

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

Caravanya 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, Caravanya 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

206 COUNTRIES

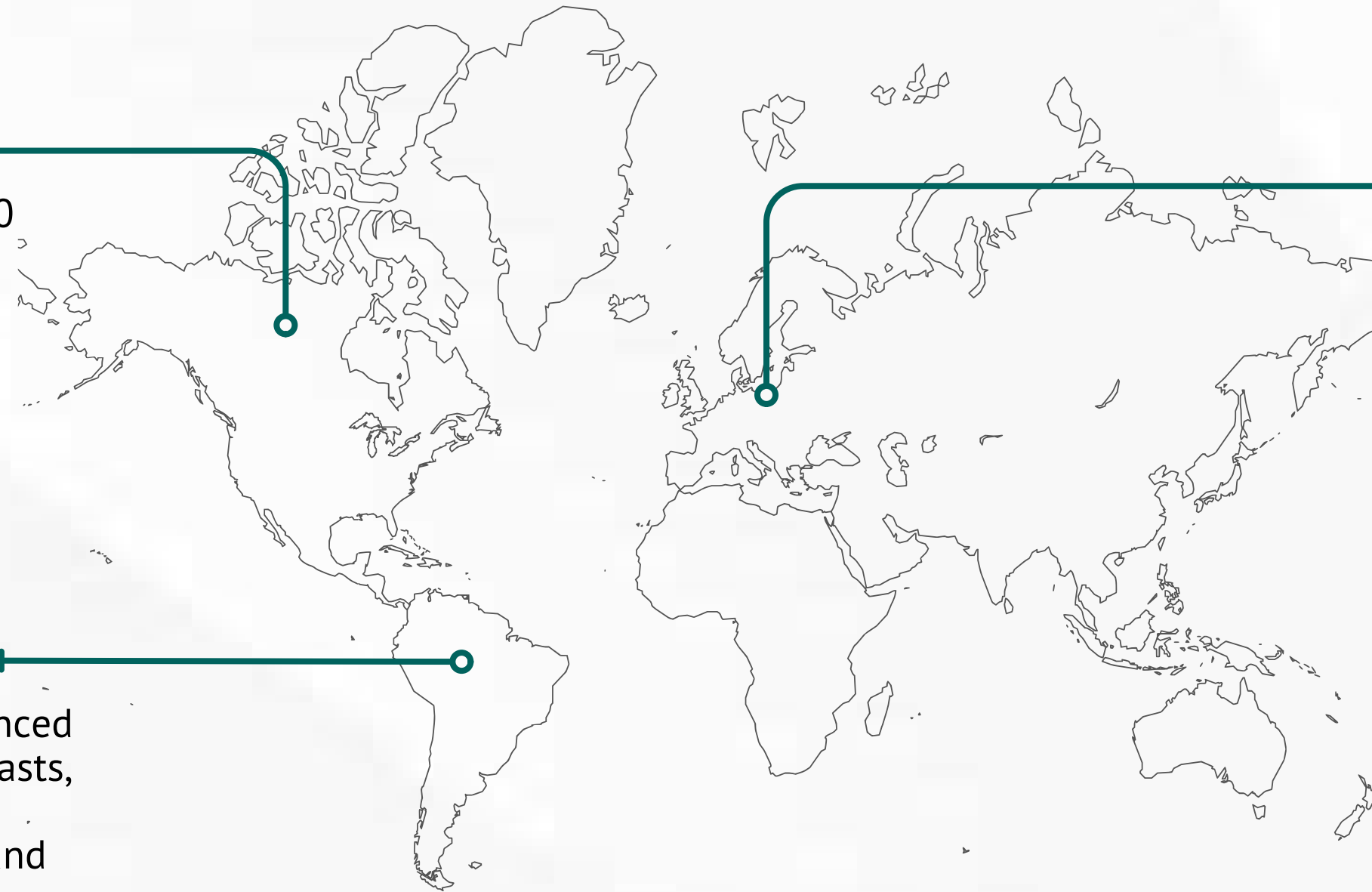
Caravana is used in over 200 countries worldwide, making the app a global platform

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





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 Caravana 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





