

# Illuminate

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# Illuminate



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Dear clients, partners, & friends,

As we close out a year marked by growth and achievement, we're excited to share the latest issue of Illuminate.

In a year defined by economic fluctuations and rapid advancements in the tech world, our team's agility and unwavering commitment played a crucial role in meeting and surpassing our agency and client objectives. From launching innovative analytics tools, to embracing AI across our teams, and to introducing new agency services, our team's resilience and adaptability have been instrumental. Stepping into 2024, our commitment to growth and innovation remains strong across the agency.

This issue of Illuminate is a celebration of a dynamic 2023 and our excitement for the opportunities in the year ahead. We have gathered a collection of thought leadership, industry expertise, and insightful perspectives.

As we head into another year, we are excited to continue our journey with our valued clients, friends, colleagues, and families. Your partnership and growth alongside us are fundamental to our success.

We hope you enjoy Illuminate, created and designed by Direct Agents Studio.

Many thanks,  
Dinesh and Josh Boaz

**Dinesh Boaz**



**Josh Boaz**

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2023

# HARNESSING INCREMENTAL CHANGES FOR MAJOR BUSINESS IMPACT

Josh Boaz  
Co-Founder &  
Managing Director  
Dinesh Boaz  
Co-Founder &  
Creative Director

*Facing 2023's  
Economic Challenges*

The dawn of 2023 presented a complex economic landscape. Following a three-year growth spurt post-pandemic, our outlook was initially optimistic. However, as consumer spending decelerated and recession fears escalated, we faced a pivotal moment. The business environment grew increasingly uncertain, marked by stagnant or reduced budgets from our partner brands, alongside widespread concerns about recession, inflation, and rising interest rates. Even the robust tech sector showed signs of distress.

## STRATEGIC APPROACH

### *Embracing Incremental Change*

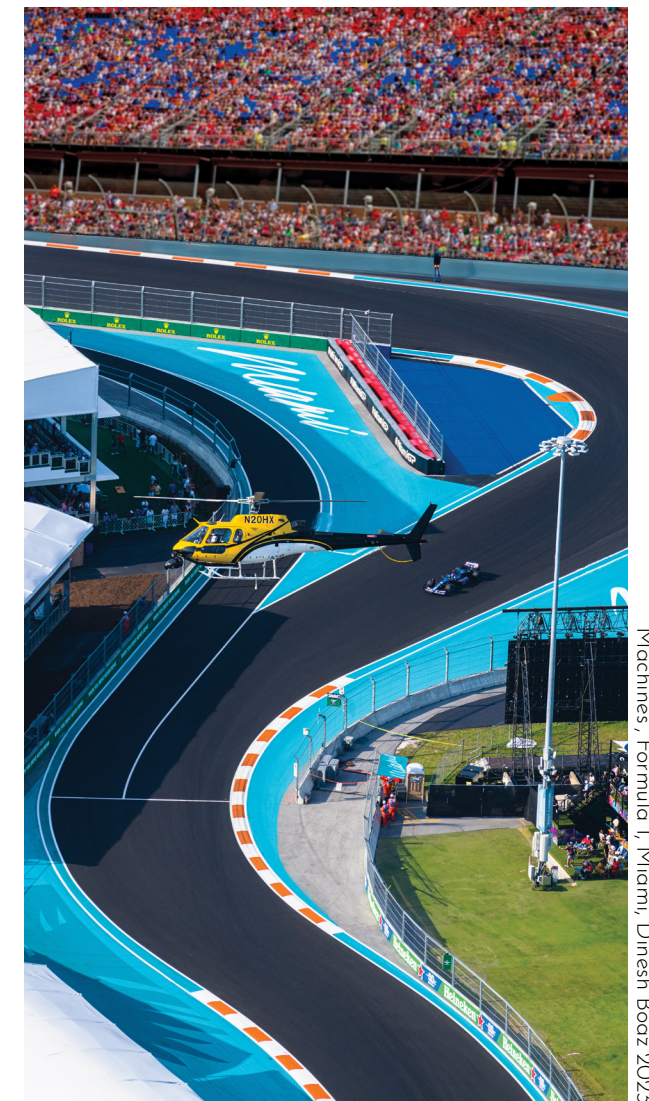
We adopted a philosophy that incremental changes yield significant long-term results. Abandoning hopes of a quick return to previous conditions, we re-evaluated every aspect of our operations:

- **Staff Optimization**  
We streamlined our team, maintaining over 98% of our staff, focusing on efficiency and performance.
- **Skill Enhancement**  
Upskilling our employees became a priority, enhancing their productivity and adaptability.
- **Cost Management**  
We curbed unnecessary expenditures, channeling resources more effectively.
- **New Ventures**  
We explored new opportunities, diversifying our offerings.
- **Brand Refresh**  
We revamped our branding, website, and content strategy to reflect our identity and voice.

