

ITINARE GO TO MARKET STRATEGY

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CONTENTS

1

GO TO MARKET STRATEGY

Our recommended timeline for the go-to-market strategy

2

TARGET MARKET

Key Market Trends, Target Market & Sizing, Buyer Personas, Main Messaging Points

3

MARKETING CHANNELS

Marketing Channels, Pinterest, Facebook, Instagram, Search Engine Optimization

4

COMPETITOR ANALYSIS

Triplt, TripCase, Sygic Travel, Roadtrippers, TripHobo, Tripoto

5

KEY PERFORMANCE INDICATORS

UX/Technical KPIs, Engagement KPIs, Revenue-Based KPIs

6

FEEDBACK LOOPS

Our recommended feedback loops

7

REFERENCES

All of our sources

8

THANK YOU

Thank you for choosing NCG

9

OUR TEAM

Who we are

MARKET STRATEGY

Go to Market Strategy

Beta Phase Launch

1. Beta phase with friends and family
2. App likely in app store

1 Month to Soft Launch

1. Create feedback section for testers/early customers
2. For accessible users, do biweekly focus groups

Soft Launch

1. Create a website with a click funnel that pushes potential customers to sign up for demo. Demo is a video call, product is demonstrated, open questions are asked.
2. For current customers, begin collecting data on cost per customer of running app/company to establish burn rate and the resultant runway that is available to Itinare. Clearly communicate requirements to achieve success before end of runway with BD representatives and Dev teams.
3. Small-scale low-cost Pinterest marketing campaign testing to better understand customer responsiveness through CTR. Clicks can be driven to the Website or App Store.

1 Month to Hard Launch

1. Cross-check all insights derived from feedback with actual KPIs/Statistics to ensure accuracy. This is a great check for confirmation bias.
2. Design initial marketing campaigns for Facebook, Instagram, and Pinterest. Facebook and Instagram campaigns can be very similar. Utilize main marketing messages to bucket campaigns and stay consistent
3. Begin SEO planning to establish relevance within important keywords related to travel apps.

Hard Launch

1. Release marketing campaigns. Scale learnings from Pinterest testing. Budget increase for Pinterest campaign.
2. Instagram and Facebook should be organic, non-paid advertising until budgetary restrictions allow.

1-2 Months Post Launch

1. Closely monitor KPIs after launch.
2. Purchase or execute SEO refinements to increase awareness garnered through online searches.

April
Alpha Testing
Ends

May
Beta Phase
Launch

June
1 Month to Soft
Launch

July
Soft Launch

August
1 Month to Hard
Launch

September
Intended Hard
Launch

October
Potential Hard
Launch

November
1-2 Months Post
Launch

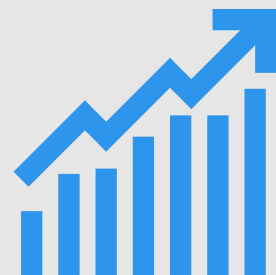
KEY MARKET TRENDS

Target Market

Industry Trends that Impact Itinare

The Travel Application Market is Growing

- 2016-2022 CAGR of online travel market is 11%
- 2021-2023 CAGR of online travel market was projected to be 14.8% before the Pandemic
- Travel applications are the 7th most downloaded category of mobile applications
- Usage of phone booking and mobile travel planning functions has risen 41% since 2015



Social Media Platforms Continue to Grow in Popularity

- 70% of U.S. population has a social media account
- Social Media platform CAGR from 2018-2023 is 3.7%

Leisure Travel

- Leisure travel accounts for 70% of total travel in the U.S.
- 85% of leisure travelers make use of their Smartphone while traveling abroad
- The pandemic reduced domestic leisure travel trips by approximately 31% in 2021; In 2021 they are supposed to recover by 19%
- CAGR in leisure travel between 2021-2027 is expected to be 22.6%

Consumer Trends within the Travel Application Planning Industry

- Those aged 22-31 drive the growth of the travel application market
- "In 2018, Millennials took an average of five trips, compared to about four and a half for the next-highest group, and spent an average of \$5,700 on travel, compared to \$3,300 for Baby Boomers" (BHTP).
- 84% of Millennials and 73% of non-Millennials are likely or very likely to plan a trip based on someone else's vacation photos or social media updates
- Growing FOMO (fear of missing out) trend amongst millennials, driving high social media usage and influencer marketing
- 85% of leisure travelers decide on activities only after having arrived at the destination
- 72% of people upload photos of their vacation on a social network
- 85% of time spent on mobile was spent using an application
- Search engine inquiries are currently the primary medium for online travel planning (at a frequency of 70% of the time for online travel planners)
- 51% of smartphone users use their device for travel-related purposes

COVID-19 Considerations

- The pandemic reduced U.S. travel by approximately 50% in 2020
- Travel Pulse surveys highlight, "61% feel hopeful about travel in 2021, of whom 83% will take two or more domestic trips and 44% plan for two or more international getaways."
- Safety, flight booking flexibility, and flight prices are the central drivers behind what will be a slow recovery for the travel industry
- Leisure travel is expected to recover faster from the pandemic than business travel
- GBTA believes 2021 is still a "year of recovery", and leisure travel should hit pre-pandemic levels in 2023-2024

TARGET MARKET & MARKET SIZING

Target Market

Market Size & Market Value

Through our calculations, we identified the size and value of Itinare's key target market. We estimate a potential customer base of 867,391 users. Potential premium users aged 22-29 total at approximately 59,926 with a market value of \$515,659.65. Potential premium users aged 30-44 total at approximately 99,205, with a market value of \$1,100,030.27. With potential ad revenue around \$1.05 per user per year, the potential free user market value stands at \$746,823.56. All numbers are included below, but a separate Excel sheet is also available to Itinare which goes into these numbers more in-depth.

Potential Users

Approximate Number of Leisure Trips Taken in the United States	1,779,700,000
Percentage of Leisure Trips that Require Planning	36%
Percentage Taken by People in the New England Area	4.52%
Percentage Taken by People Aged 22-44	29.059%
Percent of People Who Use Apps to Book/Pay for Trips	61%
Percent of People Who Use Social Media to Share Travel Information	33%
Number of Leisure Trips Taken Per American Per Year	1.955
Approximate Number of Potential Itinare Customers	867,391

Premium User Value (22-29)

Percent of Users Aged 22-29	36.46%
Number of Premium Users in this Age Bracket	56,926
Approximate Value Per Premium User Aged 22-29	\$9.06
Total Value of Premium Users Aged 22-29	\$ 515,659.65

Premium User Value (30-44)

Percent of Users Aged 30-44	63.54%
Number of Premium Users in this Age Bracket	99,205
Approximate Value Per Premium User Aged 30-44	\$11.09
Total Value of Premium Users Aged 30-44	\$ 1,100,030.27

Free User Value

Number of Free Users	711,261
Estimated Ad Revenue Per Impression	\$0.003
Estimated Number of Add Impressions Per Year	350
Annual Value of One Free User	\$ 1.05
Total Free User Value	\$ 746,823.56

Conclusion

Premium User Value	\$ 1,615,689.92
Free User Value	746,823.56
Market Value	\$ 2,362,513.47

BUYER PERSONAS

Target Market



Buyer Persona: Jackie

Basic Information

Name: Jackie

Age: 40

Location: Providence, RI

Travel Planning Behavior

- Organizes at least one family trip every year
- Uses Facebook only for social media and frequently gets trip ideas from friends & family
- Not very price-sensitive when it comes to booking (prioritizes quality of trip and destinations).

