



## 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. Direct mail marketing is more effective than email, however, the lower cost of email marketing allows for greater reach and digital marketing provides accountability and analysis.
- To reach some consumers who do not provide an email, you would need to use direct mail.

### 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 a list of leads can be filtered by the consumer responses and interests.

#### 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.

#### Should I send emails using the option "Leads with Previous Open & Click History?"

- In most cases, yes. This option allows you to not only select likely Alaska consumers, but also those likely to be receptive to email marketing. You can significantly save money by using this tool while still being assured your message will be received by the most interested prospects.

### 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 maybe 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?

- You will receive a demographics report with both direct mail and email lead orders. Here you can learn the composition of the consumers you will be talking to, how old are they, where do they live, what are their stated interests in travelling, etc. Once your marketing campaign has occurred, consider the results you achieved using these demographics and consider modifications to improve the performance from your next list.
- For email lead orders, a performance report will be sent to you 10 days after the email is deployed (also available in your Travel Alaska Partner Admin) 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?

- Direct Mail Lead Orders- Once the order has been processed you will receive an email that will include a link for you to access your Travel Alaska Partner Admin and make a credit card payment for the lead order. Invoicing option available for lead orders of \$1,000 or more.
- Email Lead Orders- 10 days after the email has deployed you will receive an email that will include a link for you to access your Travel Alaska Partner Admin and make a credit card payment for the lead order. Invoicing option will be available for lead orders of \$1,000 or more.

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

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