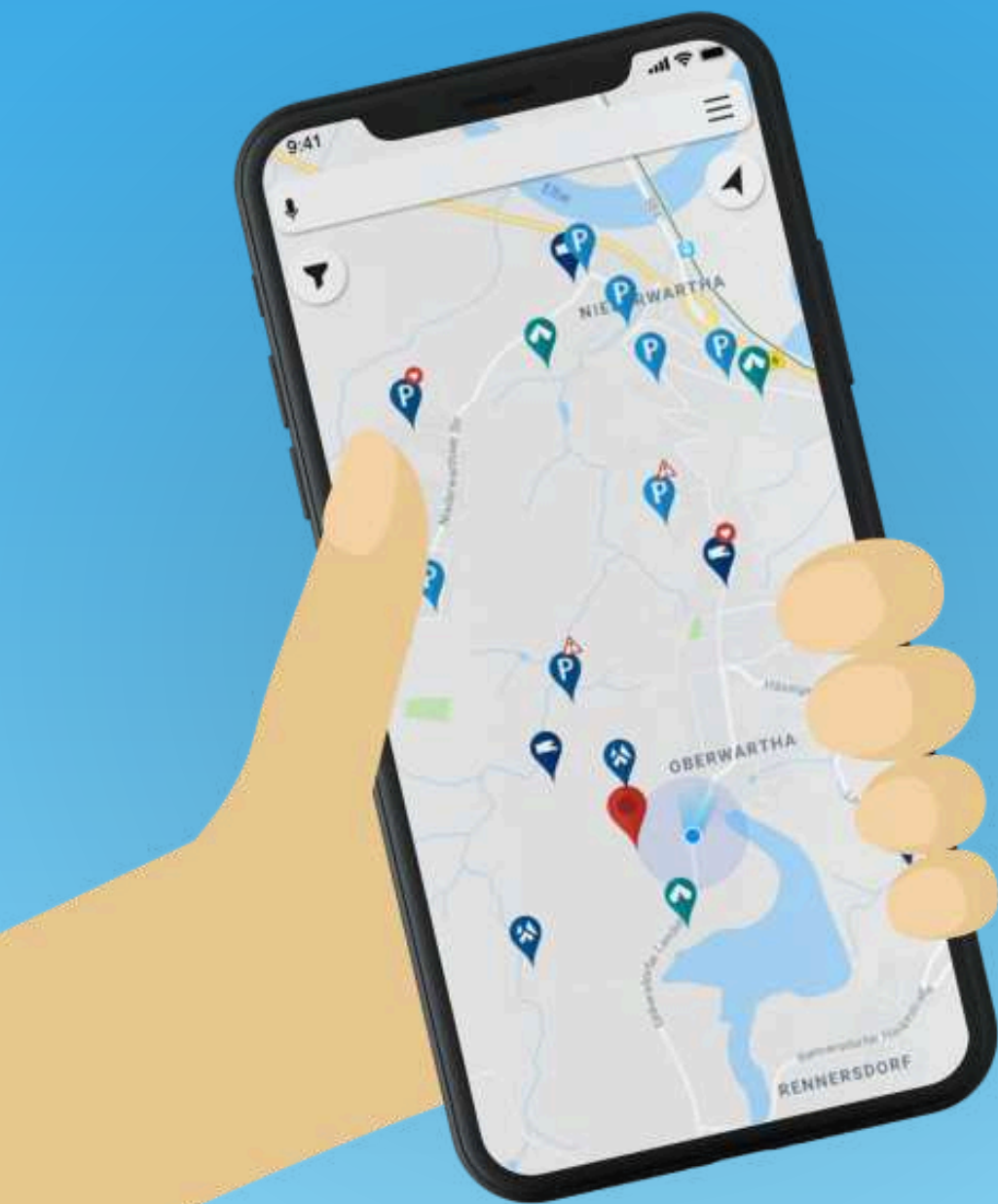


# CARAVANYA MEDIA KIT 2024



# CARAVANYA THE APP FOR CAMPING, WILDCAMPING AND MOTORHOMES



Caravana is an app that helps users find camping and parking spots worldwide, including options for wild camping and motorhome parking. The app provides detailed information on locations, including photos, reviews, and specific rules for wild camping. Members can add or edit locations themselves and share their experiences. Caravana is available in nine languages and supports navigation to the desired spot.





# KEY FEATURES



## User-friendly Campsite Search

Caravana offers a wide range of camping sites worldwide, from traditional camps to hidden wild camping spots, supported by detailed information, photos, and reviews from partners and the community.



## Community Engagement and Interactive Features

The app allows users to add campsites, update information, and share their experiences, encouraging an active community.



## Multilingual Support and Wild Camping Guide

With availability in nine languages and a comprehensive wild camping guide, Caravana provides international reach and valuable information for safe and legal camping worldwide.





