



**viator**

***Search Marketing Update 2015  
eTourism Summit October 2015***

# Viator

viator | Travel with an insider

Let the activities begin!

Select a Country | Select a Region/City | 1275 US

"The day trip to Neuschwanstein Castle was the highlight of my trip!"

★★★★★ John K.

What's so great about Viator

HANDPICKED GUIDES & ACTIVITIES

VERIFIED REVIEWS & PRICES

VIP ACCESS

LOW PRICES GUARANTEED

24/7 SUPPORT BOOK A LOW PRICED

Istanbul? We've been there. No, seriously.

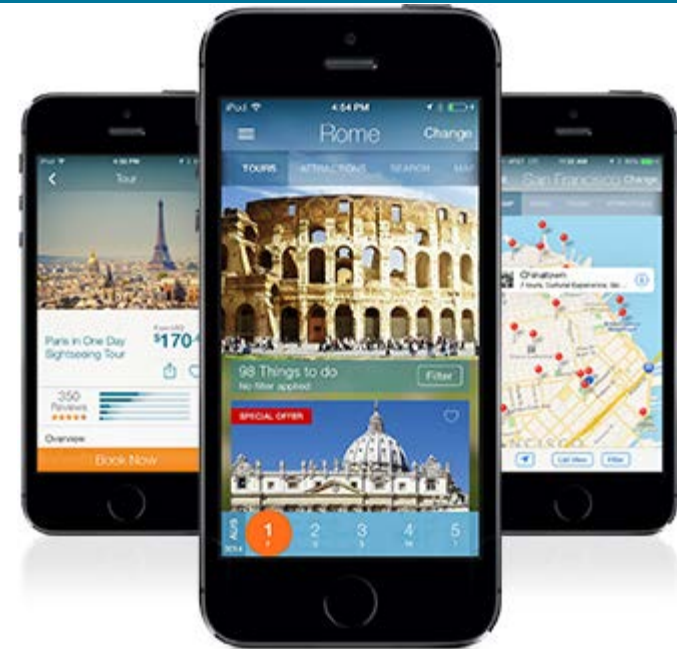
Discover San Juan's Best Beaches and Rainforests

Tapas Time in Madrid

Hot Destinations

Wine-Tasting & Harvest Tours

Find Your Next Activity



# 3 Strategies for SEM Success

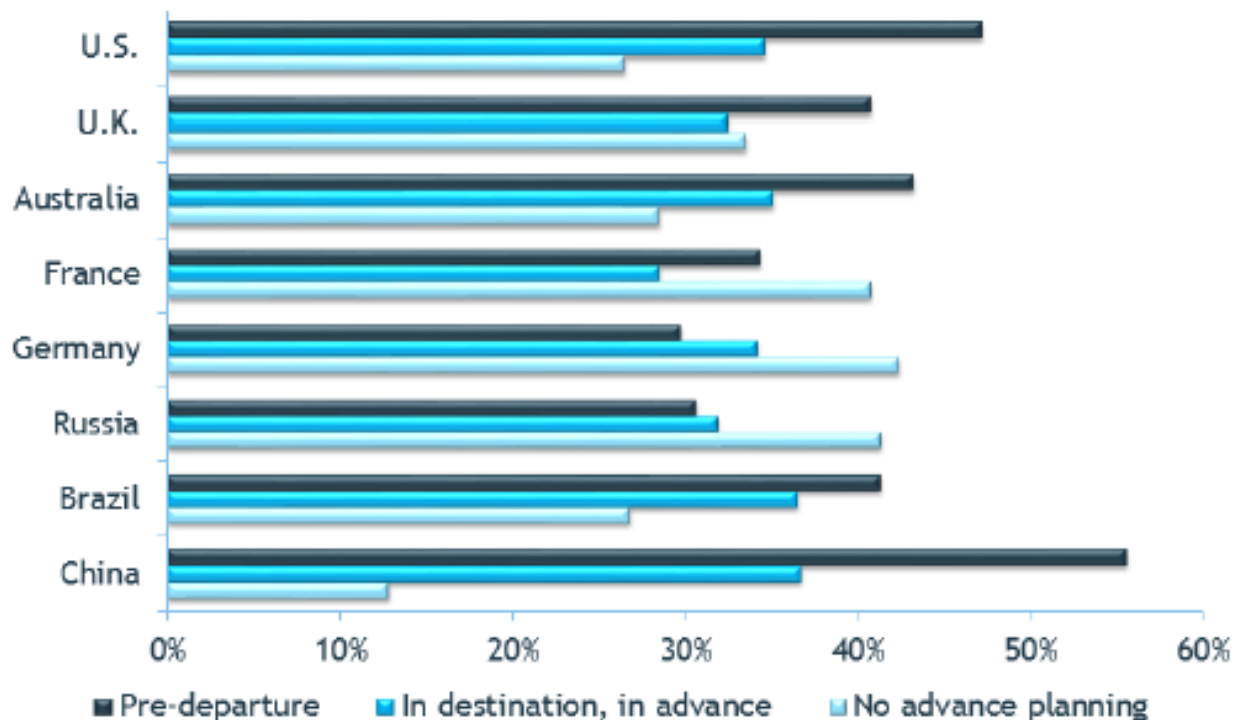
 In Market (Mobile)