Reason for Use

- Struggles to organize family trips efficiently and collaboratively
- Wants to include all family members in trip decision-making
- Not particularly tech-savvy - uses traditional trip planning tools like Excel or Notes
- Wants to see itineraries of other families planning similar trips

Relevant Information to Itinare

- Target Market: Premium user (ages 30-44)
- Total value: \$1,100,030.27
- Value to Itinare: \$11.09 annually

Relevant Data

- Gen-Xers' spent \$5,400 (avg.) on travel in 2019 (Millennials \$4,400; Boomers' \$6,600)
- 39% of people who have paid for a travel app do so because it offered features/functionality unavailable on the free alternatives (think with Google)



Buyer Persona: Frankie

Basic Information

Name: Frankie

Age: 32

Location: New York, NY

Travel Planning Behavior

- Spontaneously travels a few times a year with his girlfriend and finds activities on the fly
- Frugal spender who values quick and free access to travel planning ideas
- Frequently posts and views friends' travel activities on social media

Reasons for Use

- Can identify things to do around him and distance away in real-time from a specific location through the map view
- Easy way to share more specific details of travel plans with friends
- He may realize the value of certain premium features like offline maps while using the app

Relevant Information to Itinare

- Target Market: Free user (ages 22-44)
- Total value: \$746,823.56
- Value to Itinare: \$1.05 annually

Relevant Data

- Among those who prefer using apps for travel activities, 37% of people look for things to do/tourist information while traveling
- 36% of people prefer having good discounts or offers the most in their favorite travel apps
- 37% of Millennials have had their holiday destination influenced by social media and 34% have booked a holiday because of content seen on social media. (WeSwap)
- Millennials spent \$4,400 (avg.) on travel in 2019, (Gen-Xers' \$5,400; Boomers' \$6,600)



Buyer Persona: Desmond

Basic Information

- Name: Desmond
- Age: 25
- Location: Boston, MA

Travel Planning Behavior

- Browses social media frequently and shares travel experiences with friends on social platforms
- Invests in leisure travel, relatively organized in terms of planning his trip, and uses reviews/ratings to guide the places he visits
- Does leisure travel more than once a year (higher likelihood to use premium version of Itinare)

Reason for Use

- To use a rigid platform to schedule/plan their leisure trip
- Gain greater exposure to city offerings and recommendations
- Another interactive platform to be part of
- Compare your itinerary with the itinerary of other travelers that traveled to the same destination
- Looking for a social media platform that is exclusively tailored to sharing travel experiences

Relevant Information to Itinare

- Target Market: Premium user (ages 22-29)
- Total value: \$515,659.65
- Value to Itinare: \$9.06 annually

Relevant Data

- 37% of Millennials have had their holiday destination influenced by social media and 34% have booked a holiday because of content seen on social media.
- 84% of Millennials and 73% of non-Millennials are likely or very likely to plan a trip based on someone else's vacation photos or social media updates.
- Vacationing millennials (ages 18-34) spent, on average, \$1,373 on summer vacations
- Millennials spent \$4,400 (avg.) on travel in 2019, (Gen-Xers' \$5,400; Boomers' \$6,600)

MAIN MESSAGING POINTS

Target Market

Introduction & Purpose

Messaging allows Itinare to stand out from the crowd. It offers consumers something to remember, but most importantly, something to relate to. It should form the backbone of your strategy, thus enabling simple, consistent, and compelling marketing and brand image across all channels. Additionally, this messaging will aid the communication to internal teams for a more unified effort and understanding. A strong cohesion between all of these factors will ultimately build more customer brand loyalty.

"Trip Organization? Itinare carries the luggage."



Issue for Consumer

Trip planning consumes considerable time and effort, often falling to one person.



Differentiation from Competition

Visual process of organizing a trip that also allows one to pull inspirations from other trips, thus reducing the burden.



Related Features

Itinerary creation workflow



Persona

Jackie, the family trip organizer, not very tech savvy, previously used notes app to plan.



Related Research

39% of people who pay for a travel app do so because it offers features/functionality unavailable on the free alternatives (eg. Notes, Excel)

"Experience real trips traveled by your favorite influencers."



Issue for Consumer

The disconnect between seeing vacation images from influencers, but not having the ability to replicate the trips.



Differentiation from Competition

Unique rewards system that encourages itinerary sharing and the ability for others to utilize replicate them.



Related Features

Community itinerary sharing platform



Persona

Desmond, millennial, social media lover, inspired to travel through influencers.



Related Research

34% of millennials have booked a holiday because of social media content. 73% of non-millennials are likely or very likely to plan a trip based on another person's photos.

"Collaborate on trip planning like you're all there together."



Issue for Consumer

Trip planning is a difficult task to collaborate on, often occurring asynchronously in different locations with inefficient communication.



Differentiation from Competition

Offer suggestions like you're in a conversation.



Related Features

Suggestions, invitation to participate.



Persona

Desmond, millennial, chief organizer for his group of friends, sick of group chats.



Related Research

58% of Millennials travel with friends. 39% of millennials prefer to travel as a group, thus recurring some element of planning.

MARKETING CHANNELS

Marketing Channels

Channels



Pinterest: 1st priority

We recommend Itinare utilize Pinterest as its priority marketing channel, and when Itinare is investing more funds into marketing, we recommend the majority of marketing funds go to this channel. Our competitor analysis reveals that for Pinterest, monthly views are the most important, as competitors had thousands, tens of thousands, and even millions more monthly views than followers. Content surrounding travel tips, travel guides, or travel inspiration work best to garner interest. Users on this platform tend to be open to new ideas and believe brands add more to the space. For this reason, they trust brands more and don't feel they are intrusive like on other platforms. In addition to this, the majority of users fall into Itinare's target market, specifically the mom market.

- 77% of weekly pinners have discovered a new brand or product on Pinterest
- 98% report trying new things they find on Pinterest



Facebook: 2nd priority

Facebook offers Itinare a medium that holds a great portion of Itinare's target market. We recommend Itinare to use Facebook to establish a business profile and implement paid advertisements in order to develop its brand awareness. The best content for this platform would be travel guides and tips, as well as news. On this platform, building a brand by interacting with consumers is integral for brand success.

- 85%-89% of millennials in the US are active users of Facebook
- Approximately 33% of Facebook users are between the ages of 25-54



Instagram: 3rd priority

Instagram is fundamental towards attracting Itinare's millennial segment. As Itinare is looking to essentially offer a niche number of Instagram users a specialized platform to share their travel experiences, we recommend Itinare market itself within that body. The best content includes similar content to Facebook, as well as beautiful photos of travel locations around the world. Influencer marketing is also a very popular and relevant strategy for travel companies.

- 59% of US millennials are on Instagram
- 90% of Instagram users follow at least one business, and 83% of users say Instagram has helped them discover new products and services



Search Engine Optimization: 4th priority

Search Engines are currently the most popular medium in which online travel planners conduct their planning. We recommend Itinare leverage this channel in order to generate greater visibility. If Itinare is successful in marketing this channel, it can transfer users who are looking to plan their trip online to planning their trip using Itinare's platform.