## INITIAL REACTION

### *From Disbelief to Strategic Action*

Our initial response was a mix of disbelief and concern. Historically resilient, our industry had seemed impervious to economic downturns, with digital technology at its core. However, this new challenge demanded a proactive and strategic approach.



Machines, Formula 1, Miami, Dinesh Boaz 2023



- **Innovation and Automation**  
We leveraged AI and automation, ensuring these tools aligned with our strategic objectives.
- **Leadership Engagement**  
Our leadership and management teams engaged in active brainstorming, using industry research and lessons from past failures to drive improvement.

- **Diversity Certification**  
We achieved certification as a 100% minority-owned independent company, a testament to our commitment to diversity.
- **Client Relationships**  
Regular reviews and strategic revisions of media plans and short-term goals were instituted for all clients.

- **Hybrid Work Model**  
We committed to a hybrid work policy, balancing collaboration with flexibility.

- **Continuous Learning**  
We participated in conferences and networking events to foster learning and collaboration.
- **Cultural Preservation**  
Despite controlled costs, we maintained and evolved our company culture, achieving staff retention and growth.

- **Client Experience**  
We implemented comprehensive client experience training across client-facing teams.



'The Chase V2': Formula 1, Miami, Dinesh Boaz 2023

# OUTCOMES

## Realizing Growth and Satisfaction

These strategies yielded tangible results:

Enhanced client satisfaction and significant growth in long-term partnerships.

An influx of new clients, with an active pipeline extending into the new year.

Open positions due to team expansion, reflecting our growth trajectory.

Innovative solutions maturing and contributing effectively to our services.

# LESSONS LEARNED

## The Power of Thoughtful Adaptation

This journey taught us the importance of rapid yet thoughtful adaptation. Our commitment to incremental progress, coupled with a flexible and responsive strategy, was crucial. We learned to implement, evaluate, and adjust our approaches always with an eye on long-term goals.

After 20 years, Direct Agents continues to thrive, fueled by a blend of dedication, strategic innovation, and the invaluable contributions of our team. Cheers to 2024!

2024

# KEYS TO SUCCESS

*Nicholas Galante*  
VP of eCommerce

*Bridget Menne*  
E-Commerce Client  
Success Supervisor

## FOR Q1 2024

So the Q4 rush has ended and you are ready to relax - not so fast. Although Q4 does bring great sales, it's important to also understand the insight that can be gained during this time. With each new customer comes valuable information crucial to take your business to the next step.

First, take a look at your top-performing products and brands in Q4.

Why did those products perform well?  
How did those change from last year?  
Does it line up with consumer behavior shifts or is this performance due to new product features?

On the flip side,

Why did some products not perform as well?  
Why did the conversion rate take a dip?  
Are we priced competitively?

There are millions of questions to dissect and brands have more data available than ever to unpack these answers. By diving into performance, brands can determine successful product strategies and budgeting for 2024.

## DEEP DIVE PRODUCT ANALYSIS

## FOSTER BRAND LOYAL CUSTOMERS

Assuming you have obtained many new-to-brand customers, now is the time to convert them to brand-loyal consumers. When customers ask questions, leave reviews, or reach out to a seller directly, it is crucial to be timely, professional, and kind. Going above and beyond can move the needle when considering long-term customer loyalty.

Next, unpack your new customer shopping journey.

- 1 What products are consumers viewing but not buying?
- 2 What products are these customers adding to their carts but not clicking purchase on?

Based on these insights, test new strategies that align with these unique shopping behaviors, such as offering Subscribe & Save or utilizing Brand Tailored Promotions to reach specific customers. Sellers can now offer promotions to specific customers, like Brand Followers, Repeat Customers, High-Spend Customers, or Cart Abandoners.

To fully take advantage of a successful Q4, make sure that you are utilizing the new remarketing pool that you accumulated. Most sellers peak in both sales and traffic in Q4 and can retarget people who have interacted with their brand through Sponsored Display or DSP campaigns.

## CLOSE THE LOOP WITH REMARKETING

Within DSP, sellers can also use Q4 data to create lookalike audiences for remarketing. Lookalike audiences are groups of consumers who are similar to your existing customers, and they're a great way to close the loop on a missed conversion in Q4.

