

The Guide to TravelAds Sponsored Listings

with Expedia Group Media Solutions

Achieve your hotel advertising goals
with TravelAds on Expedia Group sites
around the world



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Attract Travel Shoppers

Standing Out from the Crowd

In the competitive hotel market, finding and engaging the right travel shoppers can be challenging.

TravelAds is a simple, proven solution that connects hotel advertisers with highly qualified travel shoppers across Expedia Group's global portfolio of travel brands. This pay-per-click approach is designed to connect your hotel with a highly-engaged travel audience through sponsored listings on Expedia Group websites around the world.



Using customizable messaging and sophisticated targeting, hotels can stand out in a competitive marketplace. We bring data-driven insights and decades of travel and

media experience to help our hotel partners drive the business results that matter most.

TravelAds are Designed to:



Increase visibility and demand for your hotel



Boost room night bookings



Drive incremental revenue and profitability



Reach the right travel shoppers

Learn more about TravelAds



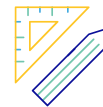
How TravelAds Deliver Value:



Complete control over your cost-per-click and daily spend



TravelAds listings only shown when rooms are available



Segment your campaigns with customizable targeting tools and bidding



Customize your messaging through ad copy and imagery



TravelAds placements are available across Expedia's global portfolio of travel brands



Sponsored listings run in addition to organic listings to increase visibility and reach



“ ”

TravelAds provides our property a cost effective way to reach our target audience without sacrificing on room revenue. Expert advice ensures investment is utilized at its best, with weekly calls to review and adjust our campaign.

Natalia Widdicombe,
Director Of Sales & Revenue
Primus Hotel Sydney



Engage Travel Shoppers and Capture Demand with Messaging

Through sponsored, pay-per-click listings, you can highlight your hotel's special offers, market your hotel post-disaster, or feature unique amenities that make your property stand out.

The copy and images in your ads can inspire and engage travel shoppers and set your property apart from the competition.

Customize Your Ads to Feature Unique Offerings



Your Hotel Name

Hotel Location

\$

\$

per night

Promote an offer or include an attention grabbing headline

Custom ad copy and imagery that highlights a variety of your hotel's amenities and features

Tailor your messages to reach the right travel shoppers at key decision points with:

- Clear and inspiring images to showcase your property
- Appealing and attention-grabbing headlines
- Offers or promotions to create urgency
- Custom ad copy and imagery that highlights a variety of your hotel's amenities and features



Neighborhood highlights



Views



Dining options



Nearby activities and experiences



Flexible booking policies



Luxury amenities

CASE STUDY

Hyatt Regency Chicago Campaign

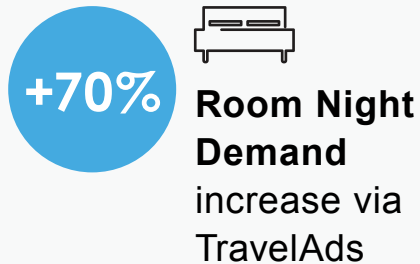
International Hotel Brand
Chicago, United States



Hyatt Regency Chicago used TravelAds to combat a low demand for hotel rooms in conjunction with the pandemic. Smart targeting and customized ads helped them execute their disaster recovery strategy.

- First-party data uncovered an opportunity to drive domestic travel
- Used drive market intelligence to promote free valet parking and competitive rates
- Customized copy to target domestic travel shoppers
- Used bid enhancements to target last minute traveler shoppers

Campaign Results



Target the Right Traveler



TravelAds targeting is based on real-time traveler intent and demand data.

With exclusive access to billions of data points on traveler intent and booking, we offer our advertising partners actionable insights and precise targeting.

Our data helps you identify the most valuable travel shopper for your hotel and our targeting tools help you engage that travel shopper at key decision points along their booking journey.

We are able to target by geography, travel dates, booking window, device, proximity, and more with additional targeting capabilities being added all the time.

Targeting Capabilities

Increase the likelihood of your ideal travel shopper seeing your ads.