- 70% of travel planners use search engines to aid the process



PINTEREST

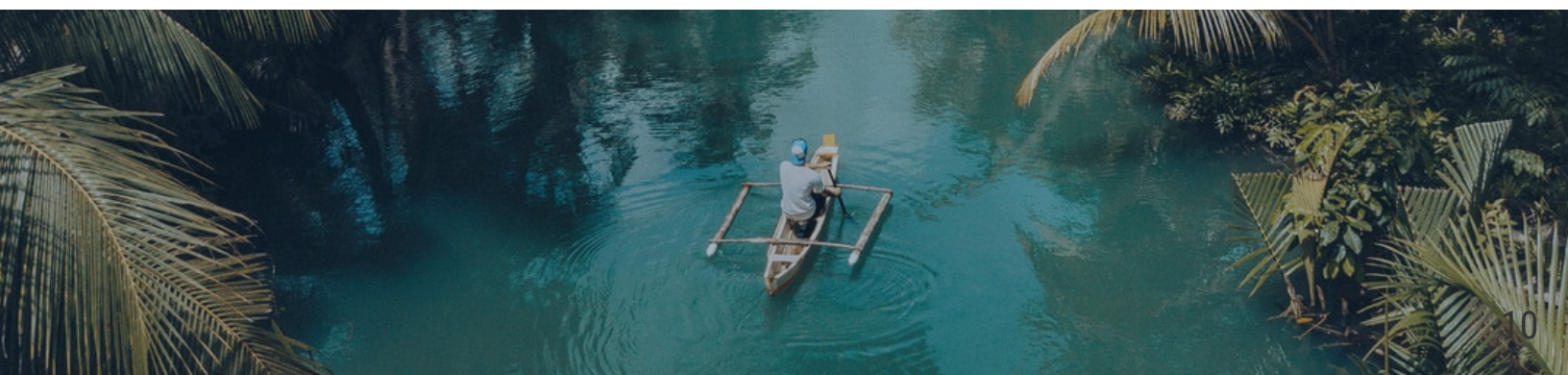
Marketing Channels

User Information

- 416 million+ monthly active users
- Users spend an average of 4.01 minutes with each visit
- There are 240 billion pins
- There are 4 billion boards
- Pinterest has a market value of \$249.93
- 71% of users are female
- 35% of users are 35-49 years old
- 34% of users are 18-29 years old
- 16% of users are male
- 70% of users have a college degree
- 50%+ live outside of the U.S.
- 34% of U.S. users are aged 18-29
- 42% of U.S. adult women use Pinterest
- 80% of U.S. mothers who use the internet use Pinterest
- 30% of users come from suburban areas
- 34% of users earn between \$50,000 - \$74,999 per year
- 94% of social media marketers use Pinterest
- 144.5 million people can be reached with adverts on Pinterest
- 28% of all U.S. social media users are Pinterest users
- 90% of weekly pinners make purchase decisions on Pinterest
- 77% of weekly pinners have discovered a new brand or product on Pinterest
- 98% report trying new things they find on Pinterest
- 97% of searches on Pinterest are unbranded
- 85% of pinners use their mobile app
- 90% of users describe Pinterest as filled with positivity
- 2/3 of pins represent brands and products
- The average user types in 8 searches per month
- "Holidays" is the most popular search category on Pinterest
- 50% have made a purchase after seeing a promoted pin
- Pins that show someone using a product or service are 67% more likely to drive offline sales lift
- Pins that promote a special sale or offer generate a 61% higher email conversion lift
- 85% of users use the site when they want to start a new project
- 64% of users described the platform as a place to find ideas, products, or services they can trust
- 47% of users see Pinterest as the platform for discovering and shopping for products
- Average number of monthly searches is 2 billion
- 90% of pinners report trying new things they find on Pinterest
- 77% of weekly pinners have discovered a new brand or product on Pinterest

Pricing

- Building brand awareness: \$2.00 - \$5.00 for 1,000 impressions
- Boosting engagement: \$0.10 - \$1.50 per engagement
- Driving web traffic: \$0.10 - \$1.50 per engagement



Ad Campaign Types

Promoted Pins

Description

- Appear regularly in home feed with normal search results, except it is boosted towards a targeted audience and is labeled with the word "promoted"
- Behaves in some way as other pins, and does not feel intrusive to the user; users can pin them, share them, and comment on them
- When a user shares this ad, the "promoted" label goes away; these *repins* act as extra exposure for free
- When the user taps an ad, they're taking to your landing page

Specs

- Campaign objective: brand awareness
- Fil type: .PNG or .JPEG
- Ideal aspect ratio: 2:3
- File size: max 10 MB
- Description copy: Max 500 characters

Promoted Carousel Pins

Description

- 2-5 images in one post that pinners can swipe through
- Behaves the same as other pins
- Each card can feature a different image, title, description, and landing page

Specs

- Fil type: .PNG or .JPEG
- Ideal aspect ratio: 1:1 or 2:3
- File size: max 10 MB
- Description copy: Max 500 characters

Promoted Video Pins

Description

- Exactly like regular promoted pins, except the image is a video
- Not dependent on audio
- 2 sizes: width and standard
- Ideal for awareness campaigns or telling brand/product story
- Autoplay as soon as they're 50% in view (it is important to produce a video that's not dependent on audio)
- 67% of pinners said video inspired them to take action

Specs

- Campaign objective: video views
 - Fil type: .MPR or .MOV
- Encoding: H264
- Ideal aspect ratio: 1:1, 2:3, 9:16, 16:9
 - File size: max 2 GB
 - Video length: 4 - 30 seconds
 - Description copy: Max 500 characters

Content information provided by [Hootsuite](#)



FACEBOOK

Marketing Channels

User Information

- There are 2.74 billion monthly active users
- 32% of the population ages 13 and older use Facebook
- The average U.S. adult spends 34 minutes per day on the platform
- 73% of U.S. users check the platform daily
- 93% of u.S. users check the platform weekly
- 63% of U.S. adults over the age of 12 use Facebook
- There are 2.74 billion monthly active users
- 32% of the population ages 13 and older use Facebook
- 73% of U.S. users check the platform daily
- 93% of u.S. users check the platform weekly
- 63% of u.S. adults over the age of 12 use Facebook
- Compared to other social media platform, Facebook reaches the largest number of users aged 13-17, but this youth audience is shrinking
- Users 55 and older make up 10% of Facebook's advertising audience
- 56% of users over the age of 13 are male, with the largest demographic on the platform being males ages 25-34
- Women are 40% more likely to create meaningful groups
- 75% of U.S. adults who use Facebook live in the city, however, Facebook is still the most popular social network in rural areas with a user rate of 66%
- 56% of users speak English, and 50% of users speak a non-English language
- 79% of users only access Facebook with a phone
- Facebook is the most popular social network in low-income households, with 69% of U.S. adults in this category on the platform
- The best time to post according to user behavior is 12:00pm EST on Monday, Tuesday, or Wednesday

Age	Total Audience	Female Total	Female Share	Male Total	Male Share
13-17	109,000,000	48,700,000	2.5%	60,300,000	3.1%
18-24	474,800,000	196,300,000	10%	278,500,000	14%
25-34	627,000,000	253,400,000	13%	373,600,000	19%
35-44	332,500,000	148,200,000	7.6%	184,300,000	9.5%
45-54	201,500,000	97,200,000	5.0%	104,400,000	5.4%
55-64	119,000,000	63,000,000	3.2%	56,000,000	2.9%
65+	85,100,000	45,100,000	2.3%	40,100,000	2.1%
TOTAL	1,959,000,000	851,000,000	43.7%	1,097,100,000	56.3%

Pricing

According to research by [AdEspresso](#), there are a few main factors that affect the cost of Facebook ads, including:

- Timing: the month, day, and hour
- Bidding strategy: can choose between the lowest cost bid or a specific bid cap
- Ad placement: higher-competition spots cost more
- Ad relevance: low scores for ads engagement/quality/conversion ranking can raise costs
- Target audience: higher competition audiences cost more).

