

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

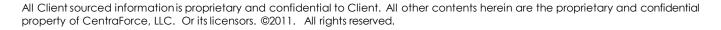


## Online Agent -Audience qualifiers

- 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

#### \* = from your database

- 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







## 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	BOOK OF	PROMO OPEN AND CLICK		PARTNER PROGRAM INCENTIVES	ATTEND IT WEBINARS	SELF EMPLOYED	ENTREPRENU ERIAL 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
	INTERNET TO IMPROVE	HEAVY ONLINE INVOLVED AND	RESPONSIV E TO	BANNER	RESPONSIVE TO SPONSORED	PEOPLE PERSON & INFLUENCE	HEAVY CRUISE	HEAVY DOMESTIC	HEAVY FOREIGN	TRAVEL CONTENT ENTHUSIAS	ONLINE TRAVEL TRANSACTIO
Description	SELF	COMMERCE	EMAILS	ADS	SEM	R	SPENDERS	SPENDERS	SPENDERS	TS	NS
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%

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# 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

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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

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### 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