# CARAVANYA IN NUMBERS

**300.000+**

Downloads in the App Store  
and Google Playstore

up to

**1.000.000+**

Website impressions per  
month

**110.000+**

Listed camping, parking, motorhome  
and wild camping spots

up to

**30.000**

Active users per month

up to

**150.000+**

Monthly website visitors

**2.840**

Followers on Instagram

**4.3 STARS**

Rating from 1,074 reviews in the  
App Store and Google Play Store

**7:36 MIN**

Average session duration on the website

Data collection period: 2024





# OUR TARGET GROUP

## 116 COUNTRIES

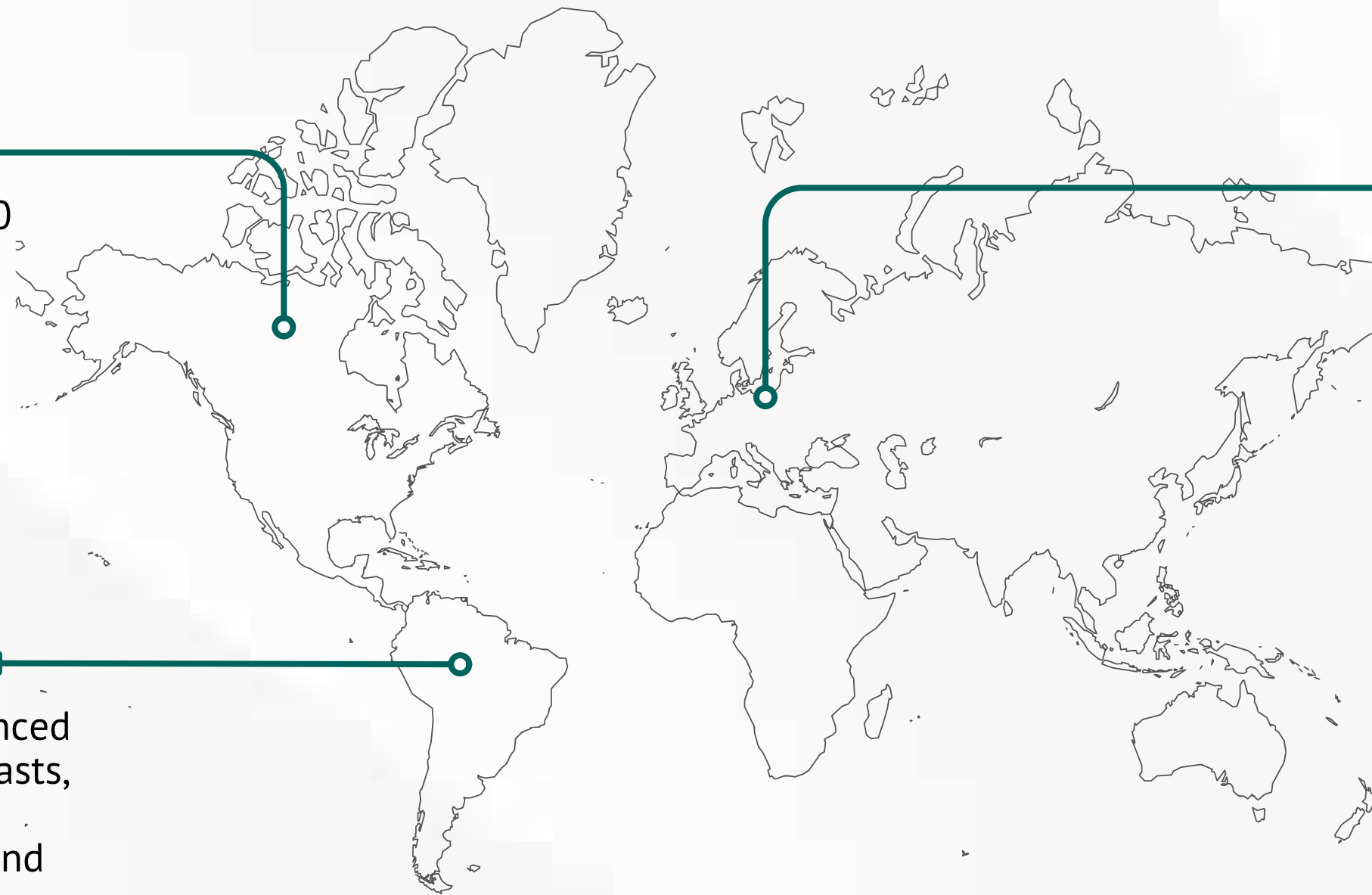
Caravana is used in over 100 countries worldwide, making the app a global platform

## FOCUS TARGET GROUPS

Occasional campers, experienced campers and van life enthusiasts, adventurers and outdoor enthusiasts, digital nomads and family campers

## CORE MARKETS

Our current top 5 countries with the most users are France, Germany, England, Russia and Poland





# MILESTONES for Caravana

The journey of Caravana began with a simple wish: to make the freedom of camping and the beauty of nature accessible to everyone. Inspired by our own experiences, we dreamed of an app that combines all the information for camping and outdoor adventures.

Caravana was designed as a reliable companion for every adventure and was successfully launched after intensive planning. The app is an interactive platform that is growing every year. Our active community is constantly expanding the content by adding new pitches, giving reviews and sharing photos.

Whether in the mountains, by the sea, or in the wilderness – Caravana sparks wanderlust and helps travelers discover the world in their own way.

