

TECHNICAL AND FINANCIAL PROPOSAL
STRATEGIC ALLIES SELECTION PROCESS No. CP-004-2025/PROMPERÚ-DT-STR
JOINT ADVERTISING CAMPAIGN IN THE UNITED STATES

I. NAME OF COMPANY (OR CONSORTIUM)

Travelscape LLC (d/b/a Expedia Group Media Solutions)

II. CAMPAIGN OBJECTIVE

Increase the number of travelers to Peru by engaging Expedia Group's exclusive audience and guiding them to a personalized destination page rich in inspiring content that encourages travel to Peru and simplifies the booking process.

III. CAMPAIGN TARGET AUDIENCE

3.1. Age range	25-44 years old (56%) +45 years old (24%)
3.2. Gender	58% Men /42% Women
3.3. Socio-economic level	41% with HHI \$75+
3.4. Place of residence	USA
3.5. Interests	Adventure, International Travel, Culture
3.6. Other	An audience of travelers actively searching for trips to Peru and similar destinations. Data shows that 59% of travelers on our platforms are looking for two or more destinations, making it the perfect moment to position Peru in their consideration set.

IV. DESTINATIONS TO BE CONSIDERED IN THE CAMPAIGN *(according to the advertising exposure they will receive, they must add up to 100%)*

Destination	%	Destination	%	Destination	%	Destination	%	Destination	%
4.1. Amazonas		4.6. Cajamarca		4.11. Ica	4%	4.16. Loreto	4%	4.21. Puno	4%
4.2. Áncash	3%	4.7. Callao		4.12. Junín		4.17. Madre de Dios	4%	4.22. San Martín	
4.3. Apurímac		4.8. Cusco	20%	4.13. La Libertad		4.18. Moquegua		4.23. Tacna	
4.4. Arequipa	4%	4.9. Huancavelica		4.14. Lambayeque		4.19. Pasco		4.24. Tumbes	
4.5. Ayacucho		4.10. Huánuco		4.15. Lima	57%	4.20. Piura		4.25. Ucayali	

V. BRIEF DESCRIPTION OF CAMPAIGN STRATEGY

Through native and traditional digital banners, we track and support travelers throughout the entire search and booking process to inspire, educate, and increase travel to Peru. We reach a qualified audience both on Expedia pages and beyond through an audience extension strategy (remarketing/retargeting) using EGReach+

VI. PROJECTED ADVERTISING RESULTS OF CAMPAIGN

Metrics	Target value
6.1. Estimated total reach	N/A
6.2. Estimated total impacts and impressions	5,487,203
6.3. <i>(Add as many rows as needed)</i>	

VII. INVESTMENT AMOUNT FOR CAMPAIGN

Investment	Amount	%
Company 1	77,500.00	50.82%
Company 2 (*)		
Total consortium <i>(if applicable)</i> (*)		
PROMPERÚ	75,000.00	49.18%
Total _____ USD	152,500.00	100%

VIII. CAMPAIGN EXECUTION HORIZON *(It shall not exceed the horizon established in section 6 of the Bidding Conditions for the selection process)*

From (June/2025) to (October/2025)

(*) To be completed in case of consortium.



9.1. TELEVISION GUIDELINE

--	--

9.2. RADIO GUIDANCE

[illegible]

9.3. PRESS GUIDELINE

Page 10 of 10

2.4. DIGITAL GUIDELINE (***)

--	--

(*) To be completed in case of consortium.

(**) Only if you have a Media Center or if the TV is connected to a PC.

(***) For programmatic buying, please send the whitelist separately.