The average cost per clicks of Q3 2020, broken down by campaign objectives are:

- Impressions: \$0.98
- Reach: \$1.03
- Lead generation: \$0.67
- Conversions: \$0.25
- Link clicks: \$0.16

Ad Campaign Types

Image Ads

Description

- Create an ad or boost an existing post with an image from your Facebook Page

Specs

- Campaign objective: all except video views
- Headline: 40 characters
- Link description: 30 characters
- Body text: 125 characters

Video Ads

Description

- Can be placed in the news feed, stories, or as in-stream ads for longer videos
- Demonstrate team/product in action
- You can use filmed footage or create GIF-like graphics/other animations

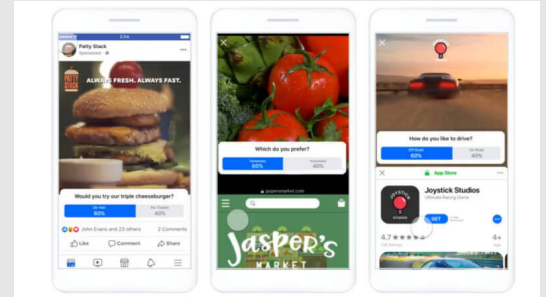
Specs

- Campaign objective: all except catalog sales
- Headline: 40 characters
- Link description: 30 characters
- Body text: 125 characters

Poll Ads

Description

- Mobile-only ad format
- Interactive ad with a two-option poll added to an image or video ad
- Can add separate link for each poll choice
- Both the advertiser and user will see the tally of responses for each poll option



Carousel Ads

Description

- Uses up to 10 images/videos that users can swipe through
- Each image/video can have its own link
- Highlight different benefits of one product, different products, or use all photos together to create a large panorama image

Specs

- Campaign objective: all except engagement and video views
- Headline: 40 characters
- Link description: 20 characters
- Body text: 125 characters

Slideshow Ads

Description

- Create short video ads from still photos, text, or existing video clips
- Includes eye-catching motion similar to videos, but requires 4x less data, so even those with a slow internet connection can see it

Specs

- Campaign objective: all
- Headline: 25 characters
- Link description: 30 characters
- Body text: 125 characters

Collection Ads

Description

- Mobile-only ad format
- Showcase 5 images/videos that customers can click to buy a product/service
- Pair with Instant Experiences to allow people to buy products without leaving Facebook

Specs

- Campaign objective: traffic, conversions, catalog sales, store traffic
- Headline: 40 characters
- Link description: N/A
- Body text: 125 characters

Instant Experience ads

Description

- Full-screen ad format that loads 15x faster than an external mobile website
- You can link multiple Instant Experiences together to make more mobile content accessible

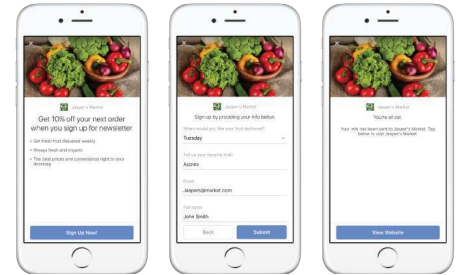
Specs

- Campaign objective: all except lead generation
- Button text: 30 characters
- Text: blocks of text up to 500 words each

Lead Ads

Description

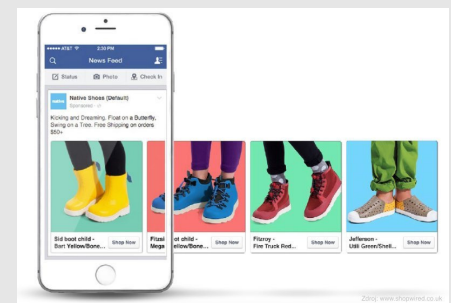
- Mobile-only ad format
- Meant for people to give contact information without a lot of typing
- Great for collecting newsletter subscriptions, signing someone up for a trial of your product, or allowing people to ask for more information from you



Dynamic Ads

Description

- Promote targeted products to customers most likely interested in them
- If someone has visited a product page or placed a product in their shopping cart but abandoned the purchase, this ad type will place your advertisement for that specific product in their Facebook feed



Messenger Inbox Ads

Description

- Gives access to 1.3 billion users on Messenger each month
- These are regular ads, but when you select your desired placement you select "Messenger"
- Can run "click-to-Messenger" ads in Facebook feed which feature a call-to-action button that opens a Messenger conversation with your Facebook page so consumers can have 1:1 conversations with you

Specs

- Campaign objective: traffic, app installs, conversions, catalog sales, messages
- Headline: 40 characters
- Link description: N/A
- Body text: 125 characters

Stories Ads

Description

- Mobile-only ad format
- Full-screen vertical video

Specs

- Campaign objective: all except engagement and store visits
- Text: no set character count - aim to leave 250 pixels text-free at the top and bottom of ad

Augmented Reality Ads

Description

- Use features like filters and animation to allow people to interact with your brand
- Allow users to take selfies with the filter and share them on their own channels, extending your reach



INSTAGRAM

Marketing Channels

Key Statistics

- 1 billion+ people use Instagram every month
- 88% of users are outside the U.S.
- The U.S. represents 12% of all Instagram users and continues to grow consistently
- 51% of users are female and 49% male
- 43% of women in the U.S. use Instagram
- 31% of men in the U.S. use Instagram
- User spend an average of 30 minutes per day on the platform
- 81% of people use Instagram to research products and services
- 130 million users tap on shopping posts every month
- 500 million people use stories every day
- 50% of people have visited a website to make a purchase after seeing a product or service
- Instagram business accounts post on average once a day
- 0.96% is the average engagement rate for a post by an Instagram business account
- Instagram reaches 140 million U.S. users, an 8% increase over Q3 2020
- 200 million Instagram users visit at least one business profile daily
- Only 1% of Instagram users use no other social platforms; 86% of them also use Facebook
- Over 50% of users access the Explore page each month
- 58% of people say they become more interested in a brand or product after seeing it in Stories
- 50% of people have visited a website to make a purchase after seeing a product in Stories
- Stories ads with central text outperform ads without text 75% of the time
- Stories ads that emphasize the call to action perform better 89% of the time
- Brand Stories have an 86% completion rate
- 90% of Instagram users follow a business
- Instagram business accounts see an average of 1.46% monthly followers growth

Pricing

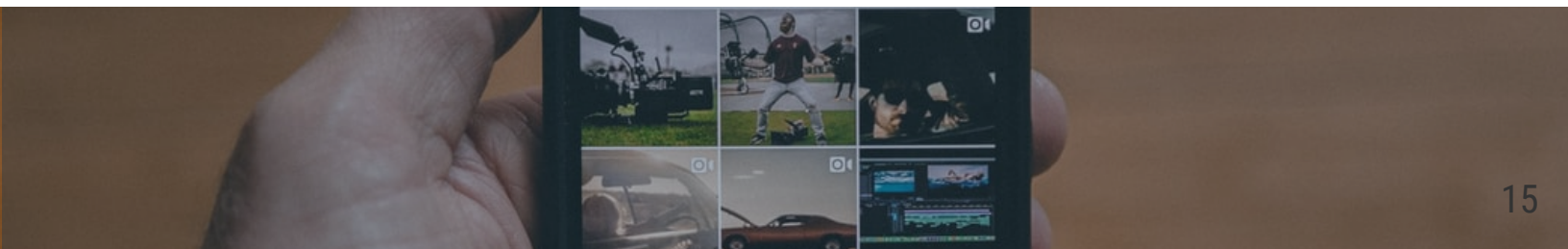
According to [AdEspresso](#), the average cost per click for most ad placements is \$1.20.

Pricing on Instagram varies, and many factors impact the cost of Instagram ads, including:

- Targeting
- Ad placement
- Ad format
- Time of year

Pricing is based on how much you want to spend on advertising. According to Facebook, "You tell Facebook [or Instagram] how much you want to spend on advertising. Then we'll try to get you as many results as possible for the amount. If you want to spend \$5 a week, you can. If you want to spend \$50,000 a week, you can do that too."