Bid Enhancements

Focus your efforts with enhancements that allow you to bid more competitively on specific travel shopper types:

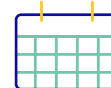
- Check-in window
- Mobile shoppers
- Proximity of traveler
- Length of stay



Audience

Adjust which version of your ad is displayed across Expedia Group sites to appeal to travelers from specific regions:

- Country of origin
- Customized ad copy



Need Periods

Create scheduled ads to advertise special events, address periods where you are looking to fill more rooms, or highlight special offers:

- Booking window
- Travel dates
- Events or special promotions

CASE STUDY

Palladian Home Campaign

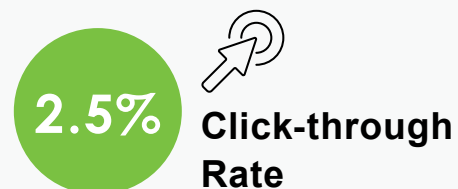
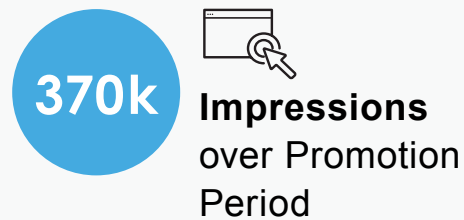
Boutique Hotel | Athens, Greece



Palladian Home used TravelAds to boost their occupancy and average daily rate while attracting more visitors from the U.S.

- Scheduled ads targeted travel shoppers during low demand periods
- Customized ad copy and imagery highlighted unique features and amenities
- Optimized ads regularly by reviewing and adjusting the cost-per-click, targeting layers, and ad copy

Campaign Results



Customized & Balanced Bidding



Bidding tools drive value

Demand for your property flexes up and down. Our bidding tool is flexible too. It helps you capitalize on shifts in demand through customization and optimization.



Complete control over how much you pay per click and your daily spend



Only pay for the clicks you receive



Ads shown only when rooms are available



Simple bidding allows you to get up and running quickly



Customized bidding allows you to optimize your campaigns further

CASE STUDY

Sotetsu Hotels Campaign



Japanese Hotel Chain
Seoul, South Korea

Sotetsu Hotels used TravelAds to drive visibility and demand for two newly purchased and rebranded properties: The Splaisir Seoul Myeong-Dong and The Splaisir Seoul Dongdaemun.

Campaign Results



Splaisir Seoul
Dongdaemun
**Increase In
YOY Demand**



Splaisir Seoul
Myeong-Dong
**Increase In
YOY Demand**

Positive results inspired the hotel group to expand their collaboration by launching a display campaign.



**Month Over Month
Increase In Room Night Demand**
after launching display campaign

- ▶ **Starting with TravelAds Sponsored Listings is a straightforward way to test and learn. Once you've found success with your TravelAds campaigns, consider incorporating Display Ads into your marketing strategy.**

Real-Time Reporting



Your TravelAds reporting dashboard provides real-time insights into how your campaign is performing.

Multiple data points help you analyze and optimize your campaigns. You can view data such as:



Ad Impressions



Click-Through Rate



Clicked Room Nights



Clicked Revenue

Our trusted team of TravelAds experts is always available to share insights and data on strategies to further support your campaign.

5 Steps of a Successful Campaign



Goal Mapping

Specify the goals you want to achieve

1



2



Results Analysis

Pull reports from your dashboard to analyze trends

3



Tools and Tactics

Align your goals with the TravelAds bidding tools & tactics you will use

4



Strategize

Create a balanced bidding strategy that tackles each goal one at a time and optimizes your budget

5



Test & Repeat

Keep testing and repeating successful tactics to meet your campaign goals

“““

Working closely with my TravelAds representative, our TravelAds campaign performed well and we are very happy with the results. The system is very easy to use and the live-reporting feature allows me to check results any time I want. I will use this product again.

Yuki Ogino, Keio Plaza Hotel

We're all in this together



Partnering with our team of TravelAds experts gives you direct access to exclusive Expedia Group travel shopper data and the massive travel shopping audience that visits our trusted travel brand sites around the world every day.

Our team is always here to help guide your campaign. From understanding your goals and sharing relevant data with you, to optimizing your campaigns and helping you identify future opportunities, we are invested in your success.

Tap into our TravelAds experts to guide you during your next campaign.



Expedia Group Media Solutions is the global digital advertising organization of Expedia Group. We connect brands with hundreds of millions of travel consumers across our global network of leading travel e-commerce brands. We have more than 200 branded sites in 75 countries and 35 languages, with a total of more than 112 million monthly unique visitors worldwide. With our first-class digital media experts, we provide marketing partners with proprietary data, strategic insights, precise targeting, dynamic advertising solutions and robust reporting to engage and convert our audience of travelers worldwide.

For more information, visit www.advertising.expedia.com.

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