

# Travel Advertising: The Places You'll Go!

Your handy guide to a successful  
marketing journey in 2017

criteo.

“

You're off to great places!  
Today is your day!  
Your mountain is waiting  
so...Get on your way!

Dr. Seuss



EXPLORE

Seasonality

# How annual changes affect traveler behavior

How can you use booking patterns to  
inform your marketing strategy?

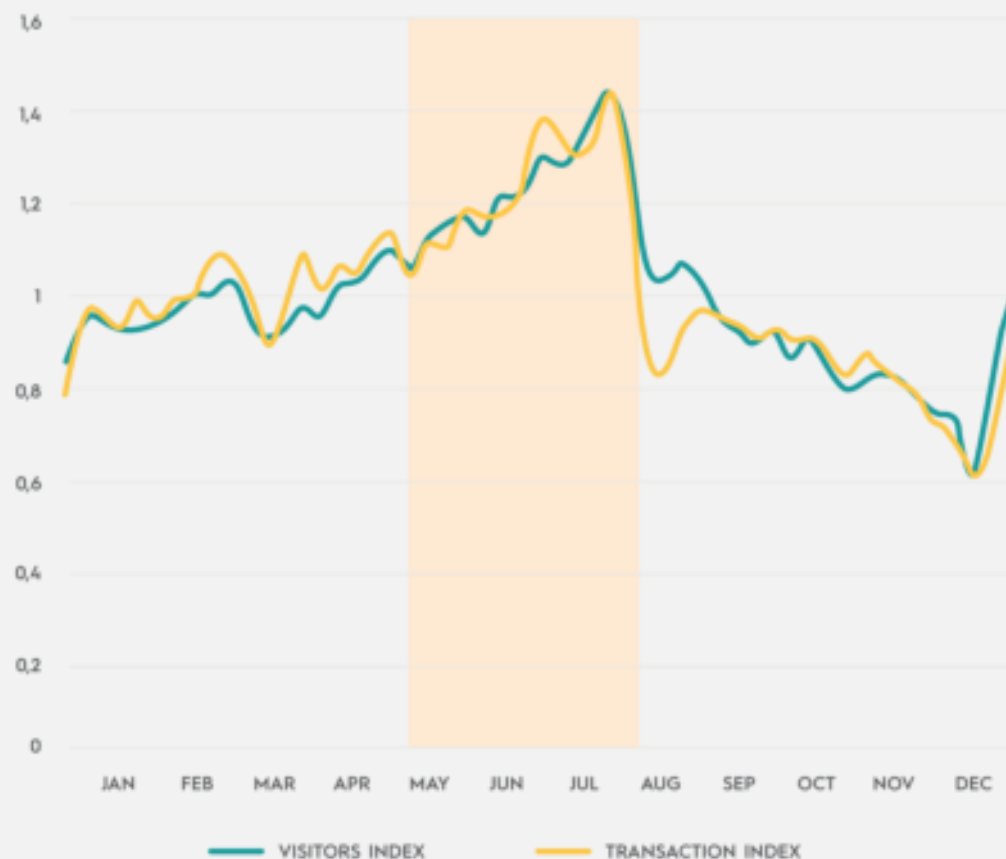
## EXPLORE

# Travel Vertical Onsite behaviour: pick in visitors in transactions in Q3

Q3 is the most important quarter of the year for the Travel vertical.

Visitors start deciding in May-June, while June and July are the most important months - both visitors and transactions have the highest spike.

INDEX OF ONSITE VISITORS AND TRANSACTIONS  
(INDEX=100, JAN 2016)



## EXPLORE

# Don't miss early bookers – They have longer stays

We divided all site visitors into three types:

- Early bookers (book 1+ months in advance)
- Mid bookers (book 10-30 days in advance)
- Last minute bookers (book 0-9 days in advance)

We realized that early bookers spend more money than last minute bookers and their stays are much longer than last-minute bookers.