Q1 can be both exciting and overwhelming. Think about your true and loyal customers, rather than the idea you might have about your target audience. Surpass your 2023 Q4 goals and set up for a successful 2024 with strategic priorities and in-depth consumer insights.



# Maximizing marketing impact amid a market shift

Jackson Richards VP of Strategy

The economic environment heading into 2024 presents a complex set of challenges for CMOs. As we wrap up 2023, it is essential to realign strategies to ensure that every marketing effort makes the greatest impact. The following strategic focus areas should be top of mind for marketing leaders to steer their brands with confidence and clarity.

## 1. Prioritized Strategic Initiatives

In the face of economic constraints, it's crucial to channel marketing resources into carefully chosen strategic initiatives. Prioritize campaigns that promise the highest return on investment and align with overarching business goals. This selective approach ensures that each marketing endeavor contributes directly to growth.

## 2. Optimized Customer Journey

Understanding and optimizing your customer's journey is paramount. Instead of diluting efforts across every possible touchpoint, identify and enhance the key moments that influence decision-making the most. By intensifying your focus here, you'll deliver a stronger, more coherent brand message where it counts.

## 3. Refine Your Value Proposition

In a competitive market, a clear value proposition can set you apart. Revisit and refine this proposition to ensure it resonates with your audience's evolving needs. Highlight tangible benefits and differentiators that are your customers, solidifying your brand's position in the marketplace.

## 4. Creative as a Differentiator

Even the most strategic placement falls flat without compelling creative in today's crowded digital environment. In 2024, it's crucial to reimagine your creative assets to cut through the noise. Ensure your creative strategy is both impactful and aligned with the refined value propositions, resonating with the audience in a way that drives engagement and conversion.

## 5. Embrace AI for Efficiency and Insight

AI tools are no longer just a novelty but a necessity. They can offer profound insights into customer behavior and streamline operations, allowing you to do more with the resources you have. Harness the power of AI for predictive analytics, personalized messaging, and operational efficiencies that support data-driven decision-making.

## 6. Maintain Flexibility in Tactics

The ability to pivot is your greatest asset in an uncertain economy. Maintain a flexible approach to advertising tactics, staying ready to adapt to changes in the market. This agility will allow your brand to respond to emerging trends and economic shifts with speed and effectiveness.

## 7. Humanize Your Brand

Amidst the rise of AI transformation, don't lose sight of the human element. Authenticity and emotional connection are increasingly valuable in a digital-first world. Foster genuine relationships with your audience by ensuring your brand's human side shines through in every campaign.

To all marketing leaders kicking off 2024, the path ahead may be uncertain, but with a strategic, focused approach, you can ensure that your marketing efforts yield the maximum impact. By embracing these principles, you can navigate your brand through economic uncertainty and come out stronger on the other side.



# THE POWER OF CUSTOM AI

REVOLUTIONIZING  
MARKETING  
EFFICIENCY

JON VIANO  
DIRECTOR OF CLIENT SOLUTIONS

In the rapidly evolving digital landscape, a notable revolution is underway. OpenAI's newest Custom GPT technology stands out as a groundbreaking innovation. These AI models can be customized to a business's specific needs, enabling precise and effective applications of AI technology.

Imagine a scenario: a new product launch is on the horizon, and the marketing team is overwhelmed with data analysis, content creation, and customer engagement strategies. Here, Custom GPTs come into play. These AI models that are trained on the company's specific data from customer interactions to past campaign analytics offer personalized solutions that seamlessly align with brand identity and strategy.

The result? A marketing strategy that's not only data-driven but also remarkably efficient. For example, a Custom GPT model can personalize user experiences on a website. By analyzing visitor data, it dynamically changes website content to match user interests, leading to increased engagement and higher conversion rates. In another application, AI-driven social media analysis can pinpoint trending topics, enabling the creation of highly relevant and timely marketing content, resulting in a significant boost in social media interaction and brand visibility.

Such adaptability of AI tools like custom GPTs extends across various business functions. In customer service, AI can manage routine inquiries more effectively. It can automatically sort and prioritize customer emails based on urgency and topic, ensuring that critical issues are addressed promptly. In a call center setting, AI can provide real-time assistance to agents by offering them instant information and solutions during customer calls, greatly reducing call durations and improving resolution rates. These AI integrations streamline operational efficiency and elevate the quality of customer interactions, leading to improved customer loyalty and retention.

The integration of AI into content creation also yields significant benefits. AI-generated initial drafts are refined by creative professionals, leading to faster production and more strategically aligned content. The collaboration between AI capabilities and human creativity is a testament to the potential of these technologies in enhancing business processes.



