

Visit California Drives 223x ROI Using RateGain's Adara Powered by Real-Time Travel Intent Data

Noida, 3rd October 2024: RateGain Travel Technologies Limited (RateGain), a leading provider of AI-powered SaaS solutions for travel and hospitality shared that in a remarkable partnership, Adara, and Visit California, one of the largest DMO in U.S.A., collaborated to deliver highly successful marketing campaigns. These campaigns significantly enhanced the visibility and performance of participating state destination marketing organizations (DMOs). Adara, known for its innovative approach to tracking real-time travel intent and attribution measurement, played a pivotal role in this collaboration, which resulted in an impressive collective return on investment (ROI) of 223x across various campaigns.

The innovative program allowed multiple DMO partners to engage with audiences at all stages of the marketing funnel—ranging from broad awareness to lower-funnel conversions. By leveraging Visit California's matching funds (25% of each organization's investment) and negotiated media rates, the co-op program delivered compelling results for the state's tourism.

The campaigns, which utilized display, video, and native ad placements, achieved exceptional outcomes:

- San Francisco Travel Association: 3200x ROI
- Santa Monica Travel & Tourism: 488x ROI
- Visit West Hollywood: 208x ROI

These figures underscore the co-op program's success in driving both engagement and conversions, helping to bolster tourism efforts throughout California.

Adara, one of the world's largest travel intent platforms, managed the campaigns from execution to reporting. With data from over 270 global partners, Adara's predictive intelligence and insights were crucial in optimizing strategies and delivering impressive results.

To read the case study, [click here](#)

About Visit California

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. For more information about Visit California and for a free California Official State Visitor's Guide, go to VisitCalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.VisitCalifornia.com.

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.

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