PERCENTAGE OF SITE SEARCHES BY BOOKER TYPE AND CHECK-IN PERIODS



## EXPLORE

Start to retarget ahead of Top season  
to capture attention of Early bookers.



PLAN FOR  
Peak Times

## How they vary by sector

Why should travel providers be mindful of different peak times?

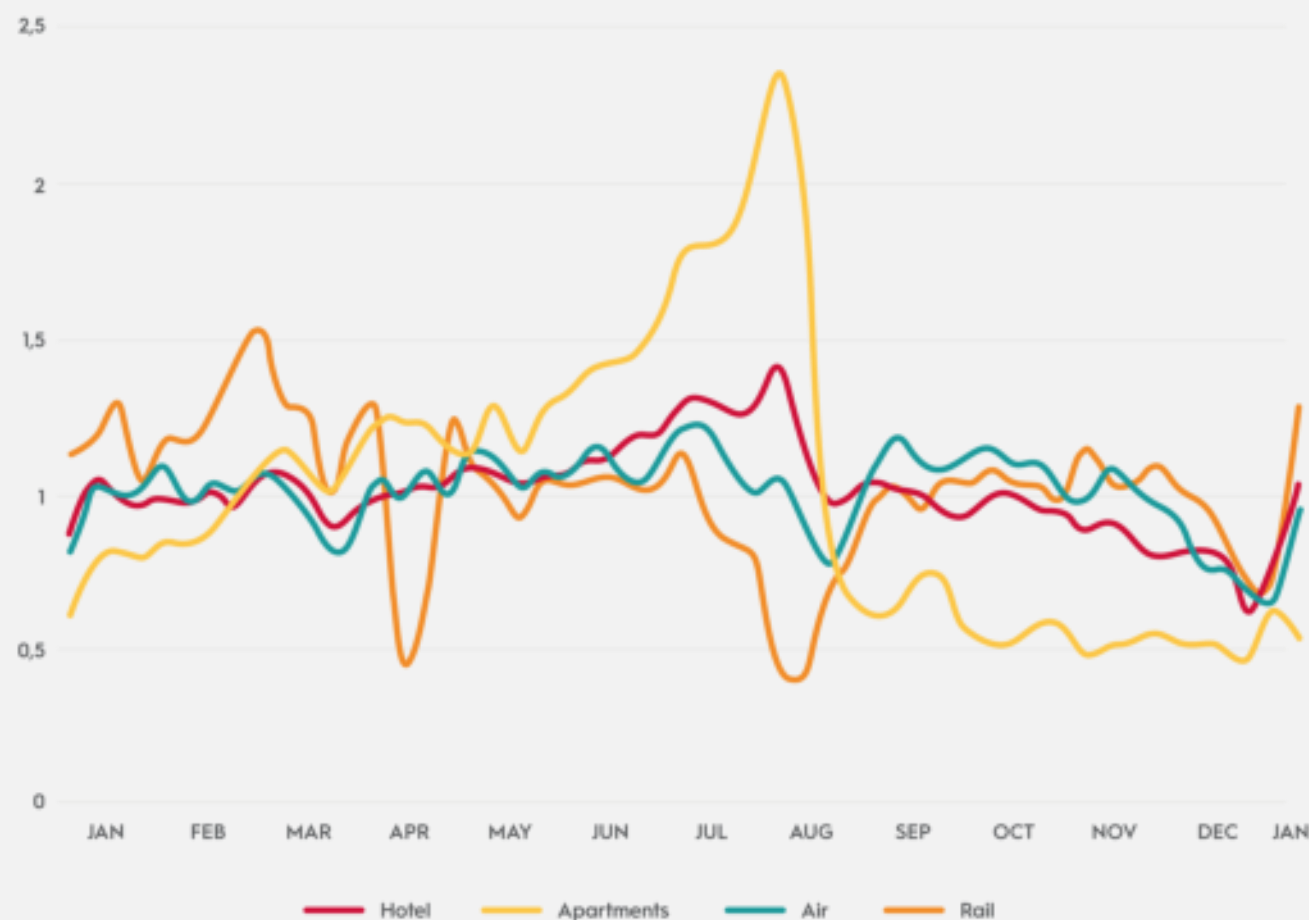
## EXPLORE

July and August are the months of apartments

Hotel and air bookings increase from May to July and they are quite stable in the rest of the year.