Beyond mere task automation, AI's capacity for deep insights and predictive analytics opens up a realm of crucial strategic advantages for businesses. AI's market forecasting abilities allow businesses to anticipate demand shifts by analyzing current trends and historical data, which is particularly beneficial for inventory management and marketing strategy adjustments. A retail company, for example, could leverage AI to predict seasonal demand, ensuring they maintain optimal stock levels and deploy targeted promotions effectively. Additionally, AI's nuanced understanding of customer behaviors and preferences empowers businesses to create highly personalized marketing strategies and product recommendations, significantly boosting customer engagement and loyalty.

In the realm of risk management, particularly pertinent in the financial sector, AI's prowess in analyzing market conditions and transaction data aids in making informed investment decisions and detecting potential fraud, thus safeguarding assets. Operational efficiency is another key benefit, as AI's analysis of operational data can streamline processes, such as optimizing supply chain logistics and production schedules in manufacturing, resulting in cost reductions and improved delivery times.

Lastly, AI's capability to monitor and analyze competitors' activities provides valuable insights into their strategies, product launches, and market positioning, enabling businesses to maintain a competitive edge and identify new market opportunities. The strategic integration of AI-driven insights thus positions businesses to stay ahead of the curve and align their strategies more closely with the dynamic market and consumer needs.

# STRATEGIES FOR SUCCESSFUL AI INTEGRATION

Adopting custom AI in marketing isn't just about technology acquisition; it's about strategic integration into existing processes. Successful integration begins with a clear understanding of business goals and how AI can support them. Key strategies include:

- ✖ **Staff Training and Development**  
Equip your team with the skills to leverage AI tools effectively. This might involve training sessions, workshops, or collaborations with AI experts.
- ✖ **Data Management and Governance**  
Ensure you have robust data management practices. Quality data is the foundation of effective AI, and proper governance ensures ethical use and compliance with privacy regulations.
- ✖ **Workflow Redesign**  
AI doesn't just fit into existing workflows; it often reshapes them. Be prepared to redesign processes to maximize the benefits of AI integration. This might mean redefining roles or introducing new collaboration models between AI and human team members.
- ✖ **Continuous Evaluation and Adaptation**  
AI technology evolves rapidly. Regularly assess the performance of your AI tools and be ready to adapt your strategies to keep pace with new developments.

The true potential of custom AI lies in its strategic integration into our everyday work life. It's about harnessing the technology to meet and anticipate the needs of an increasingly dynamic market. The future belongs to those who can blend AI's analytical capability with human creativity to unlock new realms of efficiency and effectiveness.



# MMM

Media

Mix

Modeling

Joe Belafonte

VP, Data Science & Experience

## Navigating the New Frontier

### Embracing Media Mix Modeling in a Privacy-First World

The seismic shifts caused by the data privacy movement have dramatically reshaped the marketing landscape. Couple this with the multifaceted world of multi-device interactions, and it's no wonder that marketers are seeking fresh measurement solutions.

In the not-so-distant past, Multi-Touch Attribution (MTA) seemed to be the answer. However, this was always an imperfect solution, especially as it pertained to walled-garden ecosystems. Fast forward to the era of third-party cookie blocking, and the MTA system crumbles even further.

## Enter Media Mix Modeling

MMM eschews the conventional cookie-based paradigms. It integrates core brand KPIs such as

- transactions
- revenue
- conversions

Employing sophisticated simulations, the model meticulously analyzes these datasets to uncover latent correlations. This rigorous assessment ensures precise media spend recommendations, irrespective of the inherent biases of diverse platforms or analytics tools.

## Search

MMM is a cookieless attribution framework that does not rely on traditional cookie-based measurement. Rather, it uses a combination of

a brand's source-of-truth target KPI + media spend + additional contextual features (e.g., transactions, revenue, conversions)

The model processes all this data through thousands of simulations to understand the hidden correlation within the data to derive optimal allocations of media spend regardless of how platforms or analytics tools assign attribution.

## The Outcome

Brands acquire actionable insights, enabling the recalibration of media investments to improve KPIs. This is especially beneficial for upper and mid-funnel efforts that are critical and often undervalued parts of the marketing funnel, because they predominantly prioritize impressions over direct interactions, and do not display strong "last-touch" attribution metrics.

Despite its evident merits, MMM's adoption has been constrained by its prohibitive cost structures, typically encroaching the six-figure mark annually. Therefore limiting these pivotal insights to the largest of brands. Recognizing this disparity, Direct Agents embarked on a mission to democratize access to MMM.

