AUDIENCE TARGETING IN TRAVEL ADVERTISING

How To Reach Travelers With Expedia Media Solutions' Targeting

expedia group™
media solutions

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INTRODUCTION

Marketers know smart targeting is one of the best ways to get your message in front of the right audience, effectively. With a multitude of online advertising opportunities, it can be challenging to navigate all the different offerings and capabilities to understand what makes sense to reach your campaign goals. Fortunately, we've written this guide to explain the targeting capabilities of Expedia Media Solutions so you can leverage those in the most strategic ways. Ultimately, the goal of this guide is to help you understand how to partner with us to reach the right audience and optimize your campaign's effectiveness.

Our unique position as a media publisher and a global e-commerce company gives us a deep understanding of travel behavior—broadly and by audience segments—throughout the consumer journey. We use our first-party data to give our partners a holistic view of traveler behaviors, unparalleled visibility into travelers' intentions, and deep insights into specific audiences to enhance your marketing strategies.

Our 200 branded global travel sites, localized into 35 languages, give you a plethora of opportunities to reach your target audience along their journey to travel purchase. Powering this holistic view are billions of data points gathered from traveler shopping and booking behavior. We offer sophisticated targeting from this first-party data that can be highly customized, allowing you to reach the right consumers, with the right message, at the right time.

TARGETING GUIDE OBJECTIVES

- ✓ Familiarize you with key audience targeting terms
- ✓ Deep dive into Expedia Media Solutions' targeting capabilities
- ✓ Provide best practices on how to leverage those capabilities to get the most out of your advertising spend

KEY TERMS

AUDIENCE PROFILE describes a group of people with shared behaviors

CONSUMER PROFILE TARGETING based on third-party data. Standardized across the online advertising industry, these profiles are demographic or behavioral in nature.

CUSTOM AUDIENCE TARGETING based on first or third-party data. We combine multiple profiles in this targeting to create a sophisticated and highly selective profile to target a specific group of people. It is our most sophisticated form of targeting.

FIRST-PARTY DATA data that is endemic and proprietary to a company. It can include: site behavioral and interaction data, purchase data, subscription data, CRM data, or other data that an organization has collected.

PROFILE describes a group of travelers based on something they have in common. Profiles can exist by themselves or can be combined with other profiles.

THIRD-PARTY DATA data that is collected by companies other than your own. Often, this data is aggregated from other sources of data, both online and offline. It can include demographic data, consumer behavior data, or other behavioral information.

TRAVEL BEHAVIOR TARGETING based on our first-party travel intent and booking data. A relevant audience profile is used to target travelers. For example, consumers that searched for skiing trips. Those consumers would be the target and advertisers would find them and advertise to them

AUDIENCE TARGETING CAPABILITIES

Our targeting capabilities have three main categories:

TRAVEL BEHAVIOR

CONSUMER PROFILE

CUSTOM AUDIENCE

Importantly, these capabilities operate across all device types and brands. Below are descriptions and examples of each type of targeting category.

TRAVEL BEHAVIOR TARGETING

Across our sites, travelers' search and booking behaviors tend to fall into one of the six, broad categories below. We use this first-party travel intent and booking data to create effective, travel-focused audience targeting for our partners.

TRAVEL GEOGRAPHY

Origin
Destination
Route (O&D)
Country
Booked Destination

TRIP DETAILS

Type of Credit Card
Number of Travelers
Days Until Trip Start
Duration of Trip
In Travel Window
Travel Start/End Date

DEVICE BASED

Browser Type
Device Type/Manufacturer
IP Geography
Mobile Carrier
Operation System

AIRLINE ATTRIBUTES

Air Class
Route (O&D)
Frequent Flyer Program
Air Shoppers, Bookers
Air Brand Shoppers
Air Brand Bookers

HOTEL ATTRIBUTES

Property Type
Hotel Amenities
Hotel Star Ratings
Hotel Shoppers, Bookers
Hotel Brand Shoppers, Bookers
Package Shoppers, Bookers