The apartment bookings have a boost during summer reaching a peak in August.

INDUSTRY TRAVEL CATEGORIES, PER MONTH

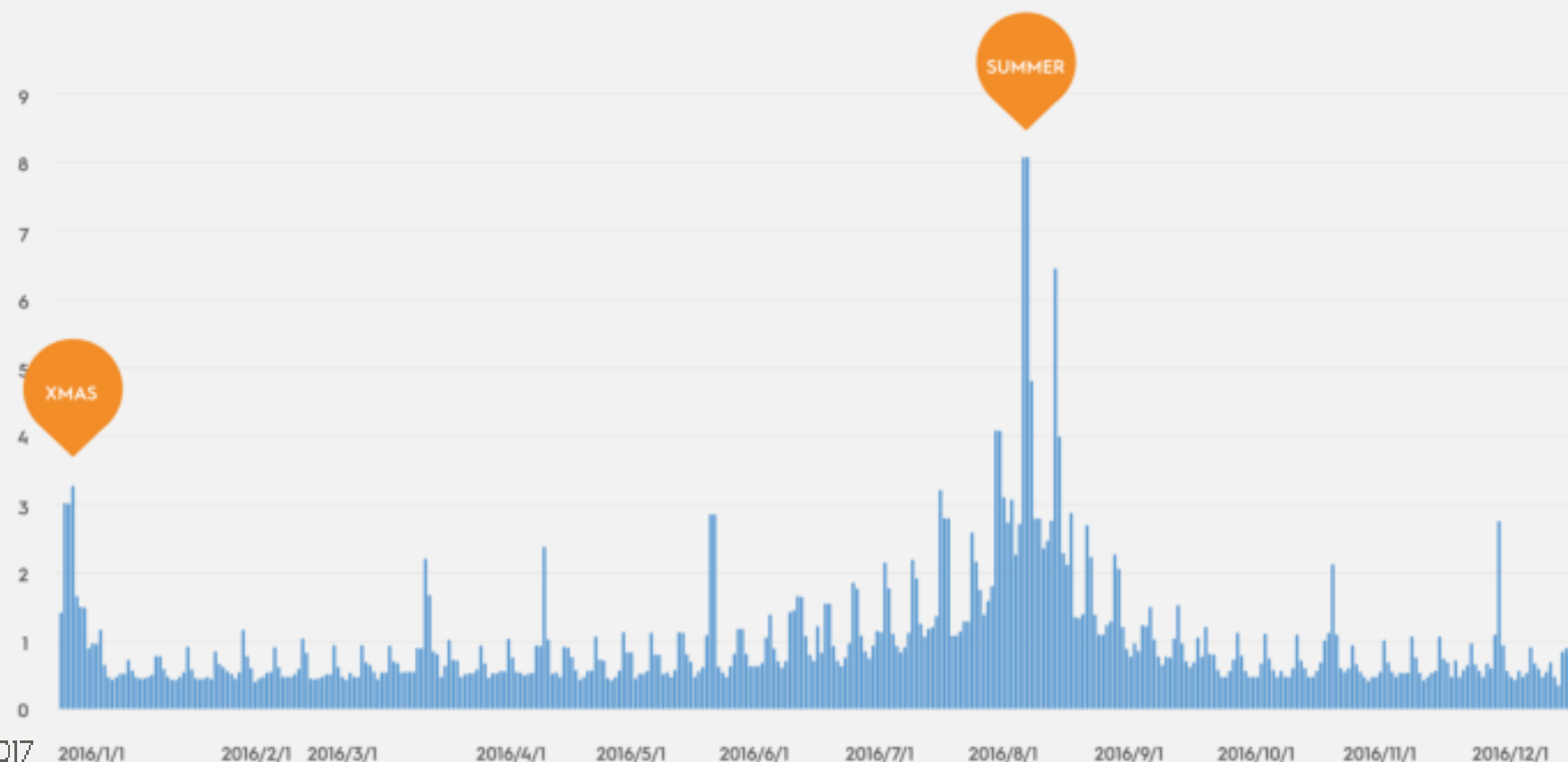


## PLAN FOR

Summer and Christmas are the periods most researched from travelers.

The peak of August 15<sup>th</sup> is 8x higher than the average and all the other festivities of the year (Easter, April 25<sup>th</sup>, May 