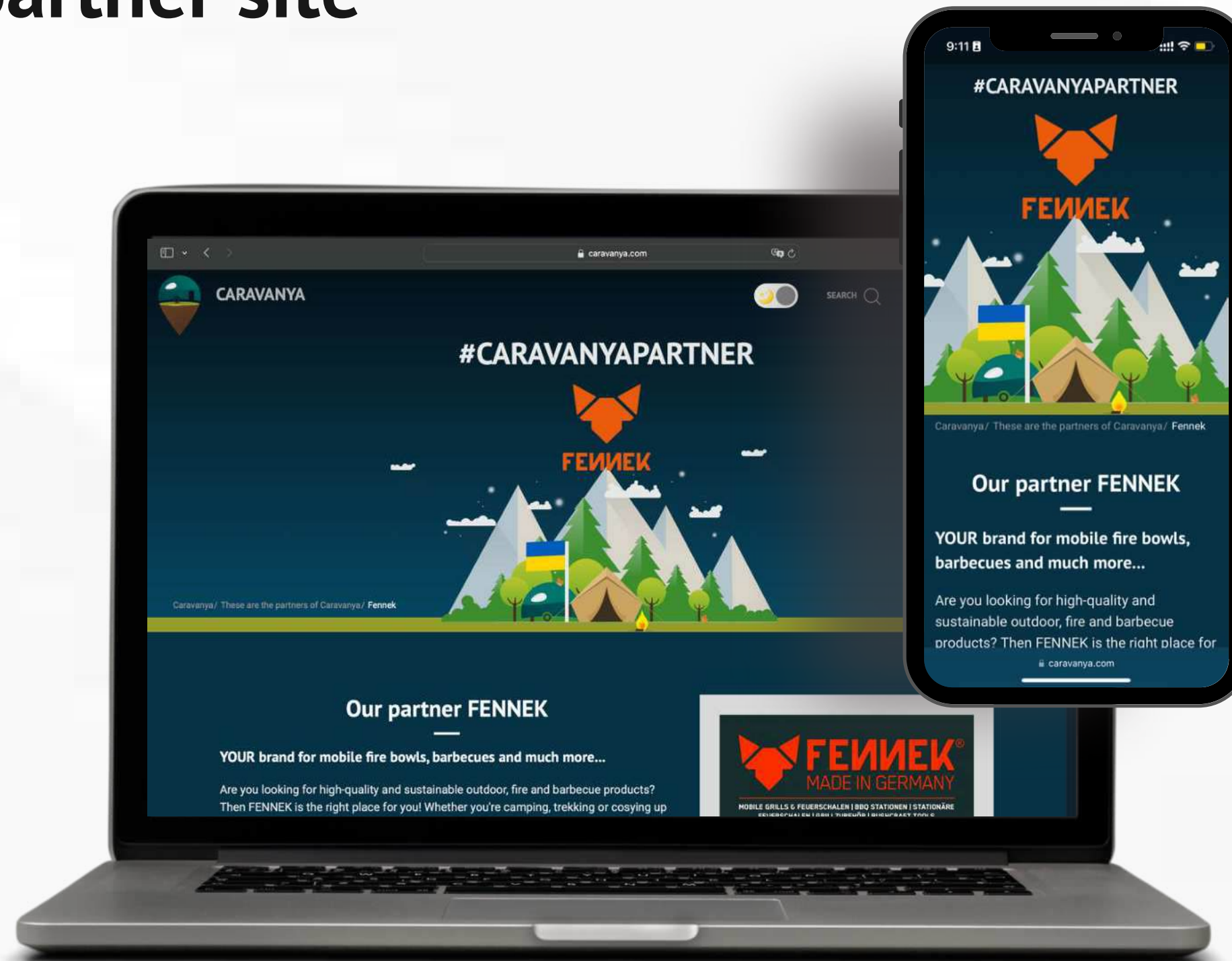
ADVERTISING PLACEMENTS

Exclusive partner site

✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership





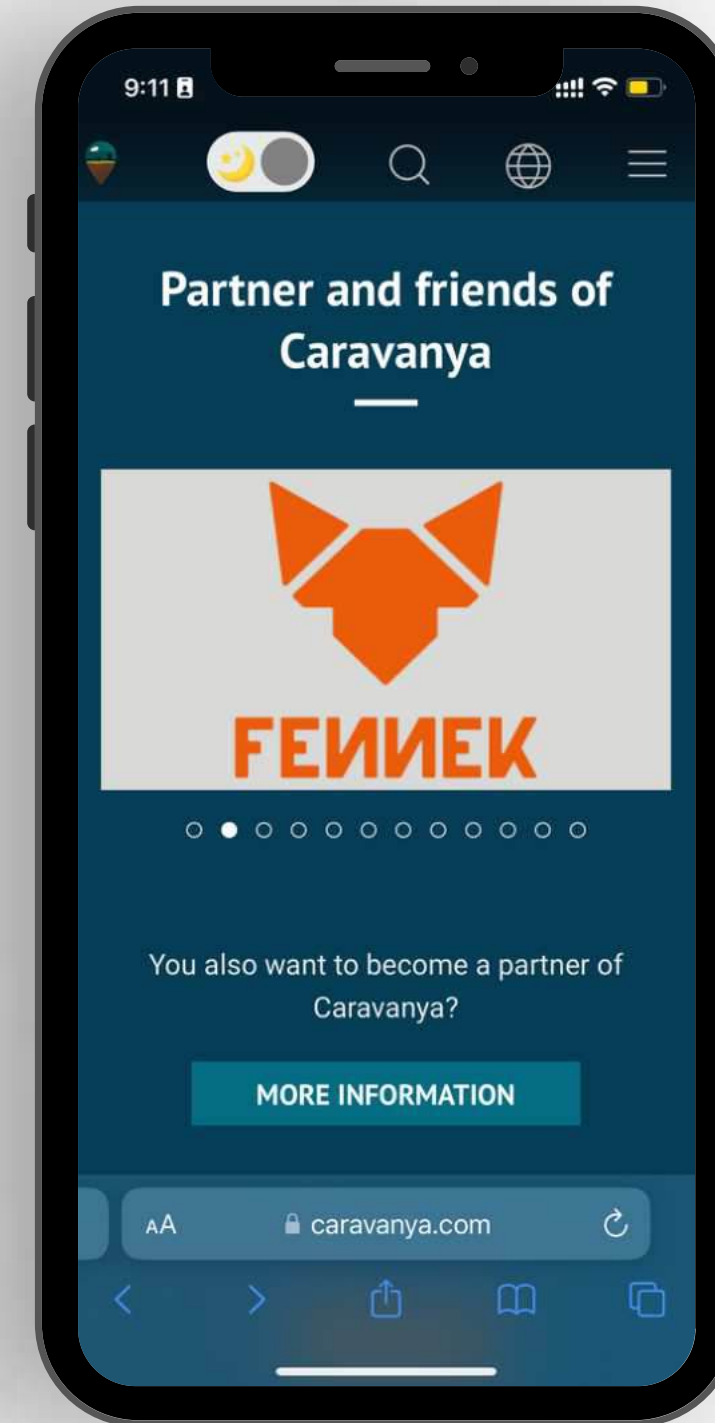