The outcome of this endeavor is Kanopy AI: Feather, a nimble yet potent MMM tool.

In the development phase of the Feather AI algorithm, a comprehensive audit of prevailing MMM methodologies, including Direct Agents' own, was undertaken. We found that many models are unnecessarily bloated with information and processes that, while informative, have a minimal impact on model performance and outputs. These same elements escalated

- 1 resource allocation
- 2 elongated deployment timelines
- 3 inflated costs

By identifying these inefficiencies, Direct Agents meticulously streamlined the MMM process, excising extraneous components. This optimization not only engendered significant cost efficiencies but also expedited deployment cycles to a mere week, making MMM more accessible to all and further leveling the playing field between enterprise brands and the rest.





# COVER



## Cover

*Behind the cover  
art of Illuminate  
with Yiping Liu.*

*Embark on a captivating journey through this abstract artwork, where bold colors collide with geometric shapes. Vibrant hues and intricate grids layer and intertwine, creating a visually dynamic composition. The interplay of structure and chaos invites exploration, offering a unique perspective on abstraction in every stroke and intersection.*



## What Ever Happened to Creative Strategy?

In the world of marketing, a streamlined creative process is the make or break between a standout campaign and one that misses the mark. All too often, there's a rush to visualize concepts that "look good," overshadowing the creative strategy necessary for an effective campaign. Aligning every team member, from project managers to video editors, is pivotal in crafting a visual identity that resonates deeply with the campaign's core objectives.

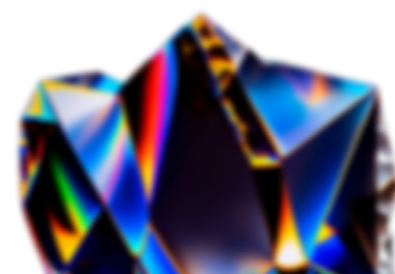
### Starting with the "Why"

When kicking off a project, ask the following questions:

- What problem are we solving?
- Who is our core audience?
- What does success look like for this campaign?

Katherine Grabowsky  
Supervisor of Creative and Influencer

ILLUMINATE



At the heart of this process is the search for the "big idea"—a narrative core that connects brands with their consumers through compelling storytelling. Millions can be invested in creative production, but without strategic alignment, it risks falling flat. Answering these foundational questions helps tailor the project roadmap and align resources when kickstarting a project.

### Laying the Groundwork

In laying the groundwork for the campaign, a comprehensive brand audit includes a review of the competitor landscape and insight into overarching industry trends. In addition, designers can review current creatives and messaging to pinpoint gaps and opportunities. The goal of the research ahead of the ideation is to ensure the campaign resonates on a deeper level with the audience, aside from standing out visually. The design team's creative landscape review coupled with the media team's sharp focus on audience segmentation, ensures that every creative decision is backed by data and insight.

### The Brief: The Creative Blueprint

The role of the creative brief is often understated. The brief serves as a creative blueprint, ensuring the design team's imagination aligns with the overall campaign objectives. The brief includes everything from higher-level inspirations and audit insights to more detailed information such as color palettes and typography, ensuring every aspect aligns with the audience's preferences and overarching brand goals.

### The Cycle of Creative Evolution: Design, Test, Optimize

Once we're able to put these insights into action, the project takes off. The design process is a cycle of testing and iteration. Creative performance serves as the brand's eyes and ears, answering critical questions about audience preferences and behaviors. In this phase, hypotheses are tested, creatives are refined, and brands are able to adapt dynamically to the feedback.

In an era where brand differentiation is vital, the art of streamlined creative processes enables brands to leave a lasting impression. It is this careful orchestration of ideation, strategy, and execution that serves as an integral step in crafting loyal consumers and establishing brand recognition. It is not just about producing visually appealing content - it's about crafting a narrative that speaks to the heart of the audience, backed by a strategy that ensures each creative decision is a step toward achieving brand objectives.