1<sup>st</sup>, June 2<sup>nd</sup>, November 1<sup>st</sup> and December 8<sup>th</sup>) are 3x higher than the average.

INDEX OF NUMBER OF SEARCHES ON TRAVEL SITES BY CHECK-OUT DATES





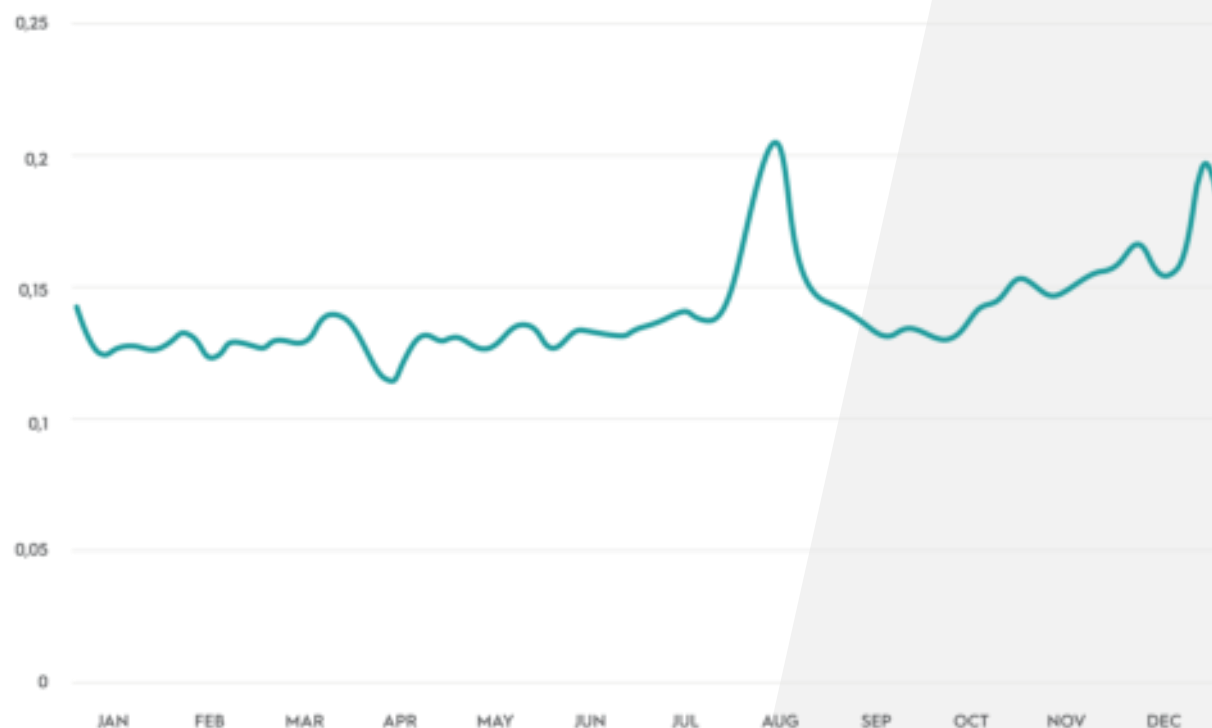
TAKE FLIGHT  
Mobile

# How people are booking travel on personal devices

What's the state of mobile usage for travel bookings?