ADVERTISING PLACEMENTS

Listing as official partner

✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership



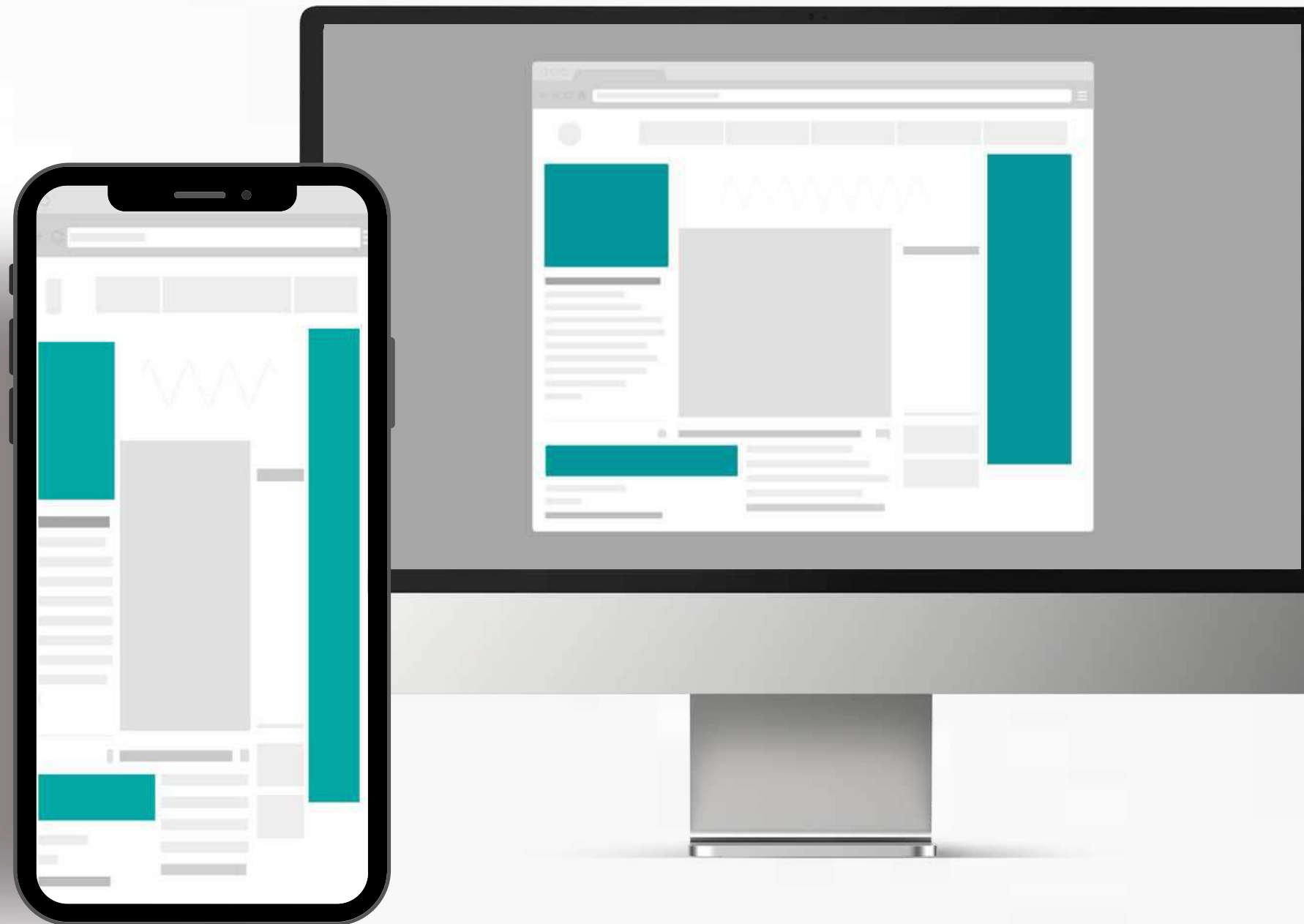


ADVERTISING PLACEMENTS

Banner ads on the website and in the app

