

RateGain launches a new version for Adara's AI Audiences to help Marketing Teams

The AI-Powered Audience Ranking Model helps marketers target customers with the highest revenue potential.

New Delhi, June 22, 2023: RateGain Travel Technologies Limited, a global provider of SaaS solutions for travel and hospitality, today announced the launch of its third update for its solution AI Audiences, an AI-powered model built using Adara's ecosystem of travel data. The dataset consists of search and booking data from over 270+ partners across flights, hotels, car rentals, live events and credit card expenditures. The comprehensive reach of Adara helps its customers get a deep understanding of trip and traveler persona characteristics based on their needs.

Based on the marketers' objectives, Adara creates a model that predicts the revenue per customer. Prospects with high potential revenue are ranked higher and provided as an audience or set of tiered audiences.

Marketers can start with top tiers and dip into lower tiers sequentially as the need for scale increases. The model then is optimized based on external factors that impact the performance of the campaign by Adara's data science teams

AI Audiences have delivered up to 10X better campaign performance in the past. As ADARA adds new partnerships, it is able to source new data, upon which new features can be built to enhance model quality further.

Commenting on the launch, **Chinmai Sharma, President, Americas**, said, "Brands and Destinations are working hard to increase ROAS by trying to reach the right travelers on the right channels at the right time. With AI Audiences, marketing teams can achieve the highest return on revenue as the model enables them to prioritize the most likely valuable customers first. Earlier AI versions focused on optimizing bookings, but with V3.0, we can now prioritize predictive revenue maximization. "

To learn more about Adara's AI V3.0 Audiences, connect with us at <https://adara.com/how-we-do-it/ai-predictive-intelligence/>

About Adara

Adara, a RateGain company, is one of the world's largest data exchange platforms, providing access to ethically sourced customer data. With 270+ global partners who supply aggregated real-time traveler data, we deliver actionable insights and predictive intelligence to drive better marketing ROI. Built on the world's richest travel data co-op, Adara helps brands win in the fast-paced digital economy with 4 billion searches and over 23 billion data elements across 100+ countries.

RateGain Travel Technologies Limited

(Formally Known as RateGain Travel Technologies Pvt. Ltd.)



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About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 2800+ 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 Top 23 of 30 Hotel Chains, Top 25 of 30 Online Travel Agents, and all the top car rentals including 8 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit www.rategain.com.

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