# Travel season is mobile season

AVERAGE SHARE OF MOBILE SALES INDEXED ON THE AVERAGE SHARE OVER THE PERIOD OF EACH ADVERTISER



August is the super month on Mobile (probably as everyone is on holidays and they don't travel with laptops)

SHARE OF MOBILE TRANSACTIONS BY CATEGORY AND YOY VARIATION

TRAVEL	MOBILE SHARE	YOY 2017 VS 2016
 AIR	8,6%	7%
 APARTMENTS	18,3%	-7%
 CAR	14,1%	39%
 CRUISE	27,3%	27%
 HOTEL	12,2%	21%
 RAIL	12,8%	21%
GRAND TOTAL	14,2%	9%

CHECK IN  
Cross-Device

# How people are using multiple devices to book travel

What's the best way to manage your  
marketing across devices?

## CHECK IN

# Travellers are multi-device

Cross-device bookings are the new normal: "browse smartphone, buy desktop" is a dead model. Now customers use their smartphones to search and to buy.

46%

OF ALL ONLINE TRANSACTIONS INVOLVED TWO OR MORE DEVICES



46%

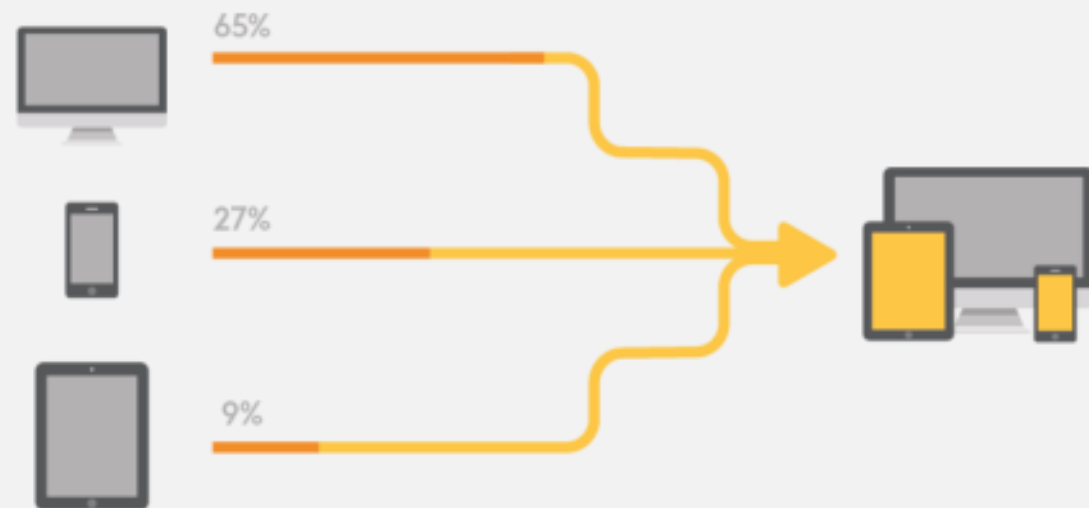
DESKTOP TRANSACTIONS INVOLVED TWO OR MORE DEVICES



## DEVICES USED IN PATH TO PURCHASE IN ITALY, FIRST AND LAST TOUCHPOINT IN CROSS-DEVICE TRANSACTIONS, Q4 2016

FIRST DEVICE USED TO BROWSE

FINAL DEVICE USED TO PURCHASE



20% OF CROSS-DEVICE DESKTOP TRANSACTIONS STARTED ON SMARTPHONE



36% OF CROSS-DEVICE SMARTPHONE TRANSACTIONS STARTED ON DESKTOP



Path to purchase is complex.  
To reach users at any step of the purchase  
journey, use Criteo X-device solution

