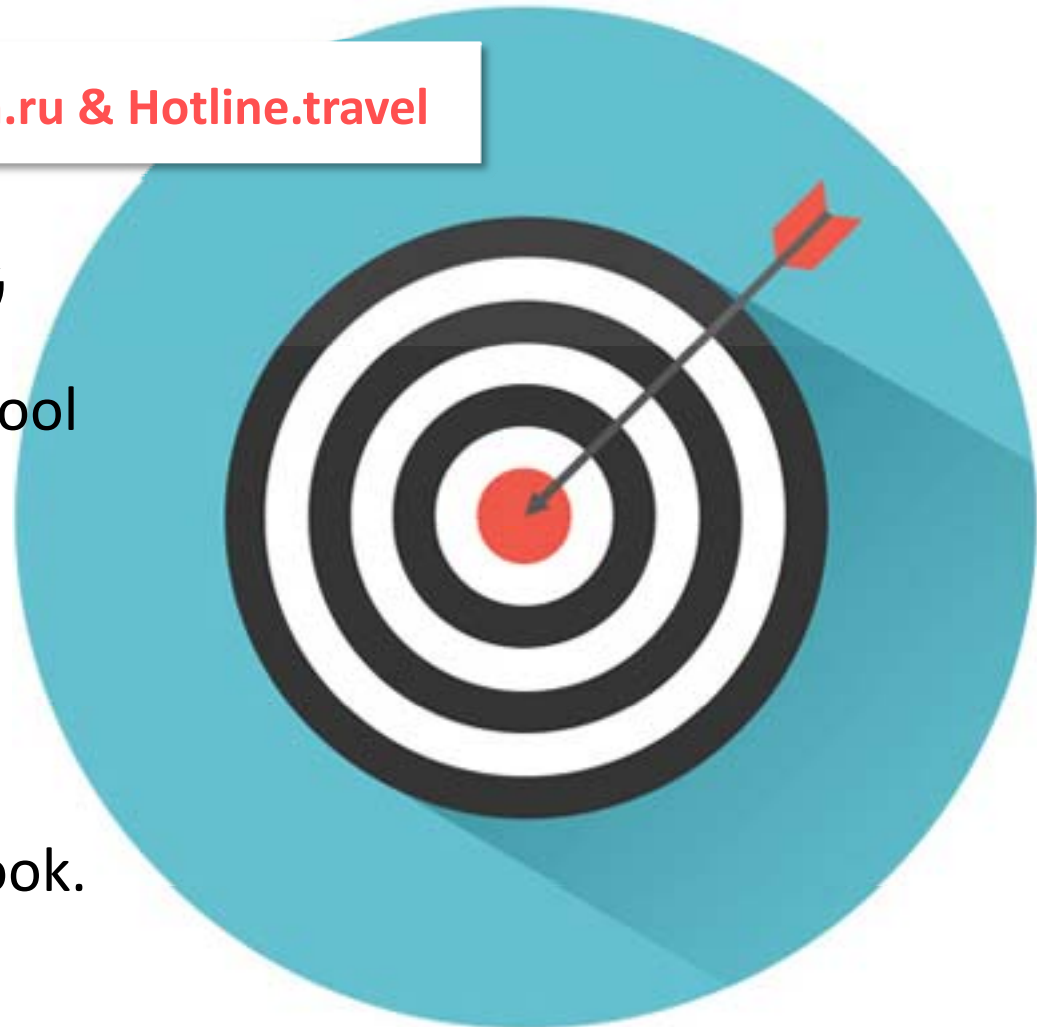




A new project of Tourdom.ru & Hotline.travel

RETARGETING

A modern marketing tool which allows you to unobtrusively show an advertisement to the users while they are surfing the Internet or Facebook.





Why do we suggest to use retargeting in your advertising campaign?

It's because this instrument allows you to show your banners just to the users, who visited Tourdom.ru and Hotline.travel websites. This means that the audience, you're addressing with your advertisement, is a target one - people interested in the touristic sphere. Actually, using retargeting you kind of «catch up» with the users at Facebook or at the other websites, which they visit (using Yandex Direct advertisement).





SPECIAL OFFER!

Till the end of 2017 you can purchase the maximum package of a month-long promotion, aimed at the target audience of **850 000** users, just for **45 thousand rubles!**