**2019**

Start of development and release of the website

**2020**

Launch of the app for iOS & Android

**2021**

100.000 App-Downloads

**2021**

Spin-off of the project into Duicorn GmbH & Co. KG

**2022**

Integration of all Duicorn apps into a central platform to leverage synergies

**2023**

Introduction of the Pro membership







# CARAVANYA PRO ACCOUNT

Caravanya Pro offers numerous premium features that make the user experience even more convenient. Users can test all the advanced features of the app without limitations for 7 days. Afterward, the account can be flexibly subscribed to on a monthly or annual basis.

## ✓ **Ad-free Experience**

An uninterrupted, ad-free user experience that keeps the focus on the content.

## ✓ **Unlimited Favorites**

Users can add an unlimited number of spots to their favorites and save them for upcoming trips.

## ✓ **Unlimited filters**

Access to unlimited filtering options to find campsites based on specific needs and preferences.

## ✓ **Secret Spots**

Users can mark spots they have created themselves as "secret," making them visible only to them – ideal for private, secluded locations.

## ✓ **Rain and Weather Forecast**

A precipitation layer shows rain for the next 2 hours on the map. Additionally, there is a 7-day weather forecast in the campsite details for optimal trip planning.

## ✓ **Terrain View**

Detailed terrain maps allow for precise exploration of the area to select the best campsite.





# COOPERATION OPPORTUNITIES

## Our partner packages

### Bronze Partnership

This package includes the following benefits...

#### Features :

- ✓ Exclusive partner site to present your company or product
- ✓ Listing as an official partner on the website
- ✓ Banner ads on the website

### Silver Partnership

This package includes all the benefits of the Bronze Partnership and additionally...

#### Features :

- ✓ Banner Ads on website and app with at least 25,000 banner impressions per month
- ✓ Up to 3 individual location markers on the map in the app
- ✓ Quarterly mention in our email newsletter
- ✓ Monthly promotion through our social media channels

### Gold Partnership

This package includes all the benefits of the Silver Partnership and additionally...

#### Features :

- ✓ Exclusive logo placement on the app's splash screen
- ✓ Exclusive logo placement next to the Caravanya logo
- ✓ Up to 100 individual location markers in the app
- ✓ Push notifications for targeted advertising to relevant users
- ✓ Expanded social media presence with monthly advertising
- ✓ Gold Package Exclusivity: Additional banner advertising on both the website and the app







