

July 10, 2025

To,

**National Stock Exchange of India Limited**

(NSE: RATEGAIN)

**BSE Limited**

(BSE: 543417)

**Sub: Press Release on “Adara & VDX.TV Power Award-Winning Video Campaign for Wyoming Tourism, Securing 2025 eTSY for Best Use of Video”**

Dear Sir / Ma’am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on ‘Adara & VDX.TV Power Award-Winning Video Campaign for Wyoming Tourism, Securing 2025 eTSY for Best Use of Video’.

Please take the above information on record.

Thanking you.

Yours faithfully,

**For RateGain Travel Technologies Limited**

**Mukesh Kumar**

**General Counsel,**

**Company Secretary & Compliance Officer**

**Membership No.: A17925**

RateGain®

## **Adara & VDX.TV Power Award-Winning Video Campaign for Wyoming Tourism, Securing 2025 eTSY for Best Use of Video**

**Noida, 10<sup>th</sup> July 2025: RateGain Travel Technologies Limited (RateGain), a leading provider of AI-powered SaaS solutions for travel and hospitality,** today announce that Adara, a RateGain company, and a travel-data exchange platform, has been recognized alongside the Wyoming Office of Tourism, VDX.TV, and BVK with the 2025 eTSY Award for Best Use of Video for their innovative Connected TV (CTV) campaign promoting travel to Wyoming.

This multi-partner initiative leveraged TV Magnify by VDX.TV, with Adara's real-time traveler data powering the measurement and attribution framework. By going beyond view counts and measuring true economic impact, the campaign demonstrated how data-driven video advertising can translate into measurable results for destination marketers.

Adara's proprietary enriched data model enabled Wyoming to track engagement across the entire travel funnel, from initial video exposure to search, planning, and booking, while maintaining privacy-compliant standards.

Impact of the campaign:

- \$115 million+ in estimated economic impact for the state
- 9x increase in bookings and travel searches
- 17,500+ hotel and airline bookings
- \$4.7 million in hotel revenue, delivering a 19:1 ROAS
- 28,000 hotel visitors across Wyoming

Adara's role was instrumental in unlocking the full economic story behind the campaign. By combining Wyoming's first-party data with Adara's rich travel data consortium and enriched modeling, Adara's platform enabled cookie-less attribution and end-to-end measurement. This allowed Wyoming Office of Tourism to understand the direct influence of the CTV campaign on travel intent, bookings, and state-wide revenue uplift, all while maintaining privacy compliance.

VDX.TV employed geo-targeting, household-level retargeting, and tailored messaging across CTV, desktop, and mobile devices to engage travel-ready audiences across key feeder markets and nationally.

The eTourism eTSY Awards, hosted by eTourism Summit, honor excellence in digital marketing for destinations. This recognition underscores the powerful impact of collaborative storytelling and analytics in driving tourism recovery and growth.

For more information, read the full case study: [Link](#)

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## 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. For more information, visit

## About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ 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 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.

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