Information provided by [Hootsuite](#)



Ad Campaign Types

Story Ads

Description

- Full-screen ads that appear between users' stories
- Brands can add face filters, video effects, and text to create promotions that don't feel as invasive to users
- Call-to-action takes form of swipe-up feature at the bottom of the story
- 500 million users view stories every day

Campaign Objectives

App installs, brand awareness, conversions, lead generation, messages, reach, store traffic, traffic, video views

Photo Ads

Description

- Allows brands to showcase products/services through compelling images
- Can share existing posts, or can share new content specific to the ad

Campaign Objectives

App installs, brand awareness, catalog sales, conversions, engagement, lead generation, messages, reach, store traffic, traffic

Video Ads

Description

- Gives advertisers a chance to give users a closer look at their brand, business, or product
- Maximum length of one minute
- Shorter videos tend to be more effective, especially if branding is included within the first few seconds of the ad

Campaign Objectives

App installs, brand awareness, conversions, engagement, lead generation, messages, reach, store traffic, traffic, video views

Carousel Ads

Description

- Let users swipe through a series of images/videos with a call-to-action button to connect them directly to your website
- Highlight multiple products and/or share a multi-part story
- Up to 10 images/videos

Campaign Objectives

App installs, brand awareness, catalog sales, conversions, lead generation, messages, reach, store traffic, traffic

Collection Ads

Description

- Offers users the option to purchase products directly from the ad when users click it by directing them to Instagram Instant Experience Storefront
- Combines photos, videos, and direct-response marketing within one ad

Campaign Objectives

Catalog sales, conversions, store traffic, traffic

Instagram Explore Ads

Description

- Explore is the Instagram screen where users discover new content and accounts and is separate from their regular feed of who they follow
- More than half of users access Explore each month
- These ads do not appear in the Explore grid, but appears after someone clicks on a photo/video from Explore and begins to scroll through other content

Campaign Objectives

App installs, brand awareness, conversions, engagement, lead generation, messages, reach, traffic, video views

SEARCH ENGINE OPTIMIZATION

Marketing Channels

Key Statistics

- 93% of all online activities start with a search engine
- 75% of searchers never click past the first page of results
- As many as 46% of all Google searches are local
- 70-80% of users completely ignore paid ads
- Google holds 74.19% of the search engine market as of 2019
- 61% of marketers say growing SEO and organic presence on their website is one of their top inbound marketing priorities
- 51% of all website traffic comes from organic searches
- Companies that blog have 434% more indexed pages than those that don't
- Leads from SEO are 8x more likely to become paying customers than those generated through traditional ad campaigns
- The 2 most popular activities people engage in online are search and email
- There are 236.5 million search engine users in the U.S.
- Search engines generate 300% more traffic for websites than social media
- 14% of SEO-generated leads are converted into sales
- The average length of first-page content on Google is 1,890 words
- 21% of Google users access more than one result of a search
- The volume of Google searches grows by roughly 10-15% every year
- 61% of mobile searchers say they would be more likely to contact a local business if it had a mobile-friendly website
- 60% of marketers agree that a good SEO tactic generates the highest-quality leads
- Marketers who prioritize blogging are 13x more likely to achieve a return on their investment
- Inbound leads generated through SEO cost 61% less than outbound leads
- Bounce rates increase by 50% if your website takes 2 extra seconds to load



Important Factors of SEO

We encourage investigating SEO further to generate organic, free leads. However, when Itinare has the funds to invest, hiring an SEO expert can range from \$1,000-\$5,000 a month for smaller or medium-sized companies. This is a large investment, which is why we are recommending this as our fourth priority, and to focus on generating organic visits for the time being.

Important Factors of SEO

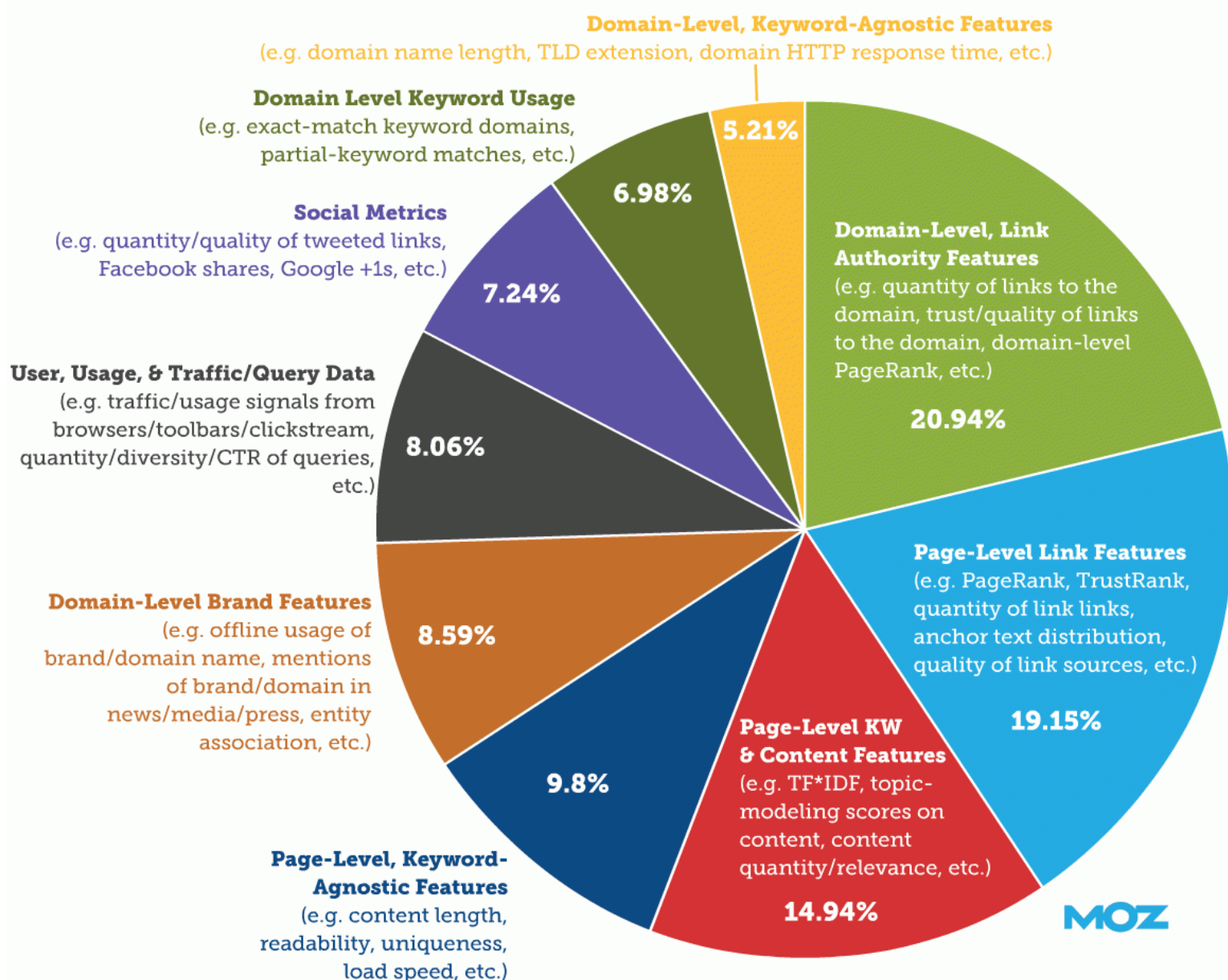
We can break down Search Engine Optimization into the following parts:

- **Quality of traffic:** attract visitors who are genuinely interested in the product that you offer
- **Quantity of traffic:** once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better
- **Organic results:** ads make up a significant portion of many SERPs; organic traffic is any traffic that you don't have to pay for

Below is a chart by experts describing the most important factors for higher rankings with SEO.

Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



TRIPIT

Competitor Analysis



Value Proposition



Creates itinerary based on confirmation emails, real-time reminders (flight changes)



Basic version: mobile itinerary, inbox sync, navigator options (rideshare, nearby recommendations), traveler profile, communication plug-ins



Pro version: all of above plus seat tracker (live seat upgrades), fare tracker (live airfare price drops after you book), flight status + alternative flights, security wait times

Users & Rating



13 million user accounts as of 2017 article



4.8 stars (app store)



#94 in travel (app store)

Pricing



Basic: free



Pro: \$49/per

Target Customer



A frequent traveler who prioritizes efficiency and functionality

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* Tripit
- *Followers:* 1.7k followers
- *Monthly views:* 5.1k monthly views
- *Tagline:* tripit.com · @tripitcom · Triplt instantly organizes all your travel plans in one place, so you can access them at any time from anywhere. Download the app today.

