

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



SALES WINDOW
10/22/25 - 12/31/25

CLUEP WOT'S CHANNELS

Tap into the power of emotion-driven advertising with our cutting-edge AI technology—built to help brands connect with audiences based on how they feel and what captures their attention. By analyzing real social activity across text, audio, images, and videos, our platform delivers smarter, more human advertising moments.

For Wyoming, targeting focuses on audiences who are genuinely inspired by the West—from National Park enthusiasts and outdoor adventurers to fans of Western culture and the open road and partners are able to select key markets to target.

Proven in the Summer 2025 campaign, our placements drove exceptional site engagement and meaningful interactions with travel-minded audiences. This is performance powered by emotion and innovation—bringing Wyoming's story to life in the moments that matter most.

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	3 Months	5 Months	7 Months
Delivery	380K Impressions	680K Impressions	1.4MM Impressions
Total Value	\$5,000	\$10,000	\$20,000
Wyoming Match	\$2,500	\$5,000	\$10,000
Partner Price	\$2,500	\$5,000	\$10,000
Creative Units	Display	Display, Video	Display, Video
Added Value	Flat CPMs to Wyoming National Campaign Bonus impressions at Gold Level		

PACKAGES ARE LIMITED AND OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.
INFORMATION IS SUBJECT TO CHANGE

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Managed By: BVK



Cluep is an AI company that helps brands advertise to people based on **how they feel** and **what they see**

STEP 1

Cluep's patented AI, Soma, analyzes public social media content across formats (text, audio, image and video) and platforms to identify target audiences.



STEP 2

Cluep delivers ads across mobile apps, websites, and desktops, helping brands reach key audiences by aligning with their intent and interests in safe environments.



Notes:

Creative should be provided by partner.

- Silver and Gold require video assets

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Cluep User Journey

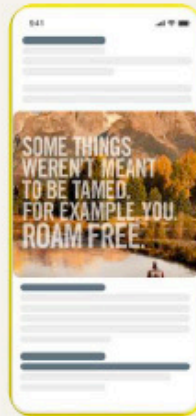
Step 1: Person makes a social post about outdoor adventures



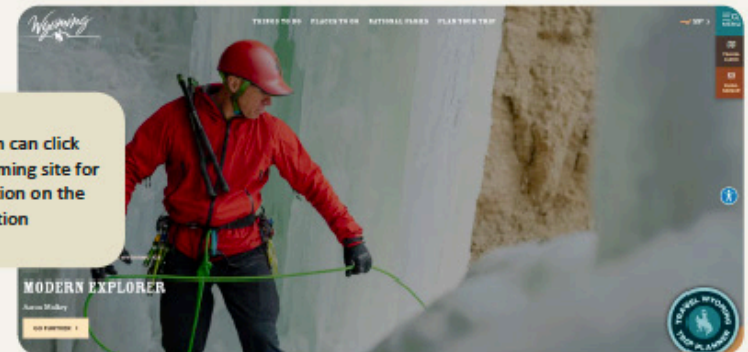
I'm ready for an outdoor adventure, any recommendations?



Step 2: Within 30 mins on average, they will receive brand message in apps and sites they visit off the social platform



Step 3: Person can click through to Wyoming site for more information on the destination



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