO IMPROVE SELF	HEAVY ONLINE INVOLVED AND COMMERCE	RESPONSIVE TO EMAILS	RESPONSIVE TO BANNER ADS	RESPONSIVE TO SPONSORED SEM	PEOPLE PERSON & INFLUENCER	HEAVY CRUISE SPENDERS	HEAVY DOMESTIC SPENDERS	HEAVY FOREIGN SPENDERS	TRAVEL CONTENT ENTHUSIASTS	ONLINE TRAVEL TRANSACTIONS
A04 1 OF 13 THAT DID QUALIFY	+118%	-38%	-78%	-64%	-54%	+28%	+81%	+18%	+59%	+36%	AVERAGE
C02 1 OF 47 THAT DID NOT QUALIFY	-17%	-53%	-53%	AVERAGE	AVERAGE	-25%	-54%	+14%	-28%	-67%	+17%



Final definition recommendation, scores & sizing

RECOMMENDED SEGMENTS	% ABOVE AVERAGE TO BECOME Online AGENT	SIZE, LOW SCALING- 16+ BOOKINGS, 30 DAYS	SIZE, HIGH SCALING – 6+ BOOKINGS, 30 DAYS
Agent Target Segment #1	+639%	49,893	209,730
Agent Target Segment #2	+664%	81,967	488,620
Agent Target Segment #3	+408%	57,994	297,795
Agent Target Segment #4	+345%	5,466	44,956
Agent Target Segment #5	+466%	19,717	186,285
Agent Target Segment #6	+262%	7,037	100,368
Agent Target Segment #7	+143%	10,097	55,329



Final definition recommendation, scores & sizing

RECOMMENDED SEGMENTS	% ABOVE AVERAGE TO BECOME Online AGENT	SIZE, LOW SCALING-16+ BOOKINGS, 30 DAYS	SIZE, HIGH SCALING – 6+ BOOKINGS, 30 DAYS
Agent Target Segment #8	+186%	133,257	1,066,941
Agent Target Segment #9	+175%	111,313	252,096
Agent Target Segment #10	+613%	0	86,277
Agent Target Segment #11	+236%	45,339	214,546
Agent Target Segment #12	+24%	10,585	49,332
Agent Target Segment #13	+184%	13,389	21,766
TOTAL	+270%	546,054	3,074,041

Audience Profiles (completed)

- Demographics
- Travel
- Leisure, activities, interests
- Psychographics
- Lifecycles
- Day in life
- Cable
- Grass roots
- Internet
- Internet advertising
- Magazine
- Out of home
- Radio
- Response Media (e.g., DM)
- Sponsorship
- TV
- Wireless



Picture that is emerging

- Well to do, world savvy business and technical professionals
- High income, highly educated (evenly split/male-female)
- Who already spend heavily on travel/vacations
 - Not just vacations, also tons of local leisure, sports, entertainment
- Looking to earn extra income on side
 - Subsidize heavy vacation/leisure spending
 - To feed their passion
 - Maybe even an exit plan

Growth Opportunity Example: Chief Financial Officers



- **HIGH PROPENSITY**

Online target Audience is 848% more likely than average to be a Chief Financial Officer

- **COST EFFICIENT**

333% more efficient than the average Online niche growth opportunity

- **DECENT VOLUME**

16,310 CFO's/potential agents

Annual revenue potential excluding set-up fee and before bookings:

\$1,761,480

- **REACHABLE**

Reachable, for example, through professional social media networks and other targeted tactics such as CFO home email addresses