Content

- Pins link to blog posts on their website
- Travel guides (ex. "Your Complete Guide to Chicago O'Hare International Airport", "9 Travel Scams You Need to Know About")
- Travel idea lists (ex. "15 Best Romantic Weekend Getaways in Florida")
- Creates boards for locations, travel tips, business travel, hotels and resorts, and best travel apps



Facebook Marketing

Basic Information & Stats

- *Handle:* Tripltcom
 - *Followers:* 103,619
 - *Likes:* 105,426
 - *Check-in:* 267
 - *Post frequency:* 1-3x a day
 - *Tagline:* Triplt instantly organizes all your travel plans in one place, so you can access them at anytime from anywhere. Download the app today.
- SAP privacy statement for followers:
www.sap.com/sps

Content

- Community engagement; shares content surrounding 15 books to read about travel, articles with travel tips, and COVID-19 updates with digital health passports
- Retweets good customer feedback
- Shares articles when in the news



Instagram Marketing

Basic Information & Stats

- *Handle:* Tripltcom
- *Followers:* 5,177
- *Post frequency:* 1-2x a week
- *Engagement rate:* 0.69%
- *Average likes:* 36
- *Comments per 1,000 likes:* 78
- *Tagline:* Triplt instantly organizes all your travel plans in one place. SAP privacy statement for followers: www.sap.com/sps visitstore.bio/tripit

Content

- Sharing articles and travel guidelines like on Twitter
- Culturally involved (ex. post book recommendations for black history month)
- Post travel pics to ask for engagement (ex. "Tag a sweetheart you'd like to vacation with here, below!")



Twitter Marketing

Basic Information & Stats

- *Handle:* Triplt
- *Followers:* 34.3k
- *Post frequency:* 1-3x a day
- *Tagline:* Triplt instantly organizes all your travel plans in one place. | SAP privacy statement for followers: <http://sap.com/sps>

Content

- Same content as Facebook



LinkedIn Marketing

Basic Information & Stats

- *Handle:* Triplt
- *Followers:* 7,084
- *Post frequency:* 1x a week

Content

- Sharing articles and travel guidelines like on Twitter, but more news centered
- The majority of content is related to COVID-19 and how its affecting travel



TRIPCASE

Competitor Analysis



Value Proposition



Create a trip or send email confirmations to create an itinerary



Share trips and add documents



Add flights, lodging, car rentals, restaurant, attractions, etc.

Users & Rating



11 million user accounts as of 2017 article



3.0 stars (app store)

Pricing



Free; money made through ad revenue and partnerships

Target Customer



Either frequent flyer or business traveler who prioritizes simplicity

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* TripCaseApp
- *Followers:* 150
- *Monthly views:* 288
- *Tagline:* travel.tripcase.com @tripcaseapp Be prepared, connected and brilliant when you join the millions of travelers making TripCase THE place where they manage all their trips.

Content

- Not all pins click through
- Mostly overt TripCase advertisements
- Few travel tips





Facebook Marketing

Basic Information & Stats

- *Handle:* TripCase
- *Followers:* 16,839
- *Likes:* 17,132
- *Check-in:* 0
- *Post frequency:* hasn't posted since 2017
- *Tagline:* TripCase is a single place for all your trips. Connected to powerful tech & travel companies, we're a FREE mobile app for iOS & Android devices.

Content

- Shares articles with travel tips



Instagram Marketing

Basic Information & Stats

- *Handle:* TripCase
- *Followers:* 681
- *Post frequency:* hasn't posted since 2016
- *Engagement rate:* 6.71%
- *Average likes:* 37
- *Comments per 1,000 likes:* 51
- *Tagline:* Tech enthusiasts with deep roots in mobile & travel. We are building one place where you manage all your trips. We may even throw in a little fun.

Content

- Shares photos from TripCase events



Twitter Marketing

Basic Information & Stats

- *Handle:* TripCase
- *Followers:* 30.1k
- *Post frequency:* hasn't posted since 2017
- *Tagline:* A single place to manage and organize your trips with a FREE mobile app for iOS and Android. For support, email us at support@TripCase.com

Content

- Shares articles with travel tips
- Mostly retweets positive feedback



LinkedIn Marketing

Basic Information & Stats

- *Handle:* TripCase
- *Followers:* 1,035
- *Post frequency:* No posts
- *Engagement rate:* N/A

Content

- N/A



SYGIC TRAVEL

Competitor Analysis



Value Proposition



Offline maps and guides



GPS navigation



Data/details of places and destinations



Creation of itineraries



Idea inspiration for activities or places to go (ex: tours)



Help in finding available hotels

Users & Rating



More than 1,000,000 downloads on google play alone



4.6 Stars (2.6K reviews) on app store



4.3 Stars (14,863 Reviews) on google play store

Pricing



Basic: free



\$14.99/year



\$3.99/month



\$19.99/lifetime

Target Customer



Either frequent flyer or business traveler who prioritizes simplicity

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* SygicTravel
- *Followers:* 2.1k
- *Monthly views:* 211.6k
- *Tagline:* travel.sygic.com · @SygicTravel · The world's first online maps designed for travelers. Tips, destinations, places, itineraries, guides and offline maps. Get our app for Android or iOS.

Content

- Pins link to blog posts on their website
- Travel idea lists (ex. "10 most fabulous castles & palaces in the world", "top 10 wine regions of Europe", "What to Do & Where to Go Warsaw")
- Travel tips
- Sygic travel tutorials
- Creates boards for locations with multiple pins



Facebook Marketing

Basic Information & Stats

- *Handle:* Sygic Travel
- *Followers:* 19,806
- *Likes:* 19,874
- *Check-in:* 0
- *Post frequency:* 1-2x a week, hasn't posted since 2020
- *Tagline:* Helping you to create your perfect itinerary to travel discovery.

Content

- More video content
- Content with facts about travel destinations
- Clickbait to click link to website: "Can you guess the place before you click the link?" "Are you planning a trip to [insert city here]? Prepare your itinerary with Sygic Maps!"



Instagram Marketing

Basic Information & Stats

- *Handle:* SygicTravel
- *Followers:* 5,872
- *Post frequency:* 1x a month, hasn't posted since 2020
- *Engagement rate:* 1.79%
- *Average likes:* 102
- *Comments per 1,000 likes:* 13
- *Tagline:* The world's first online maps designed for #travelers. Official account.

Content

- Shares photos of travel destinations with a fact, then "Plan your trip to [destination] with Sygic Travel"



Twitter Marketing

Basic Information & Stats

- *Handle:* Sygic Travel
- *Followers:* 7,702
- *Post frequency:* 2x a week, hasn't posted regularly since 2020
- *Tagline:* One of Google Play's Best Apps of 2017
Airplane #Travel itinerary, 360° videos, offline maps and more Earth globe americas Android
<https://goo.gl/4EqjFb> & iOS <https://goo.gl/qP9nxx>

Content

- Clickbait to click link to website: "Can you guess the place before you click the link?" "Are you planning a trip to [insert city here]? Prepare your itinerary with Sygic Maps!"



LinkedIn Marketing

Basic Information & Stats

- *Handle:* SygicTravel
- *Followers:* 365
- *Post frequency:* No posts
- *Engagement rate:* N/A

Content

- N/A



ROADTRIPPERS

Competitor Analysis



Value Proposition



See nearby activities and attractions (idea creation)



Gives details about locations and reviews from other app users



Search along a set route



Provides notifications and updates for trips and ability to browse travel guides



Plan, save, and share itineraries



Provides navigation and maps

Users & Rating



1,000,000+ users on google play store alone



4.7 Stars (36k reviews) on app store and #66 in travel category



4.0 Stars (6,000+ reviews) on google play store

Pricing



Basic: free



Premium: \$29.99/year

Target Customer



Adventurous people who may travel frequently

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* SygicTravel
- *Followers:* 2.1k
- *Monthly views:* 211.6k
- *Tagline:* travel.sygic.com · @SygicTravel · The world's first online maps designed for travelers. Tips, destinations, places, itineraries, guides and offline maps. Get our app for Android or iOS.