CREATIVE

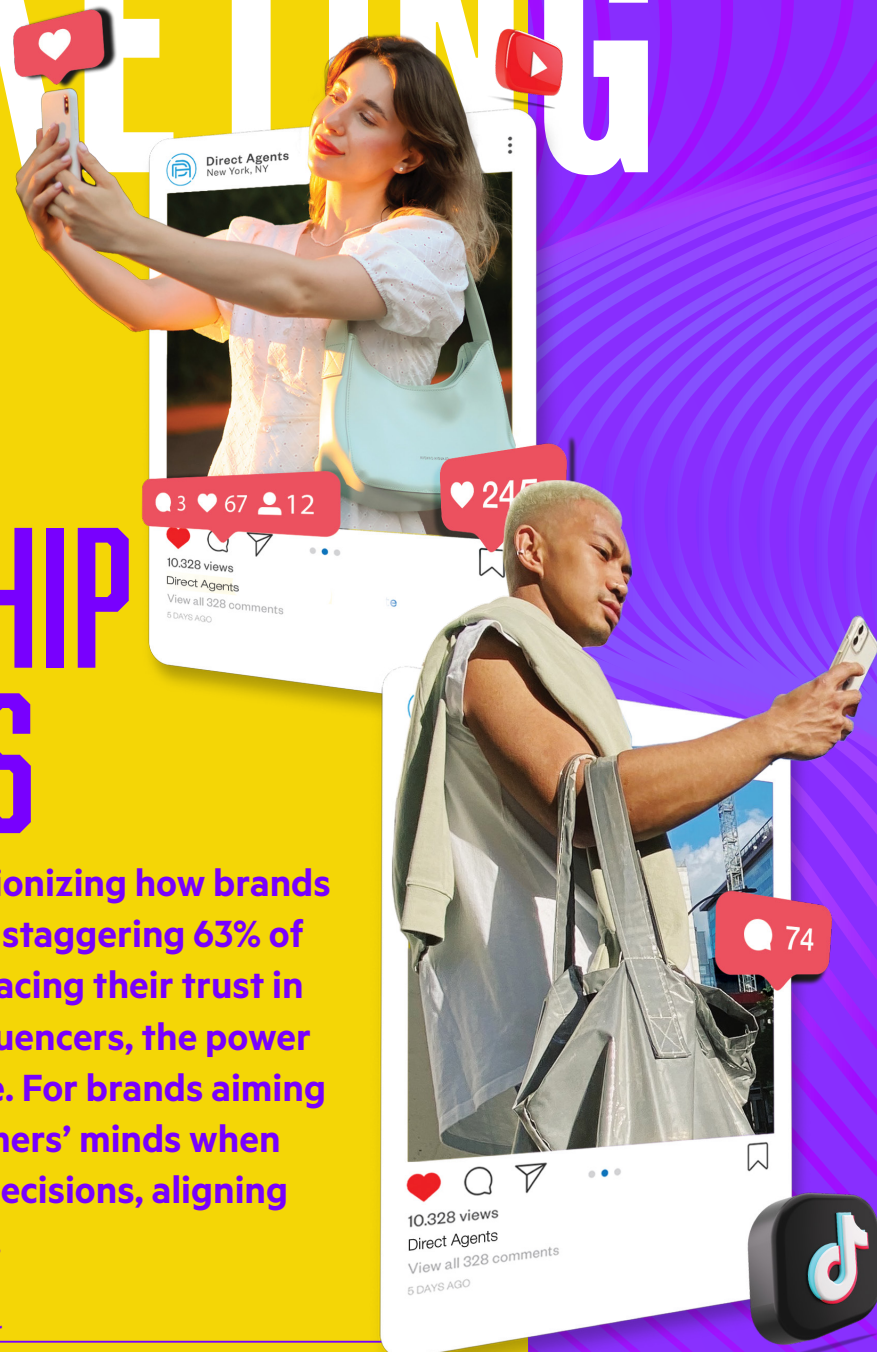


# INFLUENCER MARKETING

## GUIDE TO EFFECTIVE PARTNERSHIP STRATEGIES

Influencer Marketing is revolutionizing how brands connect with audiences. With a staggering 63% of Gen Z and 66% of Millennials placing their trust in brands promoted by online influencers, the power of digital creators is undeniable. For brands aiming to be at the forefront of consumers' minds when considering these purchasing decisions, aligning with these creators is essential.

Katherine Grabowsky  
Supervisor of Creative and Influencer



Here's how to integrate influencer strategies into your marketing planning:

1

### First, it begins with scouting the right influencer

**Micro-Influencers (<100,000 followers):** These creators are your go-to for niche targeting and bang-for-your-buck content. With their niche audiences, they offer targeted brand visibility. Plus, their flexibility with content usage rights is an added benefit for brands looking for long-term content utilization. Brands will often purchase content rights in perpetuity, making these partnerships a win-win for audience engagement and continued content usage.

**Macro (100K-1M followers) & Mega-Influencers (>1M followers):** Larger partnerships are perfect for brands looking to make a big splash with measurable reach, rather than prioritizing engagement. However, these partnerships come with a price tag - their costs can reach tens of thousands of dollars per post, depending on their audience size and follower engagement. In addition, they often have less flexibility with content usage rights and activation timelines.

