



Alaska Consumer Leads FAQ

Does the Alaska Consumer Leads program make sense for my business?

- Generally, if your existing customers have a demographic profile that closely matches the demographics of the Alaska list, this is a powerful tool. Remember, the target demographic for Travel Alaska is age 55+, married, no kids at home, well-educated and tends to be upper-middle class.
- Most consumers are looking for help planning a comprehensive vacation to Alaska. The more your message helps them decide what to see, where to see it and when to come the better. Consumers also appreciate booking incentives, such as discounts.

Direct Mail vs. Email Lead Orders

How do I decide whether to use the direct mail or email leads option?

- If you have the budget for postage and the ability to produce printed materials by the thousands, then direct mail is a good fit for your business. The lower cost of email marketing allows for greater reach and digital marketing provides accountability and analysis.

Choosing the Best Qualified Audience

What is Select Criteria?

- When consumers request an Official State Vacation Planner, they are asked to answer eight questions about themselves and their travel plans. Based on the consumers responses to these eight questions the consumer responses and interests can filter a list of leads.
- Please note, consumers signing up for Travel Alaska newsletters can be included in email lead orders based on criteria selected for the order. But are not asked the same 8 questions as consumers that order a vacation planner.

What is a Reuse Order and how does it work?

- You can retarget consumers from a previous lead order for \$.15 per lead. Reuse orders are meant to have minimal changes made from the original lead order to qualify for the \$.15 lead price.
- Want to save money: if you order a list for direct mail at \$.35 per lead you may rent the same consumers' email addresses for only \$.15 per lead.

Should I sort my data based on US states and which states should I choose?

- Our recommendation is to choose states not based on population, but on conversion. This means some states will provide fewer travelers but have more concentrated interest. If many of your previous consumers have come from particular states, you may choose to advertise only to potential consumers in those states.

Quantities

Will ordering only 1,000 leads make much of a difference or do you need to place a bigger order?

- An order of 1,000 leads is enough to get started, but not enough to notice increased sales. A small quantity is great to test your message, audience and timing. Once you have these fine-tuned, we suggest setting up a biweekly repeating order to reach the fresher leads coming into the leads database.
- When placing a lead order, you will receive a live "run for count" before submitting your order based on the criteria that is currently in the lead order. You then have a chance to edit the order before submitting it for processing.



Effective Messages & Creative Art

How can I track the effectiveness of Travel Alaska leads to my business?

- To estimate conversion for both direct mail and email leads, consider listing a unique web address, 800 number or required offer code if possible. We also encourage you to use a product such as Google Analytics to monitor traffic to your website from an email campaign (and all sources).

Can you help me design my creative?

- When using the email leads program, the price include a simple 1-page HTML developed by the Travel Alaska team.

Can you test multiple emails?

- You are welcome to test 2 versions of your art, and 2 versions of your subject line to see which combination brings the best open and click results. These tests (called A/B tests) are free with every email broadcast.

Reporting

How do I read the various reports I receive from my leads order?

- For email lead orders, a performance report will be sent to you after the email is deployed and include information such as open rate, click rates and more. We also encourage you to use a product such as Google Analytics to monitor traffic to your website from the email campaign (and all sources).

Billing

How and when do I pay for the leads?

- All Travel Alaska Consumer Lead orders will be paid by credit card at the time of order. Or provide a credit card for auto-billing in the case of a repeating lead order.

If you have more questions, feel free to contact the Alaska Travel Industry Association (ATIA) Sales Team:

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