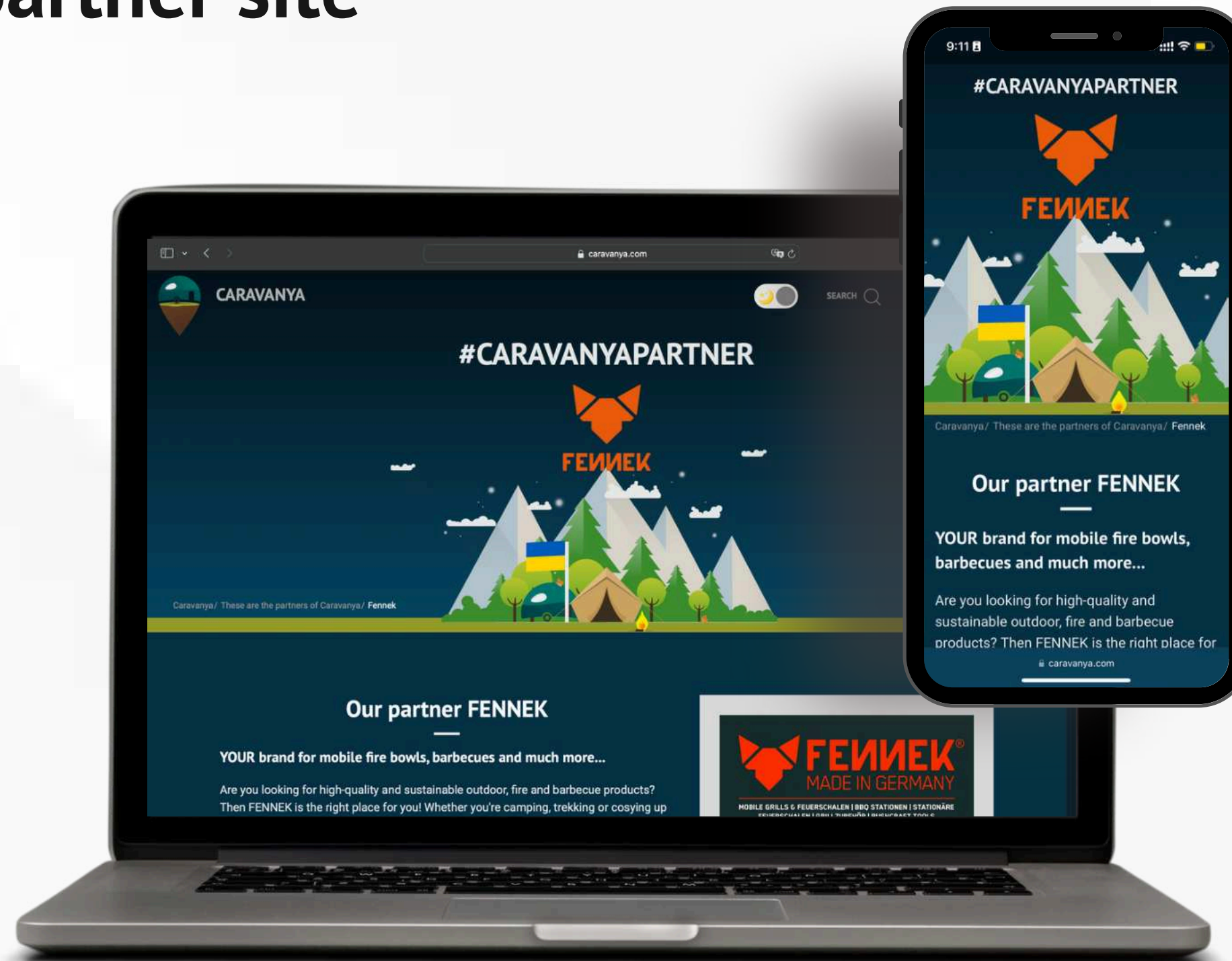
# ADVERTISING PLACEMENTS

## Exclusive partner site

✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership





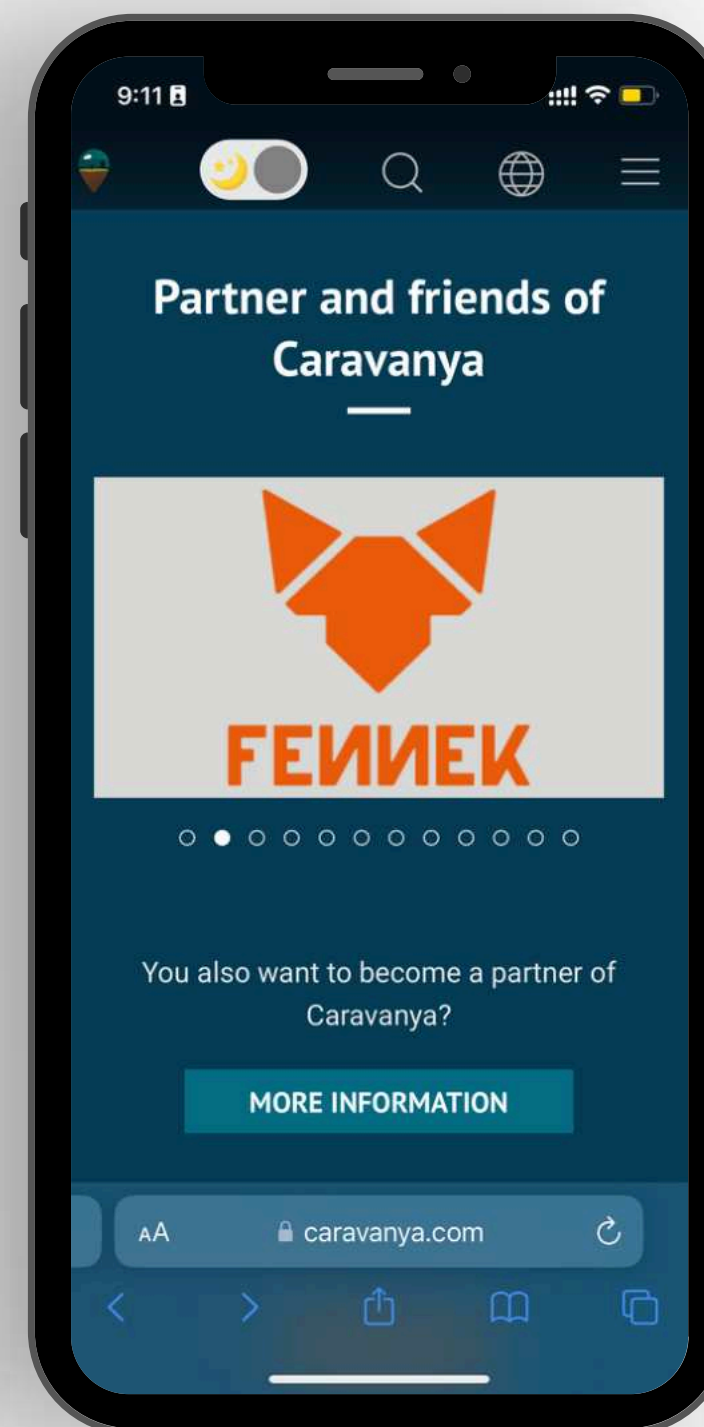
# ADVERTISING PLACEMENTS

## Listing as official partner

✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership



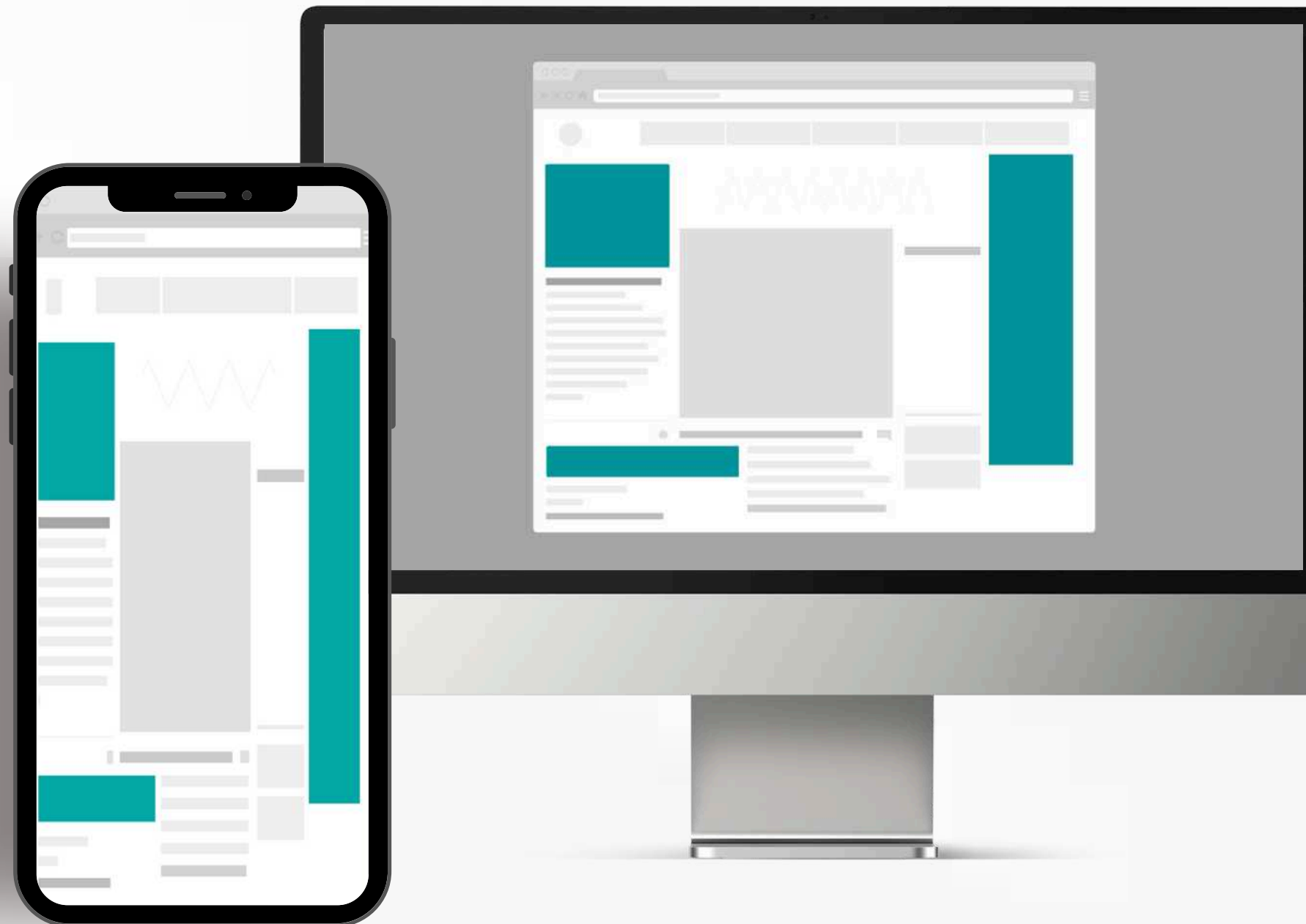


# ADVERTISING PLACEMENTS

Banner ads on the website and in the app