9.5. OUTDOOR AND INDOOR GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)				INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
No.	Name of media outlet	Location	No. of media supports	Format	Duration (sec.) (***)	Measurements (width x height)	No. of days	No. of ads	Reach (%)	Reach	Impacts	CPM	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
																	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
																	(Mark with an X the months with activity)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

9.6. MOVIE GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)				INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
No.	Name of media outlet	Location	Attendance	No. of pattern rooms	No. of pattern days	Format	Duration (sec.) (***)	No. of ads	Reach (%)	Reach	Impacts	CPM	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
																	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
																	Mark with an X the months with activity																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

9.7. FAM TRIPS

GENERAL INFORMATION							INVESTMENT				SCHEDULE														
No.	Trip objective	Guest profiles	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025													
												Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
			Concept									%	(Mark with an X the months with activity)												
(Add as many rows as needed)																									
TOTALS																									

9.8. PRESS TOURS

GENERAL INFORMATION													INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
No.	Name of media outlet	Geographical coverage	Section or program	No. of readers/viewers/followers	Guest profiles	Audience profile	No. of guaranteed publications			Impacts (**)	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
							Before the trip	During the trip	After the trip		Jan	Feb								Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
(Mark with an A the months in which the trip was made and with a B the months in which the publication was made) (*****)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
											Concept	%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

(*) To be completed in case of consortium.

(**) Only if you have a Media Center or if the media outlet is able to provide such information.

(***) To be completed in case of a format with digital display.

(****) Only one representative designated by PROMPERÚ and one representative from the ally will join the trip and will be included in the entire travel itinerary.

(*****) General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.


9.9. BLOGGER TRIPS

GENERAL INFORMATION																	INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
No.	Blogger's name	Blog URL	Blogger's topic or category	Audience profile			No. of average monthly visits in the last six (6) months	No. of average monthly page views in the last six (6) months	Average permanence time in the last six (6) months	Average bounce rate in the last six (6) months	Average monthly reach in the last six (6) months	No. of guaranteed publications			Impressions	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)	Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
				Distribution by age (%)	Distribution by gender (%)	Distribution by country (%)						Before the trip	During the trip	After the trip										(Mark with an A the months in which the trip was made and with a B the months in which the publication was made) (*****)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
																								Concept	%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															</

9.10. INFLUENCER TRIPS (***)

GENERAL INFORMATION																	INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
No.	Influencer's name	Profile URL on social media	Influencer's topic or category	Audience profile			No. of fans/followers /subscribers	Average interaction rate on the social media platform in the last six (6) months	No. of average interactions on the social media platform in the last six (6) months	No. of average monthly views in the last six (6) months	Average monthly reach in the last six (6) months	No. of guaranteed publications			Impressions	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)	Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
				Distribution by age (%)	Distribution by gender (%)	Distribution by country (%)						Before the trip	During the trip	After the trip										Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
(Mark with an A the months in which the trip was made and with a B the months in which the publication was made) (*****)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
															Concept	%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

(*) To be completed in case of consortium.
(**) For digital media, indicate the number of impressions.
(***) Include the social media platforms where publications will be made for the campaign, as well as the metrics for each social media platform.
(****) It shall not exceed the time horizon established in section 6 of the Bidding Conditions of the selection process.
(***** Only one representative designated by PROMPERÚ and one representative designated by the ally will join the trip and will be included in the entire travel itinerary.
(***** General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.


Elizabeth Espinoza (Mar 26, 2025 15:31 EDT)