3

### Measure campaign impact

When considering influencer measurement, it's important to take both short-term and long-term measurement tactics into account. Immediate Metrics include reach, engagement, promo code uses, and sales differentials pre and post-campaigns.

#### Big Picture Metrics

**Increase in Branded Search Volume:** A surge in post-campaign brand searches signals a successful awareness boost. **Website Traffic Boost:** More website visitors signify campaign success. Many users may not engage immediately but often return to the website after multiple touchpoints. This metric underscores the sustained influence these campaigns have on overall website engagement. **Lead Generation:** While not always a direct sale, capturing leads - whether it's email sign-ups, contest entries, or other forms of engagement - can be a valuable long-term result of an influencer campaign.

Influencer marketing isn't just a trend; it's a powerful strategy reshaping the digital marketing landscape. With a blend of thoughtful strategy and continuous impact measurement, it positions brands to lead in a competitive marketplace

2

### Crafting content to go viral

There are a range of ways for brands to collaborate with creators, depending on overarching brand goals and campaign KPIs.

**Giveaways:** This is a perfect option for brands looking to spike brand awareness quickly through special giveaways or promotions.

**Product Reviews:** Influencers give their honest take, building trust and curiosity. These creator videos are a great way for brands to establish social proof for products or services that require additional deliberation before a user makes a purchase.

**Social Takeovers:** Bring a fresh face and a new perspective to your social channels with influencer takeovers. Takeovers solidify these influencers' position as brand ambassadors, rather than one-off content creators.

**Tutorials & How-To's:** From 'Get Ready With Me' sessions to cooking demos, these are a window to seeing your products in action.

**Event Collabs:** Engage influencers in brand events or product launches to amplify excitement.



# UNLEASHING AI IN 2024

## A Guide for Brand Marketers in 2024

Valentina Elegante  
Associate  
Director of  
Brand Marketing  
and Partnerships

In the dynamic realm of brand marketing, staying ahead requires not just keeping up with trends but setting the pace. As we step into 2024, one technology stands out as a game-changer: AI. From personalized customer experiences to data-driven decision-making, AI is transforming the landscape. Here's a comprehensive guide on how brand marketers can leverage AI to propel their strategies to new heights.

### Hyper-Personalization through AI

AI's proficiency in analyzing vast datasets enables brands to deliver hyper-personalized experiences. Leverage AI algorithms to understand individual preferences, behaviors, and purchase histories. Tailor content, recommendations, and promotions, ensuring that each customer feels like your brand understands their unique needs.



### Predictive Analytics for Smarter Decision-Making

AI-driven predictive analytics can forecast trends, customer behavior, and market shifts. Marketers can use this foresight to optimize campaigns, predict product demand, and allocate resources efficiently. By understanding what's likely to happen, brands can stay proactive and agile in their marketing strategies.



### AI-Generated Content and Creativity

AI is not here to replace creative minds but to enhance their processes. Leverage AI tools to generate content ideas, assist in creative production, and analyze successful content. Our in-house studio team leverages AI-powered tools to automate repetitive, low touch tasks allowing more time for human creativity.



### Customer Journey Mapping with AI

Understanding the customer journey is crucial for effective marketing. AI can analyze touchpoints across various channels, identify patterns, and predict the most effective paths to conversion. By mapping the customer journey with AI, brands can tailor their strategies to meet customers where they are in their purchasing decision.



### Programmatic Advertising Optimization

AI algorithms excel in real-time bidding and programmatic advertising. They can analyze user behavior, select the most relevant ad placements, and adjust bids accordingly. This not only optimizes ad spend but ensures that your ads reach the right audience at the right time.



### Sentiment Analysis for Brand Perception

AI-driven sentiment analysis tools can scour social media, forums, and review sites to gauge public sentiment about your brand. By understanding how your brand is perceived, you can make data-informed decisions to enhance your reputation, address concerns, and capitalize on positive sentiment.



### AI in Influencer Marketing

Identifying the right influencers for your brand can be a complex task. AI simplifies this process by analyzing vast datasets to find influencers whose audience aligns with your target market, which cuts sourcing time in half. This guarantees that team members are evaluating profiles that already meet the campaign qualifications, enabling the team to dedicate their attention to more specialized aspects that demand an authentic and human perspective. Moreover, AI can assist in measuring the effectiveness of influencer campaigns by analyzing engagement metrics and attributing conversions.