✓ Silver Partnership

✓ Gold Partnership



✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership





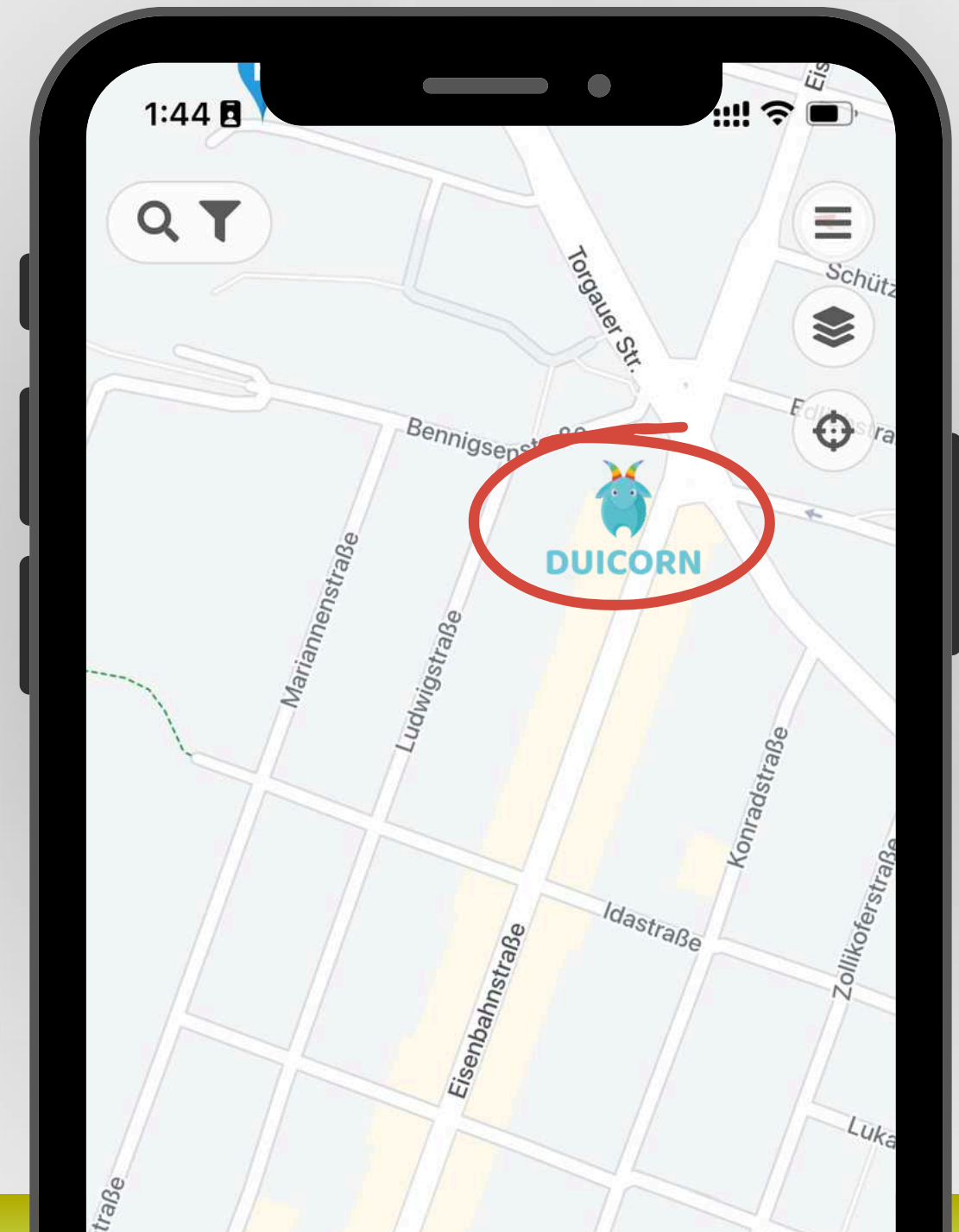
# ADVERTISING PLACEMENTS

## Individual location markers

These advertising placements give partners the opportunity to present their logo directly on the central feature of the Caravana app - the interactive map. This