Firma del representante legal

Fecha: 03/26/25

X. DEFINITIONS

10.1. Attendance:	Number of people who visit a specific place or site in a given period.
10.2. Reach (%):	Total percentage of the target audience that has been contacted at least once during a specific campaign period.
10.3. Reach:	Total number of target individuals who have been contacted at least once during a specific campaign period.
10.4. Average reach per post:	Average number of people who view each social media post.
10.5. Audience by age:	Distribution by age ranges of the influencer or blogger's followers or audience (e.g., 18-24, 25-34).
10.6. Audience by gender:	Breakdown of the influencer or blogger's audience by gender (e.g., male, female).
10.7. Audience by country:	Geographical distribution of the influencer or blogger's followers or audience across different countries.
10.8. Ads:	Number of publications made on a media outlet.
10.9. Database:	Set of contacts or clients to whom emails or messages are sent via instant messaging apps.
10.10. Clicks:	Number of times users have clicked on an ad.
10.11. Geographical coverage:	Territorial coverage of a media outlet.
10.12. CPM:	Cost per thousand impacts or impressions served, based on the rate of each media outlet.
10.13. CPC:	Cost of each click on an ad, based on the rate of each media outlet.
10.14. CPV:	Cost per view achieved in video campaigns, based on the rate of each media outlet.
10.15. CPR:	Cost of each rating point achieved, based on the rate of each media outlet.
10.16. Total downloads:	Total number of times the app has been downloaded by users, indicating initial interest and installation reach.
10.17. Distribution by age:	Percentage of website visitors categorized by age groups (e.g., 18-24, 25-34, etc.).
10.18. Distribution by gender:	Percentage of website visitors categorized by gender (male, female, etc.).
10.19. Average session duration (app):	Average time a user spends on the app during each session, indicating the level of interaction.
10.20. Average session duration (web):	Average time users spend on the website.
10.21. Social media link:	Link to the social media profile, such as the Instagram, Facebook, or other accounts.
10.22. App link:	Direct link to download or access the app, usually available in stores, such as Google Play, App Store, or other.
10.23. Total number of messages sent:	Number of emails or messages sent to recipients during the campaign period.
10.24. Frequency:	Average number of times the audience is exposed to an advertisement during the campaign period. It is obtained by dividing the Trps by the reach (%).
10.25. Impacts:	Total number of contacts made on the target audience during the campaign period.
10.26. Impressions:	Number of times an ad has been displayed during the campaign period.
10.27. Interactions:	Total interactions from followers with content, such as likes, comments, and shares.
10.28. Pages viewed per session:	Average number of pages a user visits per session on the website.
10.29. Rating (%):	Percentage of individuals in the target audience who have been exposed to a specific media outlet or program at a specific time.
10.30. Rating:	Number of individuals from a universe who have been exposed to a media outlet or program at a specific time.
10.31. Segmentation:	Selection of the target audience that allows to show ads to the right people at the right time.
10.32. Followers:	Number of people following the account on a social media platform.
10.33. Signal:	Information transmission system for broadcasting radio (AM/FM) and television (Open/Cable) signals.
10.34. Session:	Set of user interactions with the website within a specific period, which can be considered similar to a visit.
10.35. Target:	Pre-selected group of demographics and/or psychographics to whom a message is addressed. This may be similar or equal to that of the potential consumer.
10.36. Open rate:	Percentage of people who opened the email or message compared to the total number of messages sent.

10.37. Click-through rate (CTR):	Percentage of clicks on a link relative to its number of impressions. Also applies as the percentage of clicks on the email message or content compared to the total number of messages sent.
10.38. Click-to-open rate (CTOR):	Percentage of people who click on a link within an email relative to the total number of times it has been viewed.
10.39. Conversion rate:	Percentage that measures the relationship between the number of desired actions achieved (conversions) and the total number of interactions on a website, app, ad, or campaign.
10.40. Interaction rate:	Percentage of interactions obtained by a publication relative to its number of impressions.
10.41. Bounce rate:	Percentage that measures user interactions where they left the page without taking any further action or visiting other pages on the site.
10.42. Influencer's or blogger's topic or category:	Main theme or niche focus, such as fashion, fitness, travel, technology, or beauty. Helps identify their area of expertise and the type of content they create.
10.43. Monthly traffic:	Number of visits the website received in the last month.
10.44. Trps:	Rating points accumulated within the target audience over the campaign period.
10.45. URL:	Unique and specific address assigned to each of the resources available on the World Wide Web so that they can be located by the browser and visited by users.
10.46. Active users:	Number of people using the app within a specific period (daily, weekly, or monthly), reflecting actual engagement.
10.47. Views:	Number of times users have viewed an ad or content.
10.48. VTR:	Percentage of views that a link obtains relative to its number of impressions.