3 Strategies for SEM Success

In Market (Mobile)

Test, Test, Test

Alphabet Soup: RLSA, DSA, DSK
Figure 4: When Travelers Planned In-Destination Experiences for Their Last Leisure Trip, by Country

Base: Online travelers (U.S. 1,003; U.K. 1,008; France 1,007; Germany 1,007; Australia 1,011; Brazil 1,000; Russia 995; China 1,014)
Source: The In-Destination Experience, Phocuswright (August 2015).
Figure 5: When Travelers Reserved or Booked In-Destination Experiences for Their Last Leisure Trip, by Country

- U.S.
- U.K.
- Australia
- France
- Germany
- Russia
- Brazil
- China

Base: Online travelers (U.S. 1,003; U.K. 1,008; France 1,007; Germany 1,007; Australia 1,011; Brazil 1,000; Russia 995; China 1,014)

Source: The In-Destination Experience, Phocuswright (August 2015).

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Creative
ad text, display URLs, offers, dynamic insertion, CTAs, ad extensions

Targeting
keywords, match types, geos, audiences, languages, dayparting

Landing Pages
content, buttons, checkout flow, mobile optimized
Alphabet Soup: RLSA, DSA, DSK

RLSA
Remarketing Lists for Search Ads – bid differently for previous site visitors

DSA
Dynamic Search Ads – content based ads, no keywords

DSK
Display Select Keywords – display, higher intent to convert, algorithmic