A GUIDE TO DIGITAL MEDIA PLANNING / BUYING - ACTIVATION

PRACTICAL AND TACTICAL
Objective

How to use the Traveler Purchase Cycle to determine overarching strategy, objectives, and appropriate creative executions to execute on a full media strategy.
DO WE START OUR VACATION PLANNING LIKE THIS?
WHY? [Objective]

What do we want to experience?

- Adventure
- Romance
- Relaxation
- Family Fun
- Culture
- Beach
WHY? [Success]

What would make this a successful vacation?

- Suntan - rested
- Muscle Soreness
  - Unplugged
- # of Museums visited
  - Visited 2 of the top 10 restaurants in city “x”
- # of times our kids said we were the “best parents EVER!”
HOW?

How are we going to get there...

- Drive
- Fly
- Fly - drive
- Train
- Bus
- Cruise / Boat
QUESTIONS ANSWERED ✔

WHY?

• Family Fun

KPI (Success Measurement):

• # of times our kids said we were the “best parents EVER!”

HOW?

• Fly, willing to rent car
WHERE? [Decision Time]

San Diego – Zoo, Seaworld, Legoland, Safari Park
Anaheim – Disneyland
Los Angeles – Universal Studios
SO WHY WOULD WE PLAN OUR MEDIA ANY DIFFERENTLY?
Beginning the Planning Process

How it’s been done...

WHERE
• To place the media

HOW
• Creative executions that speak to the “WHY”
Evolution of the Planning Process

How to do it better…

WHY
• Overall Marketing objectives
• Determining KPI’s

HOW
• Creative Executions that speak to the why

WHERE
• To place the media

KPI: Key Performance Indicator – Success Measurement
WHY [Define Your Objectives / KPI’s]
OBJECTIVE: ACTIVATION

MULTI-DEVICE DISPLAY / INTERACTIVE VIDEO PRE-ROLL

COST PER ACQUISITION

POST IMPRESSION CONVERSION

CPC DEAL OFFERINGS

CLICK CONVERSIONS

VIEW CONVERSION

ONLINE TRAVEL SELLERS (OTA, SUPPLIERS)

YOY ROOM NGTS, REVENUE, BOOKINGS, ADR, MARKET SHARE, BOOKING WINDOW

POST IMPRESSION CONVERSION
HOW?

[Creative Mapping to Objective / KPI's]
**HOW? Creative Mapping to Objective / KPI’s**

- **Awareness**
  - Words: watch, explore, learn
  - Content: video, photos, brand identity

- **Inspiration**
  - Words: plan, sign-up
  - Content: itinerary builder, digital/print/video travel guides

- **Consideration**
  - Words: shop, compare, choose
  - Content: pricing and value-focused

- **Activation**
  - Words: book, buy, reserve
  - Content: offer-focused

- **Relive**
  - Words: share, follow, review
  - Content: tools to share experiences
HOW: ACTIVATION

WHAT MAKES YOU BOOK?

1. PRICE CHANGES (SALES, OFFERS, DEALS)
2. INVENTORY AVAILABILITY (RISK OF PRICE INCREASES)
ACTIVATION [Integrated Ads]
ACTIVATION [CPC – Deal Distribution]
WHERE?

[Finally…where do we place the media?]
WHERE [Placing Media Based on the WHY + HOW]

- TV, Print, Programmatic Display/Pre-Roll, Radio, Native Content
- Social Channels
- OTA, MetaSearch, Supplier, Tour Operator, DMO
- Programmatic + Data Display/Pre-Roll, Radio, Endemic Digital, Native Content, Email
Consideration

**Deal Distribution**
- Travelzoo, Shermans Travel, Smarter Travel, Dunhill Deals, NYTime Getaways+ Audience Extension

**Online Travel**
- Targeting: Comp Set, DMA’s, Previous Destination Search retargeting, Merchandizing Sales, Affinity Targeting

**Travel Information Sites**
- Content Targeting, Onsite Retargeting / Content, IP Address, Audience Extension

**Ad Networks Travel BT Vertical**
- Affinity Targeting, Content Targeting, IP Address

**Metasearch**
- Comp Set Targeting, Onsite Retargeting, Affinity Targeting
Activation

Online Travel Agencies
- Comp Set Targeting, Affinity Targeting, Multi-Device/Cross Device, Onsite Retargeting, Offsite Retargeting – Audience Extension

DMO Website (if you have a booking engine, or partner links to book)
- Retargeting

Some MetaSearch
- Some allow for the transaction to feel like it is happening within the metasearch environment
### WHERE [Pricing Examples]

<table>
<thead>
<tr>
<th>Standard - CPM</th>
<th>Rich / Interactive CPM</th>
<th>Endemic (Travel Publishers)</th>
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<tbody>
<tr>
<td>• $2-$5 Display</td>
<td>• $8-$15 Display</td>
<td>• $8-$60 Display/Video/Responsive</td>
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<tr>
<td>• $3-$8 Video</td>
<td>• $10-$17 Interactive Pre-Roll</td>
<td>• $8-$10 Mobile Expandable</td>
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<td>• $8-$10 In-Stream</td>
<td>• $8-$10 Mobile / Tablet</td>
<td>• $2-$10 Mobile Standard</td>
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<th>Non-Endemic (Publisher Direct)</th>
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<tr>
<td>• $.02 - $3.00 CPC Facebook/Twitter promoted content/ads</td>
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<tr>
<td>• $10-$15 CPM Solus Email</td>
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<tr>
<td>• $5-$15 Newsletter Sponsorship</td>
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<tr>
<td>• $.50-$1.50 Affiliate CPC</td>
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<tr>
<td>• $.25-$6 SEM</td>
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<tr>
<td>• $4-$6 Customer Acquisition (Email Opt In)</td>
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<tr>
<td>• Native Content: varies</td>
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**Media can also be purchased on:**
- Guaranteed CPC
- Guaranteed CPV (for video)
- Guaranteed CPE (cost per engagement)
- Guaranteed CPA (this is better for hotels, attractions, activities, or email opt in)
- NOTE: data overlay / targeting always adds cost
Measurement

1. DID THEY COME?
2. WHAT WAS THE INCREMENTAL GROWTH IN OVERALL ROOM NIGHTS, BOOKINGS, PASSENGERS?
3. WHAT DID THEY SPEND?

This is what proves your economic impact – but unless you connect your media tactics to each other throughout the traveler purchase cycle, this is difficult to prove.
Other Forms of Measurement

ARRIVALIST: Reporting that is able to show based on your digital media exposures – did those exposures result in a visit.

SOJERN / ADARA: Looking at the conversion data post campaign to show those that were exposed / lift in visitation for those exposed – along with the value of that customer (room nights, length of stay, average daily rate, etc.)

QUANTCAST: Multi-touch attribution modeling

ROCKET FUEL: MasterCard purchasing data as an indicator of in-market spend = visitation.

NSIGHTS: Increase YOY in destination search results and OTA conversion data.

OTA: Ask for YOY Increases in bookings, room nights, etc.

***to name a few***
Attribution

- Develop multi-touch attribution model
- Look at your marketing strategy as holistic and all pieces working together to drive YOY results.