Content

- Pins link to blog posts on their website
- Travel idea lists (ex. "10 most fabulous castles & palaces in the world", "top 10 wine regions of Europe", "What to Do & Where to Go Warsaw")
- Travel tips
- Sygic travel tutorials
- Creates boards for locations with multiple pins



Facebook Marketing

Basic Information & Stats

- *Handle:* Roadtrippers
 - *Followers:* 435,128
 - *Likes:* 441,766
 - *Check-in:* 0
 - *Post frequency:* 1x a day
 - *Tagline:* Always Exploring. <https://roadtrippers.com>
- Plan a road trip and explore amazing places using the app:
tunes.apple.com/us/app/roadtrippers/id944060491

Content

- Roadtrip maps
- Consistent content focused on diversity
- Cool spots in different locations to visit



Instagram Marketing

Basic Information & Stats

- *Handle:* Roadtrippers
- *Followers:* 75.6k
- *Post frequency:* 1-2x a day
- *Engagement rate:* 0.28%
- *Average likes:* 203
- *Comments per 1,000 likes:* 18
- *Tagline:* Here to celebrate road culture, Americana, and the great outdoors. Tag us to be featured.

Content

- Similar content to Twitter and Facebook
- More focused on spots to check out in cool travel destinations



Twitter Marketing

Basic Information & Stats

- *Handle:* Roadtrippers
- *Followers:* 28.5k
- *Post frequency:* 1x a day
- *Tagline:* Helping travelers plan the most epic road trips.

Content

- Same as Facebook



LinkedIn Marketing

Basic Information & Stats

- *Handle:* Roadtrippers
- *Followers:* 28.5k
- *Post frequency:* 1x a day
- *Tagline:* Helping travelers plan the most epic road trips.

Content

- Diversity + CSR focused
- Posts about booths/events



TRIPHOB0

Competitor Analysis



Value Proposition



Book trips, find flights and housing accommodations



Inspire, create, and plan the entire trip



Get suggested activities to book through the site based on a few demographic questions

Users & Rating



200k+ monthly users



Reviews range from 4-4.5 stars, with all sites with ratings containing no more than 200-250 reviews



TripHobo is a website, not an app, so no download required

Pricing



Basic: free

Receives income through advertising and partnerships with existing companies such as Expedia

Target Customer



Adventurous people who may travel frequently

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* Roadtrippers
- *Followers:* 187.4k
- *Monthly views:* 9.7 million
- *Tagline:* roadtrippers.com · @roadtrippers · Everything you need to take the perfect road trip, or discover the wonders of the world around you...

Content

- Created pins mostly in width format
- Pins aren't set-up like a poster, but instead are photos of different locations
- Created boards for travel tips, specific places to go, and city guides



Facebook Marketing

Basic Information & Stats

- *Handle:* TripHobo
- *Followers:* 558,242
- *Likes:* 558,186
- *Check-in:* 0
- *Post frequency:* 1x a day when regularly, last post Dec. 2020
- *Tagline:* World's smartest Itinerary Planner with the largest collection of crowd sourced itineraries. Explore places, create trip plans, book Hotels & Tours.

Content

- Inspirational/Tumblr quotes
- COVID-19 information



Instagram Marketing

Basic Information & Stats

- *Handle:* TripHobo
- *Followers:* 6,039
- *Post frequency:* 1-4x a day, hasn't posted since 2020
- *Engagement rate:* 1.02%
- *Average likes:* 57
- *Comments per 1,000 likes:* 86
- *Tagline:* Trips, Tales & Trust / Get inspired to explore the world with us

Content

- Inspirational travel quotes
- Diversity + CSR; posts about equality, celebrating holidays across various religions, natural disasters, etc.
- Travel itineraries for Donald Trump



Twitter Marketing

Basic Information & Stats

- *Handle:* TripHobo
- *Followers:* 4,567
- *Post frequency:* 1-2x a week, hasn't posted since 2020
- *Tagline:* A good #vacation begins with a well-planned #itinerary. Personalize your #TripPlans using Triphobo's #TripPlanner. Get inspired to explore the world with us.

Content

- COVID-19 updates
- Culturally aware + CSR; posts about equality, celebrating holidays across various religions, natural disasters, etc.
- Travel itineraries for Donald Trump
- Memes



LinkedIn Marketing

Basic Information & Stats

- *Handle:* TripHobo
- *Followers:* 1,469
- *Post frequency:* None
- *Engagement rate:* N/A

Content

- N/A



TRIPOTO

Competitor Analysis



Value Proposition



Modify existing itineraries for certain destinations or create their own



Community-based forum, similar to Itinare



Find things to do, places to go and stay, flights to get there, etc.

Users & Rating



6+ million users



Mixed reviews ranging between 1 and 5 stars; some consumers love it and others say its a scam

Pricing



Basic: free

Takes percentage of total cost of trips booked through platform by partnering with other companies

Target Customer



18-35 year olds slightly aware of travel, with 80% of customers based in India

Social Media Marketing



Pinterest Marketing

Stats

- *Handle:* TripHobo
- *Followers:* 75.1k
- *Monthly views:* 7 million
- *Tagline:* triphobo.com·@TripHobo·Get inspired to explore the world with us. Travel plans, tips, ideas and inspiration galore to help you plan your dream vacation.

Content

- Pins link to blog posts on their website
- Travel idea lists (ex. "15 Best Romantic Weekend Getaways in Florida")
- Travel tips• Creates boards for locations, travel inspiration, and more with multiple pins



Facebook Marketing

Basic Information & Stats

- *Handle:* Tripoto
- *Followers:* 2,058,759
- *Likes:* 1,928,770
- *Check-in:* 0
- *Post frequency:* 3-5x a day
- *Tagline:* Share your travel stories & discover amazing itineraries by real travelers. We're also on Android (bit.ly/121Ji9e).

Content

- Cool travel locations to visit



Instagram Marketing

Basic Information & Stats

- *Handle:* Tripotocommunity
- *Followers:* 643k
- *Post frequency:* 5x a day
- *Engagement rate:* 0.64%
- *Average likes:* 4.12k
- *Comments per 1,000 likes:* 5
- *Tagline:* Tag us and use #tripotocommunity for features! 25M people in the community, 1.8M+ on FB

Content

- Photos of cool travel destinations



Twitter Marketing

Basic Information & Stats

- *Handle:* Tripoto
- *Followers:* 10.9k
- *Post frequency:* 3-5x a day
- *Tagline:* One of the largest communities of travelers in the world. Share #travel blogs, stories & discover amazing #itineraries by real travelers. http://tripoto.com/share_trip

Content

- Travel tips
- Travel fashion tips
- Cool spots to visit
- Travel guides



LinkedIn Marketing

Basic Information & Stats

- *Handle:* Tripoto
- *Followers:* 17,101
- *Post frequency:* None
- *Engagement rate:* N/A

Content

- Video content about different trips
- Information about new job postings



UX/TECHNICAL KPIs

Key Performance Indicators

Short-term: These KPIs are critical to monitor from launch onwards

UX/Technical: Metrics that measure the technical capabilities of your app and give insight into issues that may be hindering UX

Load Time

What is it?

Time taken from app launch to first screen

How can you use it?

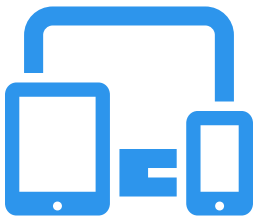
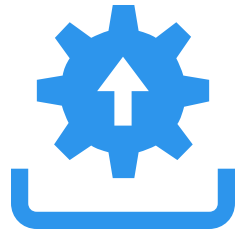
Check this before worrying about other UX issues that may be driving a low retention rate/screen time

What constitutes good performance?