✓ Silver Partnership

✓ Gold Partnership



✓ Bronze Partnership

✓ Silver Partnership

✓ Gold Partnership





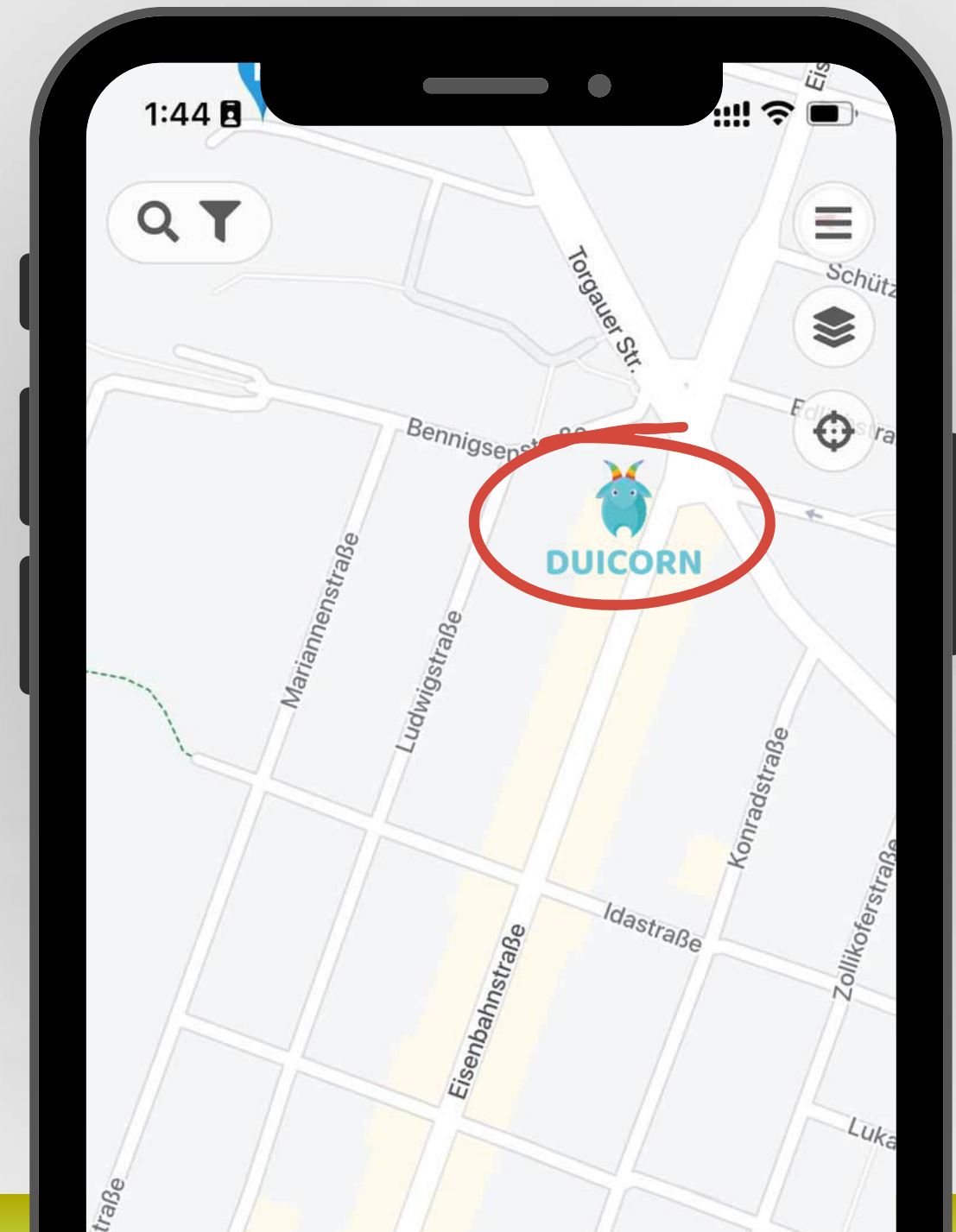
ADVERTISING PLACEMENTS

Individual location markers

These advertising placements give partners the opportunity to present their logo directly on the central feature of the Caravanya 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.