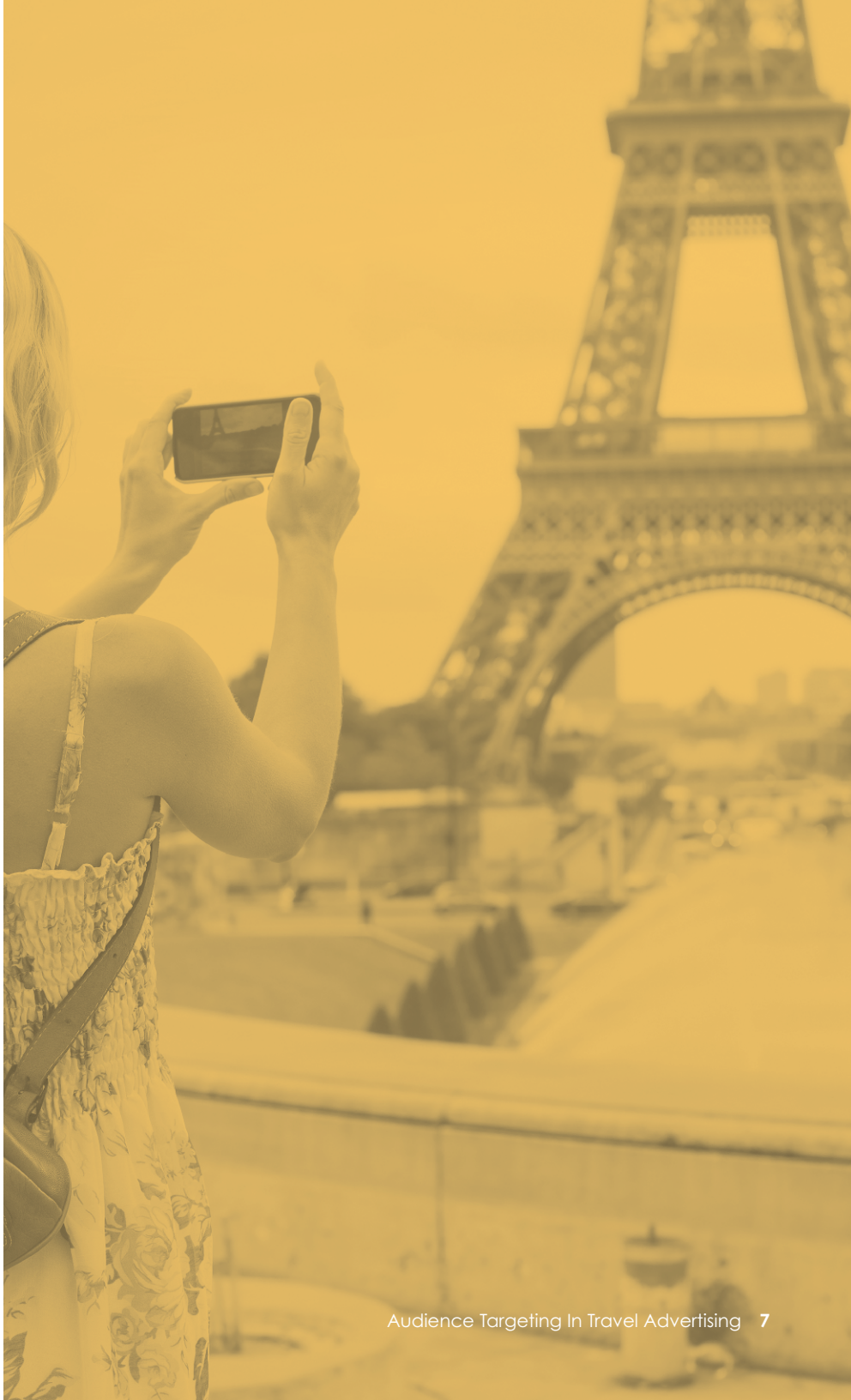
CAR/CRUISE ATTRIBUTES

Car Shoppers
Car Bookers
By Brand
Cruise Destination
Cruise Shoppers, Bookers

TRAVEL BEHAVIOR TARGETING (CONTINUED)

There are numerous ways to include travel behavior targets and take advantage of these categories to reach your desired audience. For example, advertisers can identify consumers with desired search behavior on one site and then target those consumers on another site. So, if someone searches for plane tickets to New York City via Orbitz, an advertiser can target that same user on Hotels.com for hotels in New York City. This type of targeting allows you to capture audiences across multiple Expedia, Inc. sites, and devices, along the consumer journey.