prominent placement ensures that your brand is immediately noticed by users while they are searching for the best campsites.

✓ Silver Partnership

✓ Gold Partnership







# ADVERTISING PLACEMENTS

## Newsletter

✓ Silver Partnership

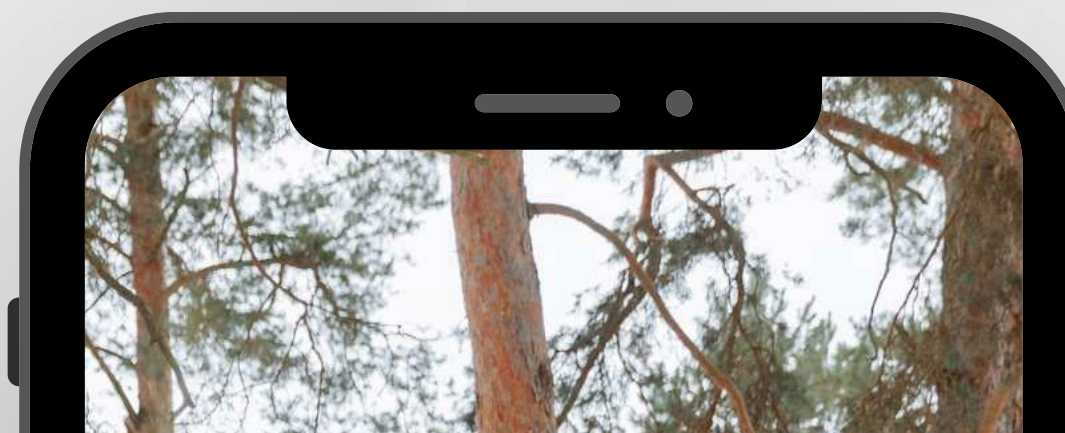
✓ Gold Partnership



**E - MAIL**

**Carvanya - The app for camping**

Mention your company, product  
or service here.