ENJOY YOUR STAY

Solutions

# Our technology is solving for travel advertisers

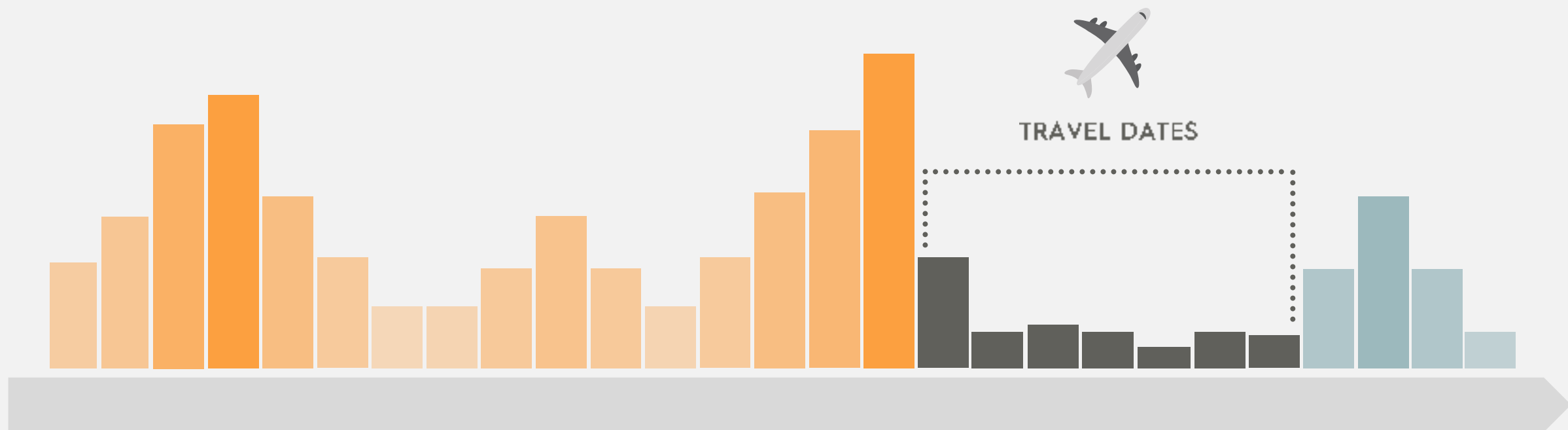
Meet the Criteo Engine, where it's  
all about performance.

## ENJOY YOUR STAY

# Automated Optimization Based On Days To Departure (Booking Window)

The Criteo Engine understands the travel booking cycle

- Based on the measured performance of your audience.
- Continuously adapts to seasonal changes.



## Universal Match Means Booking-Cycle Visibility

The Criteo engine identifies users and monitors their behavior across devices.

## ENJOY YOUR STAY

# Custom Monitoring For More Effective Messages

The Criteo engine optimizes for every stage of the customer journey.



## ENJOY YOUR STAY

# User Value Predictions Increases ROI

The Criteo Engine predicts user value  
& bids at a price that maximizes ROI.