You can choose different travel behavior profiles and then advertise across Expedia Inc.'s portfolio of brands. Likewise, you can incorporate travel behavior targeting for different aspects of traveling, like: lodging, transportation, and activities.



TRAVEL BEHAVIOR TARGETING (CONTINUED)

Examples of how other marketers have used our "trip details" targeting to launch travel behavioral targeting are below:

- **DMOS AND ACTIVITIES**
  Can use In Travel Window targeting to showcase activities and festivals that are happening
- **ACTIVITIES**
  Can use Number of Travelers targeting to reach groups or families for specific events that are happening
- **CREDIT CARD/FINANCE**
  Companies can use Credit Card Type targeting to reach customers of specific credit cards

Other marketers have used "device based" targeting as part of a travel behavior profile. Here are some examples:

- **AIRLINES**
  Can use IP State targeting to reach people who live near major hubs to promote offers or routes
- **HOTELS**
  Can layer on Day Parting on existing targeting to reach shoppers during peak traffic times
- **CREDIT CARD/FINANCE**
  Can use IP City targeting to reach people who live in or are coming from major inbound hubs

CONSUMER PROFILE TARGETING

Incorporating behavioral and demographic data from our world-class data partners can help you reach more travelers. Consumer profile targeting is based on one audience profile and empowers you to target consumers who are in the market for specific items, activities, or have specific demographic backgrounds. Take a look at some of the examples of consumer profile targeting below.

BEHAVIORAL & DEMOGRAPHIC (AUDIENCE)

Credit Card Audience

Brand Affinity

In-Market

Avid Traveler

Household With Kids

Household Income

Age

Gender

Interests

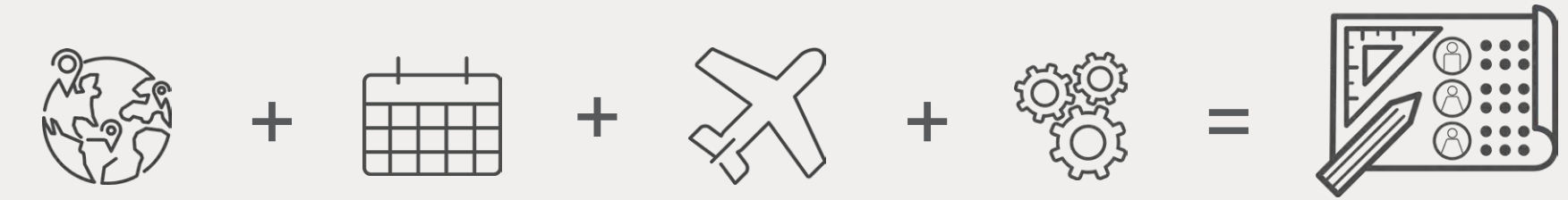
Education

Professional Status

CUSTOM AUDIENCE TARGETING

Layer multiple profiles to create highly-refined, custom profiles using our first or third-party data allowing you to create multiple layers of targeting in one profile, i.e. you can use several travel behavior profiles, layer them together, and create one powerful and unique custom profile. For example, destination targeting is a powerful method to reach consumers. It can be even more accurate if you're able to layer on another profile, like seasonality. Perhaps you want to target travelers searching for New York City as a destination. Now, you can add time/season as well as what types of hotels they may be searching to your custom target. Below is an example of how we combine profiles to create a custom audience target:

TRAVEL INTENT AND BOOKING DATA



CUSTOM AUDIENCE TARGETING (CONTINUED)

Here are some additional examples of custom audience profiles we can build to get your branded message to the right audience:

- **WINTER SKI ENTHUSIASTS**
  Based on people who searched and booked trips to specific resort destinations during the months of November to March
- **EUROPEAN BLEISURE**
  Travelers Based on people who searched and booked week + weekend trips in Europe
- **SE ASIA BEACH GOERS**
  Based on people who searched and booked trips to beach destinations in Thailand, Malaysia,Indonesia and the Philippines
- **FAMILY ROAD TRIPPERS**
  Based on families who searched or booked hotels in smaller cities along US interstates highways during the summer months
- **SOLO ADVENTURE SEEKERS**
  Based on solo travelers who searched or booked single occupancy hotels and single air tickets to destinations like South Africa, Brazil
- **THEME PARK ENTHUSIASTS**
  Based on family travelers who searched or booked flights to Orlando, LA, Orange County or have purchased theme park tickets

Our digital media consultants can help you achieve a balance between creating the right custom profile, with enough exposure and impression volume to amplify your message, while still targeting a specific audience. Our team of travel media experts helps you find the sweet-spot between scale and relevancy, enabling you to serve the right message, to the right consumers, at the right time.

TARGETING BEST PRACTICES

To implement these targeting capabilities effectively, here are some best practices:

LEVERAGE OUR FIRST-PARTY DATA TO INFORM YOUR TARGETING STRATEGY

As a leading online global ecommerce company, we have access to billions of data points captured from audience search and booking behaviors from our travelers worldwide. As our partner, you can reach those qualified travelers in a plethora of ways through our targeting capabilities. Whether your campaign goals are market or vertical specific, our digital media consultants leverage customized reporting to provide you with targeting recommendations to help you meet your KPIs.

TEST DIFFERENT TARGETING CAPABILITIES

We recommend testing different audience segments to discover which audiences engage most with your branded content. The scope of our targeting capabilities gives you the ability to create more qualified travel audience segments that expand beyond traditional targeting capabilities, like demographic data. We can then help you optimize your campaigns with more of a scientific method—using data to help reach your marketing goals and continue to increase your return on ad spend.

SCALE YOUR TARGETING

Travelers make 141 travel site visits on average before making a booking decision and OTAs make up 33% of the site visits prior to a booking1. Therefore, it's important to have your brand present throughout this considered travel booking journey. Advertising with us affords you access to an expansive audience as travelers cross-shop our network of 200 sites in 35 countries. Tapping into targeting across multiple brands and multiple markets is a key component of leveraging our reach and scale. Doing so gives you an increased ability to reach qualified audiences but also the opportunity to reinforce your branded message to consumers as they shop across our brands.

CONCLUDING THOUGHTS

Effective targeting can be a complex but incredibly valuable tool to help connect with the most relevant audience for your campaign goals. By partnering with Expedia Media Solutions, you have access to our exclusive, first-party data, can scale your reach, and ultimately create effective marketing campaigns to engage your brand with, and influence, our travel audience.

Contact us to learn about how to reach travelers and enhance your marketing campaigns with our targeting capabilities.

CONTACT US

bit.ly/contact-consultants

TARGETING CHEAT SHEET

If you need a quick cheat-sheet for our targeting capabilities, look at the high-level chart below.

	TRAVEL BEHAVIOR	CONSUMER PROFILE	CUSTOM AUDIENCE
DESCRIPTION OF TARGET	Uses one profile that is generally based on consumers travel intent: accommodations, travel-type	Uses one profile that is often demographic in nature: age, gender, household income	Most sophisticated type of targeting we offer that combines multiple types of audience profiles
HOW WE LEVERAGE THIS DATA TO BENEFIT YOU	Few other agencies offer this service. We can create numerous types of targets based on your marketing needs	We can use this type of data to target a specific demographic that is vital to your destination/brand or one that you'd like to attract	We can layer on multiple targets to create complex audience profiles that make for specific targets allowing you to reach a more focused audience
EXAMPLES	Travel geography Device based Activities Type of travel (place, car)	Male travelers Travelers ages 25-34 Travelers income > 75k	Winter Ski Enthusiasts European Bleisure Travelers SE Asian Beach Goers

EXPEDIA GROUP™ MEDIA SOLUTIONS, the advertising arm of Expedia Group, offers industry expertise and digital marketing solutions that allow brands to reach, engage and influence its qualified audience of travelers around the world. Through its vast network of leading travel brands and global sites, Expedia Group™ Media Solutions provides partners with data-driven insights about traveler behaviors during every stage of the purchase journey, along with dynamic advertising solutions, to deliver strategic campaigns and measurable results.

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