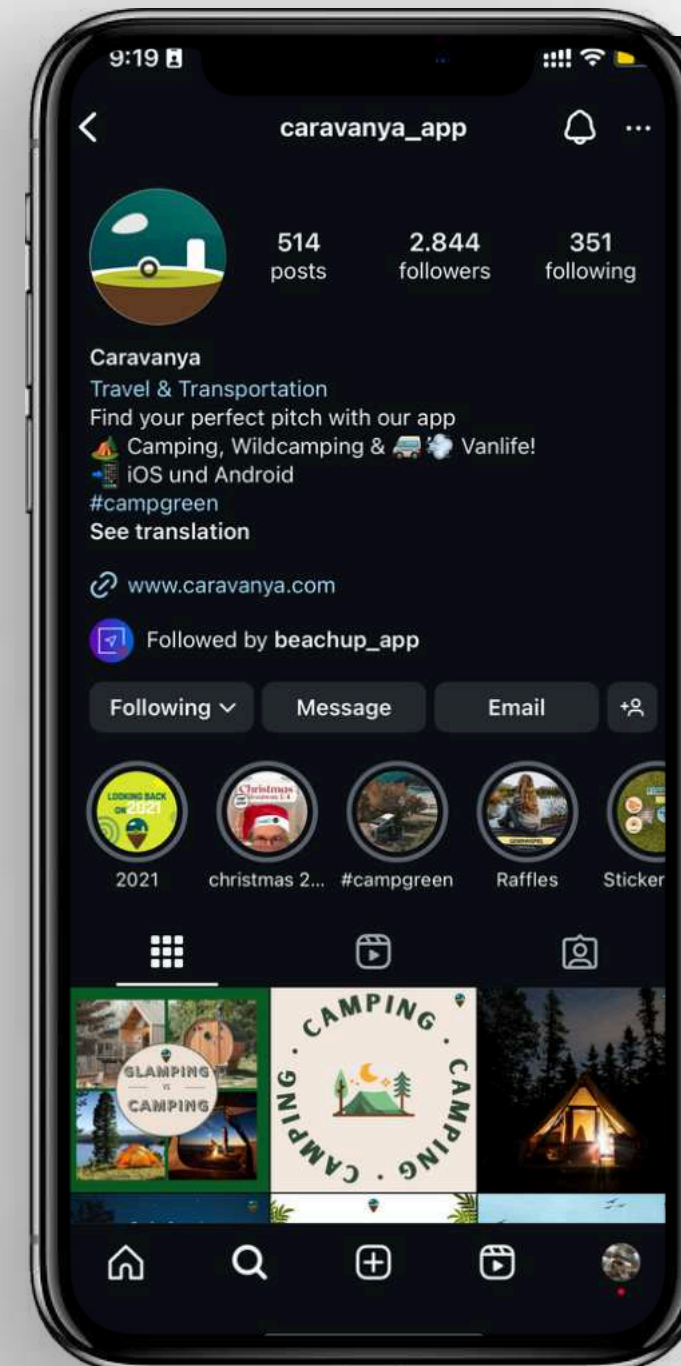
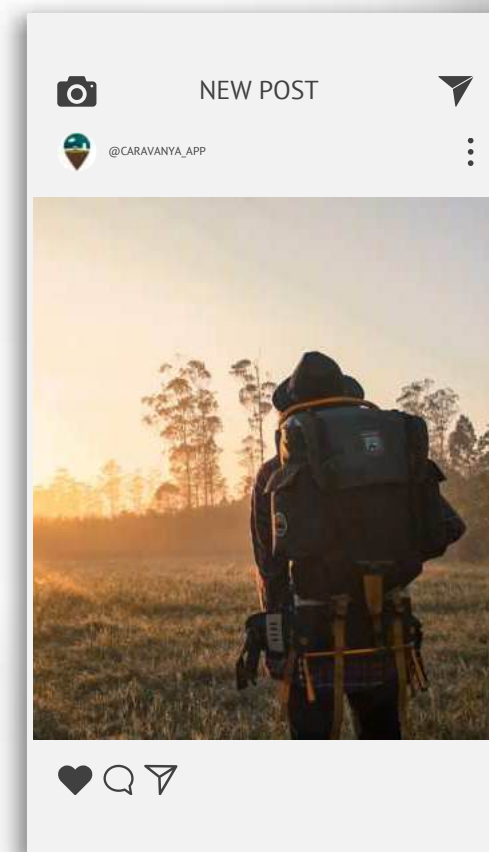
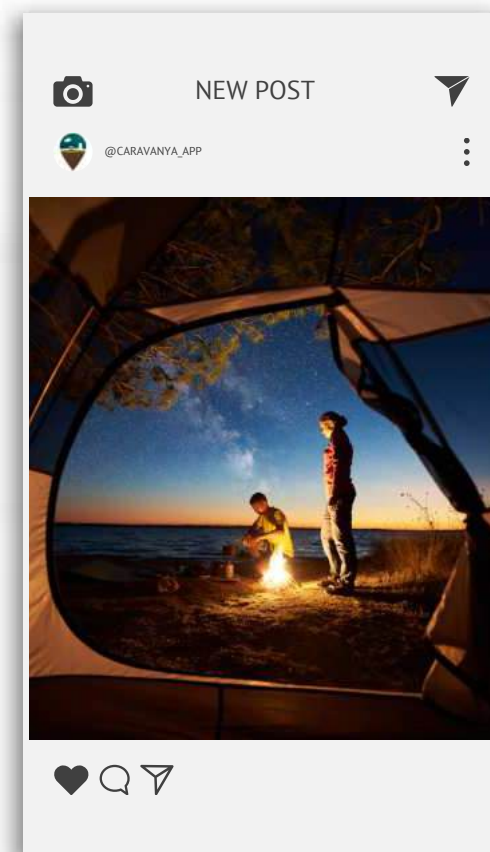


ADVERTISING PLACEMENTS

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



READY FOR A JOINT ADVENTURE? GET IN TOUCH!



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