Apple requires <15 seconds. 50% of customers expect 2 seconds

Strategies to improve underperformance

Avoid unnecessary caching of data, compress and resize images, minimize memory footprints



Device Accessibility

What is it?

The number and list of devices that are compatible with the app and operate without scale issues.

How can you use it?

Determine market readiness by identifying devices most frequently used to launch Itinare and make adjustments as necessary

What constitutes good performance?

Should test 24 or more unique device-OS combinations before each release and update

Strategies to improve underperformance

Alpha/beta test with a wide array of device/OS users and specifically ask about interface issues during feedback collection

OS Compatability

What is it?

The extent to which new users can use the app in a way they are used to i.e. Not conflicting OS SOP's for navigation

How can you use it?

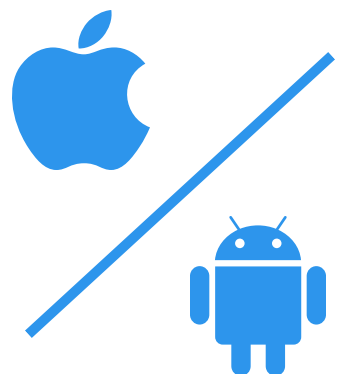
Determine differences in iOS/Android usage levels and performance

What constitutes good performance?

Usage and performance is hardly affected when using different operating systems

Strategies to improve underperformance

Ensure UI does not excessively follow either IOS or Android standards



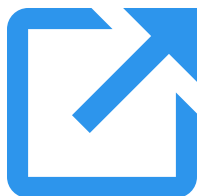
Other basic (but critical) KPIs to keep an eye on: download rate (and vs. profile creation), uninstallations, crash rate

ENGAGEMENT KPIs

Key Performance Indicators

Short-term: These KPIs are critical to monitor from launch onwards

Engagement: Metrics that measure the way users interact with your app, giving insight into which features are most valuable and overall app impressions



Activation Rate

What is it?

The number of users who activate your app after downloading it. A measure of the success of your onboarding process

What constitutes good performance?

85% or above is considered to be in 'great shape'

How can you use it?

Establish where in your pipeline users are stalling and therefore not experiencing the full value of the application

Strategies to improve underperformance

Focus user research questions on where in the onboarding process they are experiencing difficulty, or a step which they dislike - and therefore abandon the process

Trip Initiators vs. Trip Followers

What is it?

Track ratio of users that initiate their own trip vs. those who use someone else's itinerary. An indicator of the performance of the 'pinterest' aspect of the app and the likelihood of returning customers

What constitutes good performance?

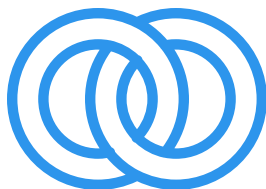
To be determined over time

How can you use it?

Use this to set development goals for features within the app. Extrapolation of this data can give estimates of content marketing effectiveness

Strategies to improve underperformance

A/B testing UI design iterations that increase user's propensity to use pre-made templates.



Retention Rate

What is it?

The percentage of users who return to the app unprompted to plan their next trip

What constitutes good performance?

Average app retains 25% of users after one month - this could vary in the trip planning industry, but is a good benchmark

How can you use it?

Should be evaluated on a trip-by-trip basis and is an important indicator to determine overall 'usefulness' of the planning feature

Strategies to improve underperformance

Continually obtain consumer driven insights to ensure product/market fit and therefore value to customers in helping them to execute trip planning

REVENUE-BASED KPIs

Key Performance Indicators

Long-term: These KPIs will become more valuable once a solid user base is established

Revenue-Based: Metrics that measure spending, revenue streams, and app purchases, giving insight into the most value-generating features and marketing efforts

Average Revenue per User (ARPU)

What is it?

Total revenue / number of users

What constitutes good performance?

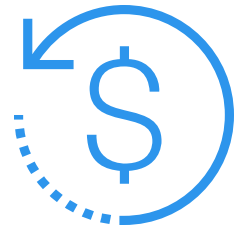
No optimal ARPU, rather measurement of the delta is important. A benchmark for bad ARPU is a flatline as this indicates lack of testing with pricing

How can you use it?

Determine value of app relative to premium pricing. Indicator for success (or lack of) a certain change in app or in marketing efforts when plotted against time

Strategies to improve underperformance

If ARPU for repeat customers is close to the cost of highest price plan, this suggests there are users who are willing to pay more (high value product)



Customer Lifetime Value (CLV)

What is it?

Total amount of money a customer is expected to spend with itnare during their lifetime

What constitutes good performance?

Tough to quantify this until you develop a better understanding of your customer base

How can you use it?

Use this to drive marketing budget as it informs how much each itnare customer is worth, and therefore how much you should spend to acquire them

Strategies to improve underperformance

Improve the components that make up CLV: monetization, retention, virality.
 $CLV = ARPU / Churn + Referral Value$

Cost of Customer Acquisition (CAC)

What is it?

The total cost of acquiring a paid customer

What constitutes good performance?

A good ratio of CAC:CLV is 1:3. Maximizing this ratio increases chance of success massively

How can you use it?

Determine marketing spend requirement, scalability, profitability and other important overall business health objectives

Strategies to improve underperformance

Improve conversion metrics, enhance app's value to user, implement CRM to more closely build relationships with potential users



FEEDBACK LOOPS

Feedback Loops

Purpose

Feedback loops are important to ensure that the most up to date product is shown to customers, the most relevant feedback is implemented into code, with all of this occurring in a continuous cycle to bring Itinare's product as close to product-market fit as possible.

Feedback Loop Strategies

Have a Daily Scrum Meeting with the Dev and B.D. Team

Ensures everyone is aligned, and focused on the most important matter for that specific sprint. Utilize team members to bounce ideas off each other and maximize knowledge sharing for higher team efficiency. These meetings can also be used for feedback on code, developing working practices and voicing inefficiencies in productivity that should be resolved.



Meet with Stakeholders and Get User Feedback

Dependent on the speed of app development, this should be happening multiple times per week to ensure that only the most value adding (to consumers) features are being coded and implemented. Questions should be open ended, with an emphasis on letting the user talk as much as possible. Researchers should be aware of confirmation bias and take action to avoid leading questions.



Continuous Integration & Deployment

Code can only be shipped as fast as it is deployed. Therefore, automating builds and deployments is critical because it removes human error and speeds up the process. Additionally, continuous integration allows you to run unit tests on a daily or continuous basis (very beneficial for the feedback loop) and consumers see the most up to date, and hopefully least buggy, version of your application - thus garnering the most relevant feedback.



Validate Performance in Pre-Production Environments.

Pre-prod test environments allow bugs to be removed before they get to production (and therefore consumers). This also increases the stability of the production build because issues are resolved earlier. If user count is low to start, synthetic tests and load tests can aid in ensuring code is running well and prepared for higher strain.



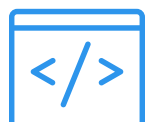
Track Product Usage.

For simple features, Google Analytics can be used. For more complex features, especially tracking product usage in apps that use REST-style URL's, services such as Retrace or New Relic can offer more granular insights. The data gathered about Itinare should be carefully analyzed and validated against what customers are saying and vice versa. For example, if users are saying they love X, but never use it, then researchers should seek to deeply understand why.



Pull Requests & Code Reviews

A pull request is a branch of code that is waiting to be pulled or merged into the existing main code. Pull requests help ensure that your code doesn't get merged and deployed before it is ready through peer code reviews. And they also provide a great opportunity for Itinare team members to develop each other's abilities. This feedback is essential to finding potential problems before shipping code to customers.



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THANK YOU

We want to personally thank Itinare for electing Northeastern Consulting Group to assist them in their go-to-market strategy. It has been a pleasure working with you. If you have any questions in the future, please feel free to reach out, and we look forward to seeing where Itinare goes next.

Sincerely,
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OUR TEAM



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