 Test, Test, Test

 Alphabet Soup: RLSA, DSA, DSK

# In Market (Mobile)

Figure 4: When Travelers Planned In-Destination Experiences for Their Last Leisure Trip, by Country

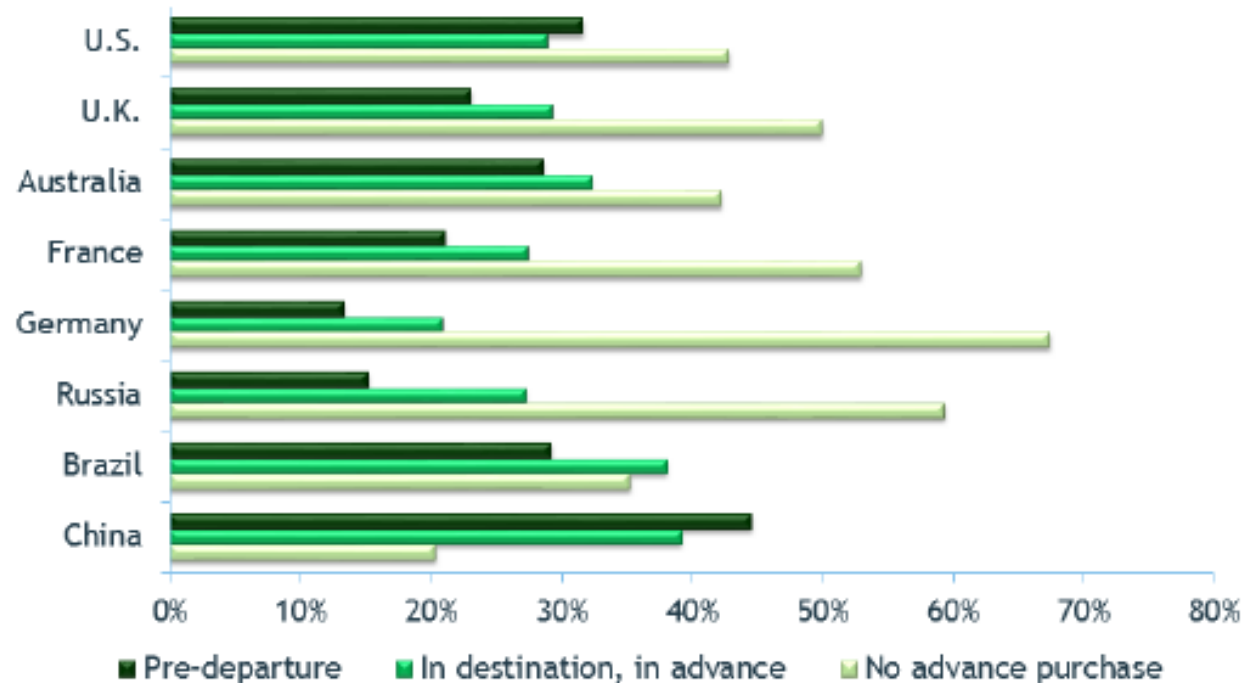


Base: Online travelers (U.S. 1,003; U.K. 1,008; France 1,007; Germany 1,007; Australia 1,011; Brazil 1,000; Russia 995; China 1,014)

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

# In Market (Mobile)

Figure 5: When Travelers Reserved or Booked 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).



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# Test, Test, Test

## 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



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