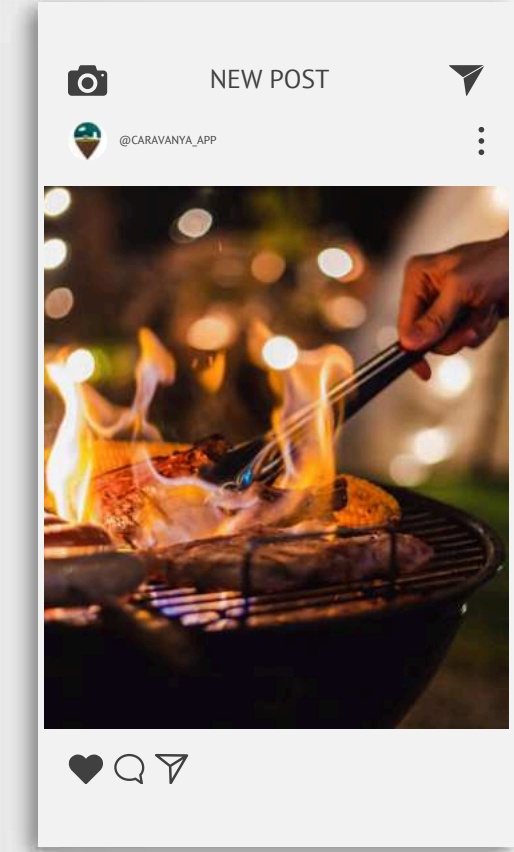
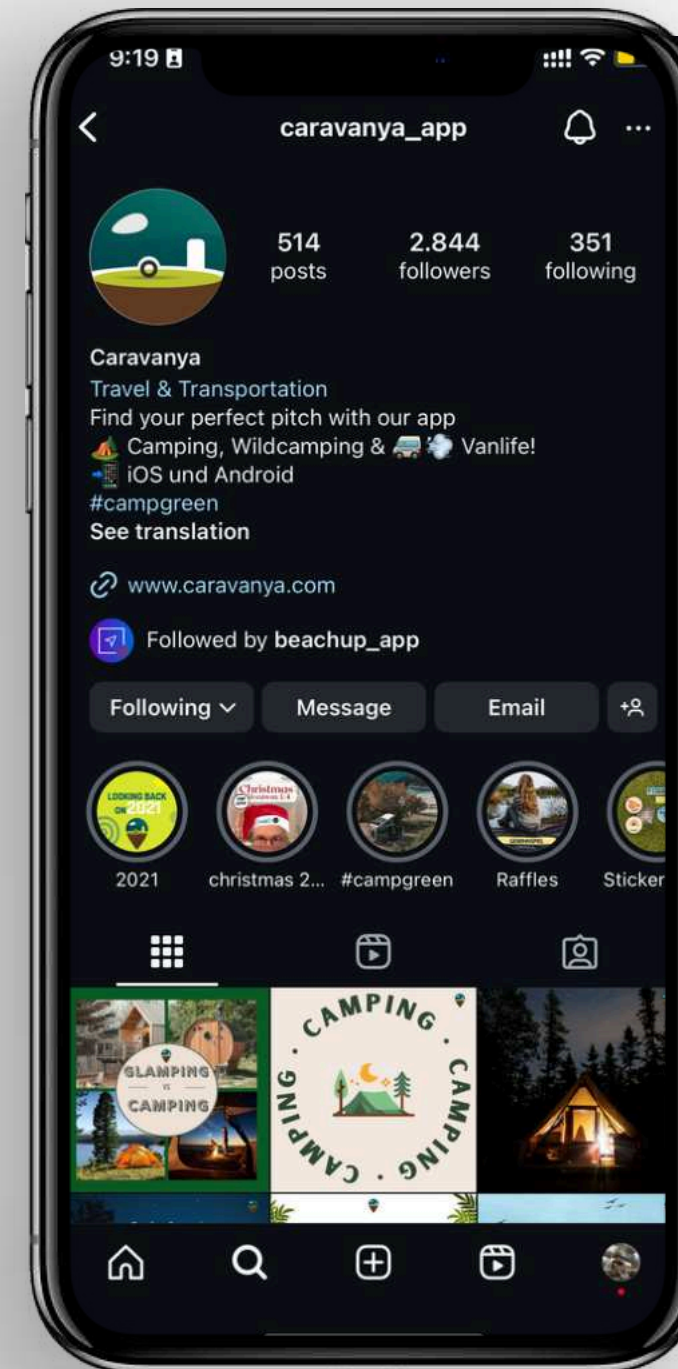
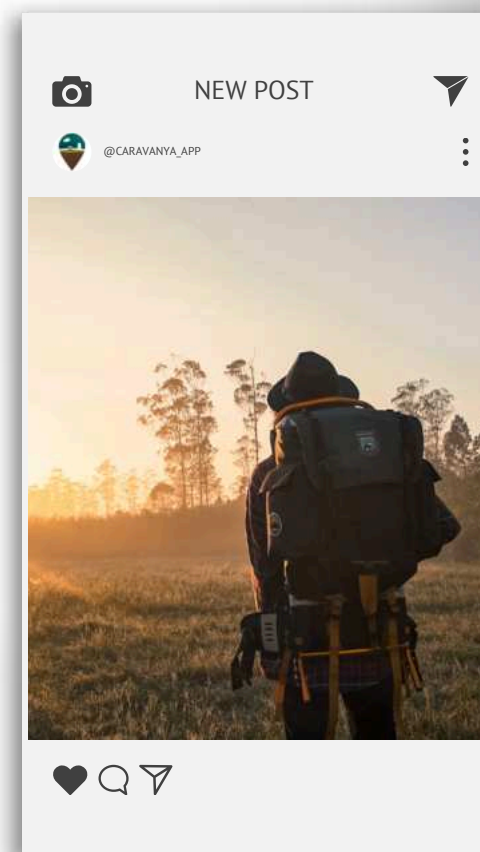