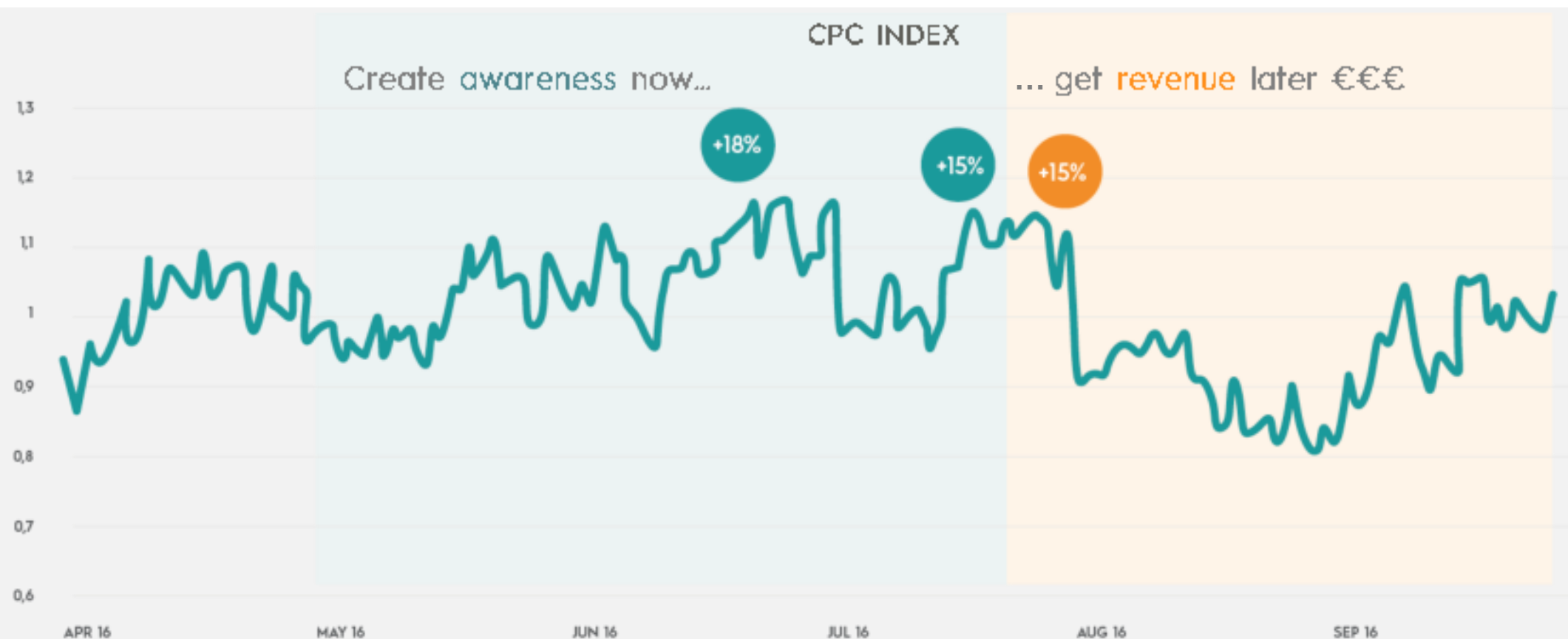
**Commission** = different value for the same selling price: default (**M=100**).  
Different M increases/decreases bids compared to the average M=100,  
hence increases/decreases in displays, clicks, and sales.

PROPERTY	AVERAGE BOOKING VALUE	COMMISSION	INVESTMENT MULTIPLIER (100 = NEUTRAL)
OVERALL AVERAGE	\$235	15%	100
LONDON GATWICK	\$150	20%	133
LONDON VICTORIA	\$150	10%	66

GATWICK IS 2X MORE VALUABLE  
THAN VICTORIA FOR THE SAME  
BOOKING VALUE.

# Up your CPC game now and beat the June blues

Increase CPCs in **May** to achieve a **great online visibility** in the leading weeks before **travel peak season**.



## KEY TIPS AND TAKEAWAYS

### Criteo Solutions

#### Stay top of mind

Travelers start planning trips months in advance, so increase your CPCs early — by May — to convert shoppers in July.

#### Get mobile friendly

Make sure your site and app are optimized for increased bookings on personal devices.

#### Cover the cross-device journey

Enlist smart solutions to track and manage all your visitors' cross-device touchpoints.

“

You have **brains** in your head.  
You have **feet** in your **shoes**.  
You can **steer** yourself any  
**direction** you choose.

Dr. Seuss



Thank you