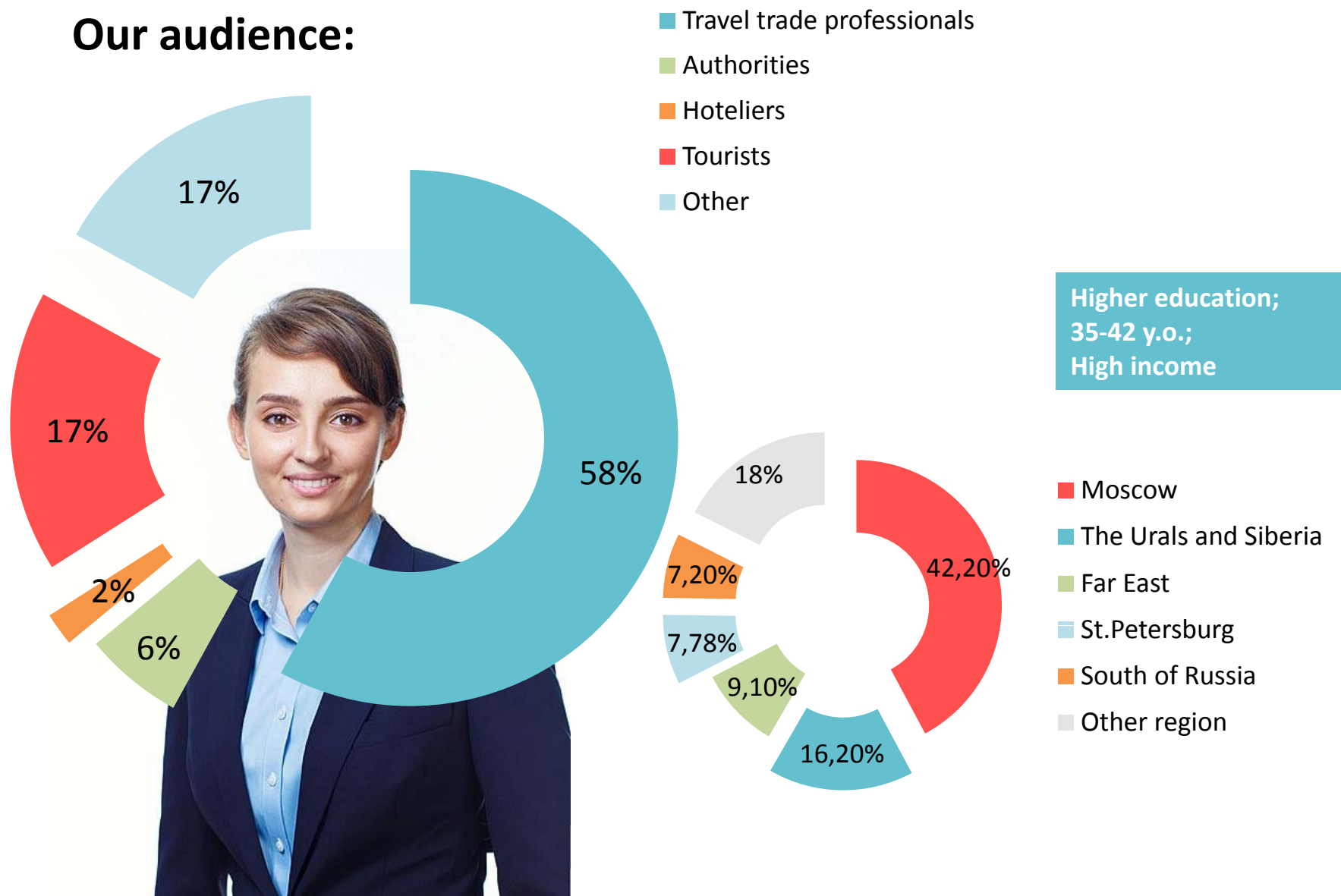
Audience

The core of our audience is made up by the tourism professionals – the managers and employees of tourism companies, as well as professional travellers. The main goal of our websites' visitors is obtaining a relevant and actual information and analytics of the industry development, as well as interviews with leading specialists and owners of the key players of the tourism market.





Our audience:





The audience of retargeting segments

The average number of visitors according to segments

(Yandex Metrica data)

108 000



Tourdom.ru

Main Page

Owners, CEO-s and specialists of the companies in tourism and hospitality industry.

620 000



Tourdom.ru

NEWS

Owners, CEO-s and specialists of the companies in tourism and hospitality industry.

102 000



Tourdom.ru

Birzha

Travel agencies managers and professional travellers

73 000



Tourdom.ru

«Kurilka» forum

Travel agencies and Tour operators managers



The audience of retargeting segments

The average number of visitors according to segments

(Yandex Metrica data)

7500



Tourdom.ru
JOB.TRAVEL

HR specialists, Travel agencies' CEOs, applicants who wants to work as a travel agent

17 000



Tourdom.ru
Classroom

Managers, tour operators' mid-level employees, travel agencies managers

200 000



Hotline.travel

Heads of the tourism companies and travel market professionals



Still in a doubt whether you really need it?

You don't have any experience of using Digital solutions in the advertisement?

No problem! We will adjust your retargeting advertising campaign for you! Your information will reach the audience of tourism specialists and professional travelers visiting Tourdom.ru and Hotline.travel! Contact us, and you'll be surprised how simple the matter is!





The next step

If you are interested in reaching the target audience of Tourdom.ru and Hotline.travel, and in order to plan an advertising campaign effectively we suggest you to consult our specialist below.

Project supervisor
Alexey Nedorezov

skype: edm_alexey
nedorezov@tourdom.ru