# ADVERTISING PLACEMENTS

## Mention in social media

✓ Silver Partnership

✓ Gold Partnership







# ADVERTISING PLACEMENTS

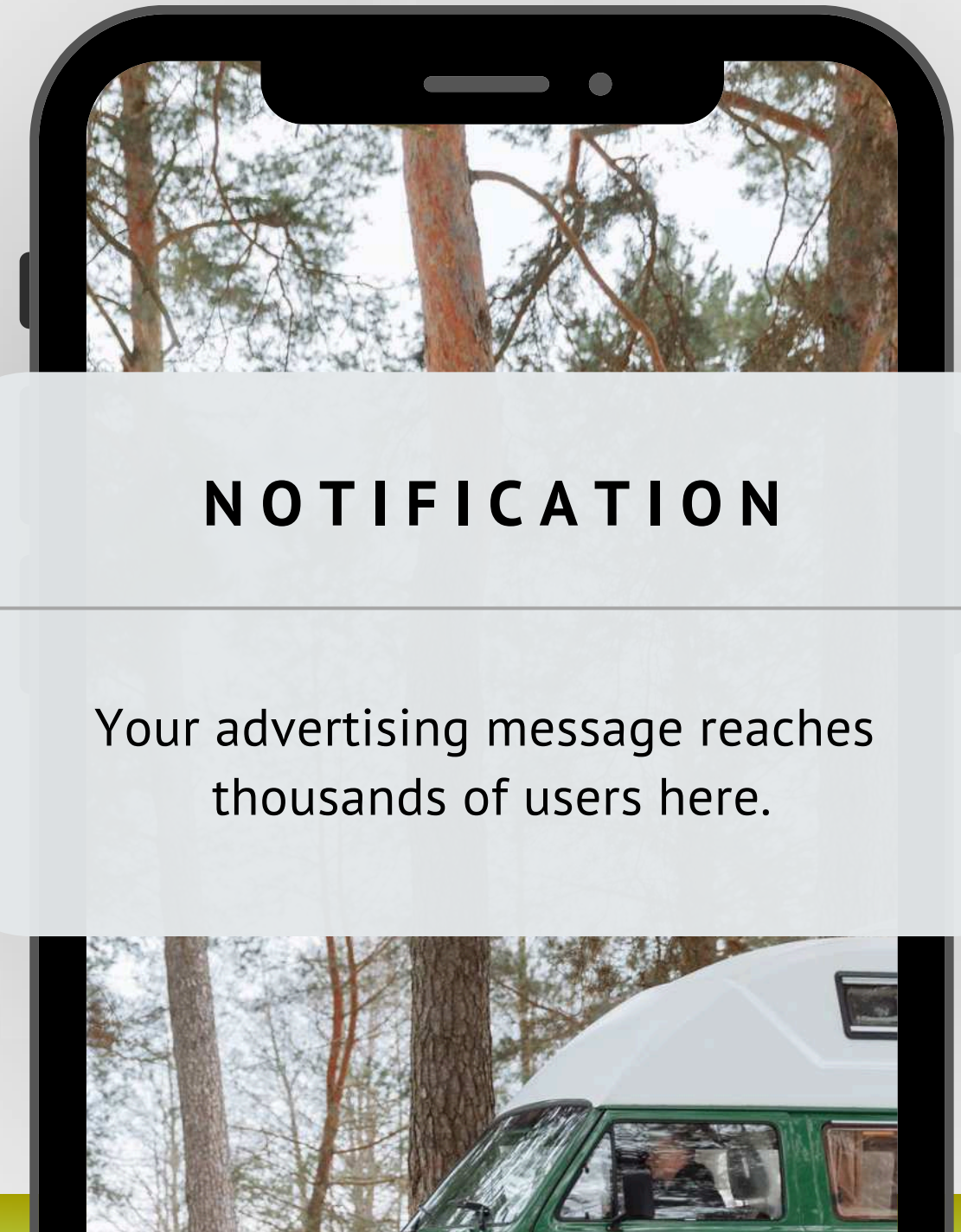
## Push notifications

Through targeted push notifications sent to relevant users, our partners' message achieves maximum visibility and is integrated directly into users' daily lives. This is an effective way to reach the target audience while increasing engagement and brand awareness.

 Gold Partnership

### NOTIFICATION

Your advertising message reaches thousands of users here.





# ADVERTISING PLACEMENTS

## Logo placements

✓ Gold Partnership





# ADVERTISING PLACEMENTS

## Additional Options

In addition to our established advertising placements, we offer extra opportunities to connect your brand with an active, adventure-loving community.

- **Guest Blog Posts:** Share valuable content and expertise directly with our community
- **Giveaways:** Engage our users with exciting promotions and boost your brand's visibility
- **Product Tests and Reviews:** Let real users try your products and give authentic feedback

We're also happy to collaborate with you to create custom advertising solutions that showcase your brand at its best.





# READY FOR A JOINT ADVENTURE? GET IN TOUCH!

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