In conclusion, 2024 presents a landscape where AI is not just a tool, but an essential ally for brand marketers. By harnessing the capabilities of AI, brands can unlock new levels of efficiency, personalization, and data-driven decision-making, ultimately staying ahead in an ever-evolving market. Embrace AI, and let it propel your brand to new heights in the years to come.





When we're not optimizing marketing strategies or forging new paths with AI, we're out exploring the world. We've made our way to 20 states and stamped our passports in 17 different countries. Looking for inspiration for your next trip? We're sharing some of our top destinations and the travel tips that made our adventures unforgettable.

*Valentina Elegante*

Associate Director of Brand Marketing & Partnerships

## Berlin *Germany*

Allocate ample time to fully immerse yourself in the city's rich history. Be sure to savor the iconic Currywurst and drop by Mustafas Gemüse Kebap for a taste of local flavor.

## Lake Como *Italy*

To fully appreciate Lake Como's beauty and landscapes, consider a ferry ride for a panoramic tour, or for an up-close experience, opt for kayaking, paddle boarding, or a refreshing swim.

## Val Thorens *France*

Pack your ski boots for the journey (and rent the skis there) for an unforgettable ski experience. Land in Geneva and shuttle to Val Thorens, opting for the comprehensive 3 Vallées pass for a full six days on the slopes. Elevate the adventure with must-try Haute-Savoie winter delicacies like raclette, fondue, and tartiflette.

## Cabo da Roca *Portugal*

Don't miss the sunset at Cabo da Roca, also known as Focinho Da Rosa, the westernmost point of Europe, where the views are simply breathtaking.

## Cartagena *Colombia*

Make sure to wander through the colorful streets of the Old Town, a UNESCO World Heritage site, to soak up the vibrant atmosphere and colonial architecture. And don't miss a day trip to the Rosario Islands; their clear waters offer an excellent opportunity for a snorkeling excursion.

## Everglades *Florida* National Park

Visit in January for a serene escape, and stay in an Eco-tent at Flamingo. With no cell service and an hour's distance from the nearest town, it's a perfect retreat for unwinding amidst nature.

## Castle Combe *England*

Discover the enchanting village charm, where the lush natural scenery and picturesque architecture transport you straight into a storybook setting.

## Bondi Beach *Australia*

Bondi Beach offers an array of activities, including the scenic Bondi to Coogee Walk, renowned surfing, a classic ocean swim at Bondi Icebergs, exploration of nearby beaches and markets, and beachside dining with ocean views. Bondi Beach is a must-visit, combining relaxation, adventure, and natural beauty.

## London *England*

Culinary adventures await with Gymkhana's top-tier Indian cuisine and Borough Market's vibrant stalls, while the efficiency of the Tube makes city navigation a breeze. Don't miss the indulgent cruffin at Richoux, and for a peaceful retreat, Hyde Park offers immaculately kept green spaces.

## Milos *Greece*

Must-see beaches, a vibrant dining scene, and seaside bars, position Milos as a gem in the Mediterranean vacation circuit.

## Reynisfjara *Iceland*

Embark on a self-guided tour by car to witness Iceland's majestic waterfalls, glaciers, and black sand beaches. Be sure to include the breathtaking Fjaðrárgljúfur canyon in your itinerary. To stay fueled, pack your own sandwiches and snacks to avoid overpriced and underwhelming food at tourist spots.

## Ha Long Bay *Vietnam*

Take a day to explore the stunning landscapes of Ha Long Bay, or even better, stay overnight on one of the traditional junks—it's a UNESCO World Heritage Site for a reason. In Hanoi, follow in the footsteps of Former President, Barack Obama and Anthony Bourdain at Bún Chả Hu'ong Lien for an authentic taste of the city. And remember, stick to bottled water—tap water is a no-go.





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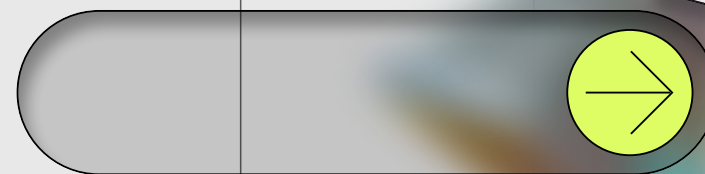
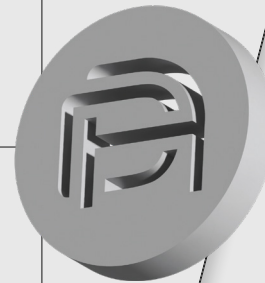


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