

Adara Tailors Tweets in Partnership with Twitter

Written by Australian Business

MOUNTAIN VIEW, Calif., Dec. 5, 2013 /PRNewswire/ -- Adara, the leader in reaching audiences through the use of real-time traveler data, today announced a partnership with Twitter and its tailored audiences product. Through the partnership, Adara enables advertisers to connect with travelers on Twitter to deliver personalized ads through Promoted Tweets and Promoted Accounts.

One of a select group of advertising technology companies chosen by Twitter as launch partners for the innovative new offering, Adara focuses on using real-time travel data to achieve higher engagement rates. Adara receives shopping, booking, loyalty and mobile data from more than 60 leading travel companies around the world.

"Advertisers tell us that they need to reach travelers and retarget customers in real time, while they're in the process of booking trips and during their trips," said Layton Han, Adara's CEO.

"By combining Twitter's highly engaging social platform with Adara's exclusive, real-time travel data, we're providing a powerful new tool to help marketers reach travelers at the right time and in the right context via the right platform," Han said. "For the first time, they can connect on Twitter with in-market travelers to find new customers and increase engagement and bookings."

In recent beta testing conducted by Twitter and Adara, Promoted Tweets targeted at travelers were found to provide significant incremental reach and were often re-tweeted, multiplying the impact of the ad spend.

"We have seen impressive results from those advertisers in our beta test using the tailored audiences program over several months' time," said Abhishek Shrivastava, product manager at Twitter. "We've made it easy to get started with tailored audiences by partnering with leading technology companies that can help you create and transfer audiences to Twitter."

As part of the beta program, Adara helped Delta Air Lines retarget customers who visited delta.com with ads encouraging them to book trips. Another campaign promoted Delta's

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Economy Comfort product to ticketed Delta customers 48 hours before their flights.

"We were pleased with the campaign's initial performance and excited about the opportunities that the tailored audiences product represents moving into 2014, said Breanne Loso, Media Planner for Digitas.

"The ability to hone in on a very specific audience segment, such as recent flight searchers or recent flight bookers, and continue a conversation with them while on the go and within the social space is a fairly unique and powerful offering," Loso said.

About Adara: [Adara](#) is a global leader in helping consumer brands find new customers using advanced precision-targeting technology powered by Big Data sourced from the world's leading travel and hospitality companies. Adara has partnered with many of the world's largest airlines, hotels, and travel distributors to help them monetize their website data while protecting consumer privacy, personal information and purchase data.

Adara's partners gain new revenue streams and the ability to deepen customer relationships through highly targeted marketing programs. Adara's unparalleled access to first-party data combined with proprietary technology enables advertisers to execute and optimize highly effective display, mobile, video, and social media ad campaigns. Adara was founded in 2005 and is headquartered in Mountain View, CA.

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