

Travel Advertising: The Places You'll Go!

Your handy guide to a successful
marketing journey in 2017

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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?

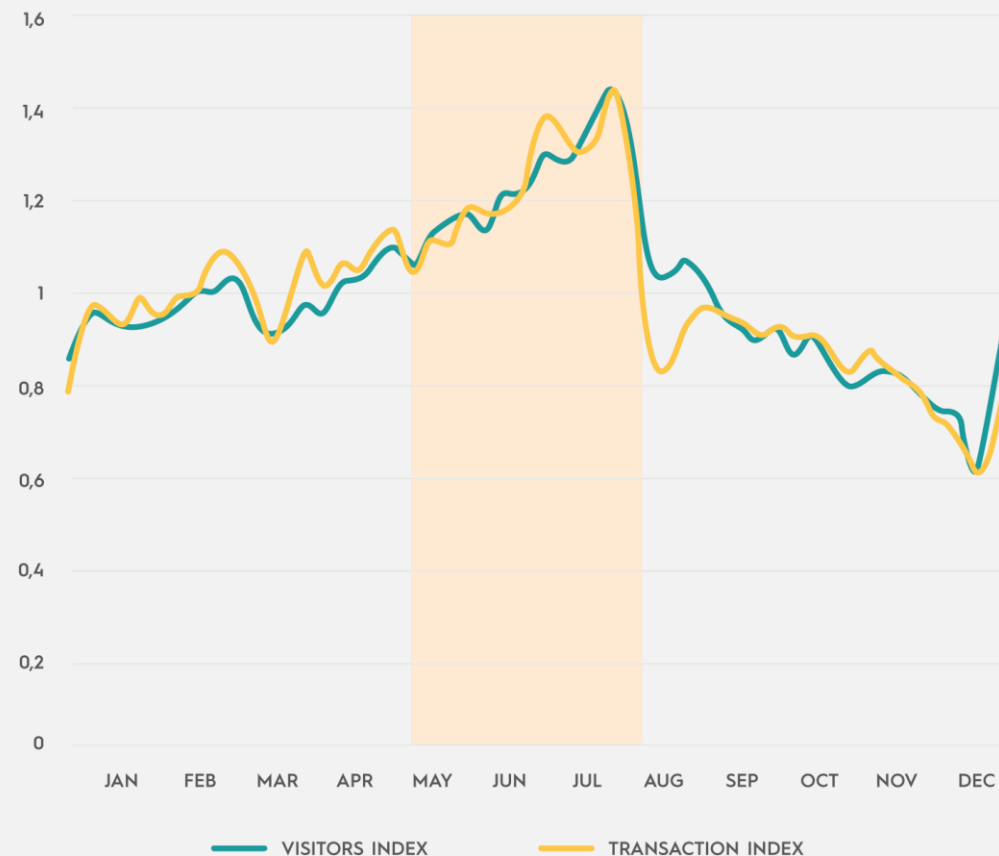
EXPLORE

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?

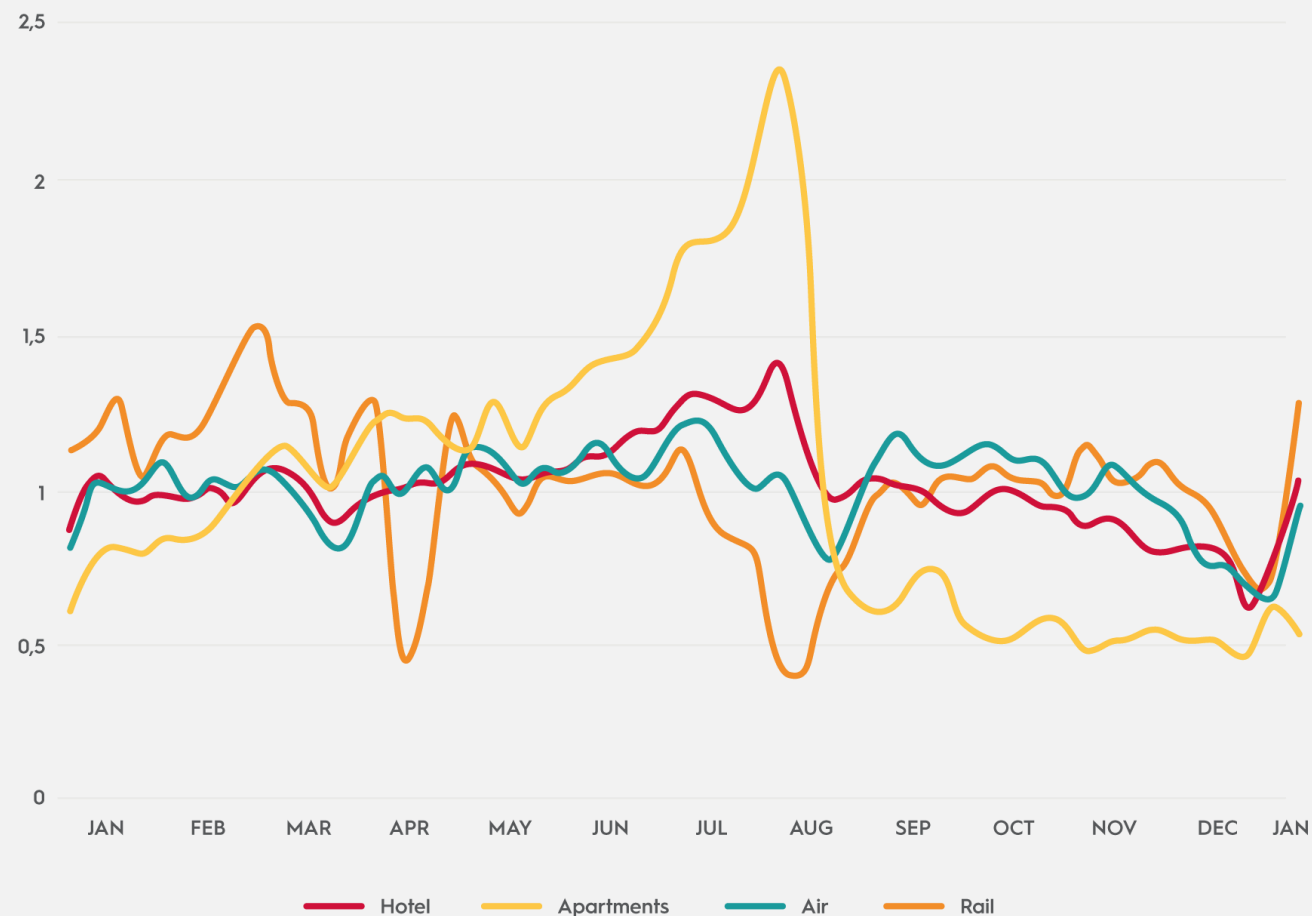
EXPLORE

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

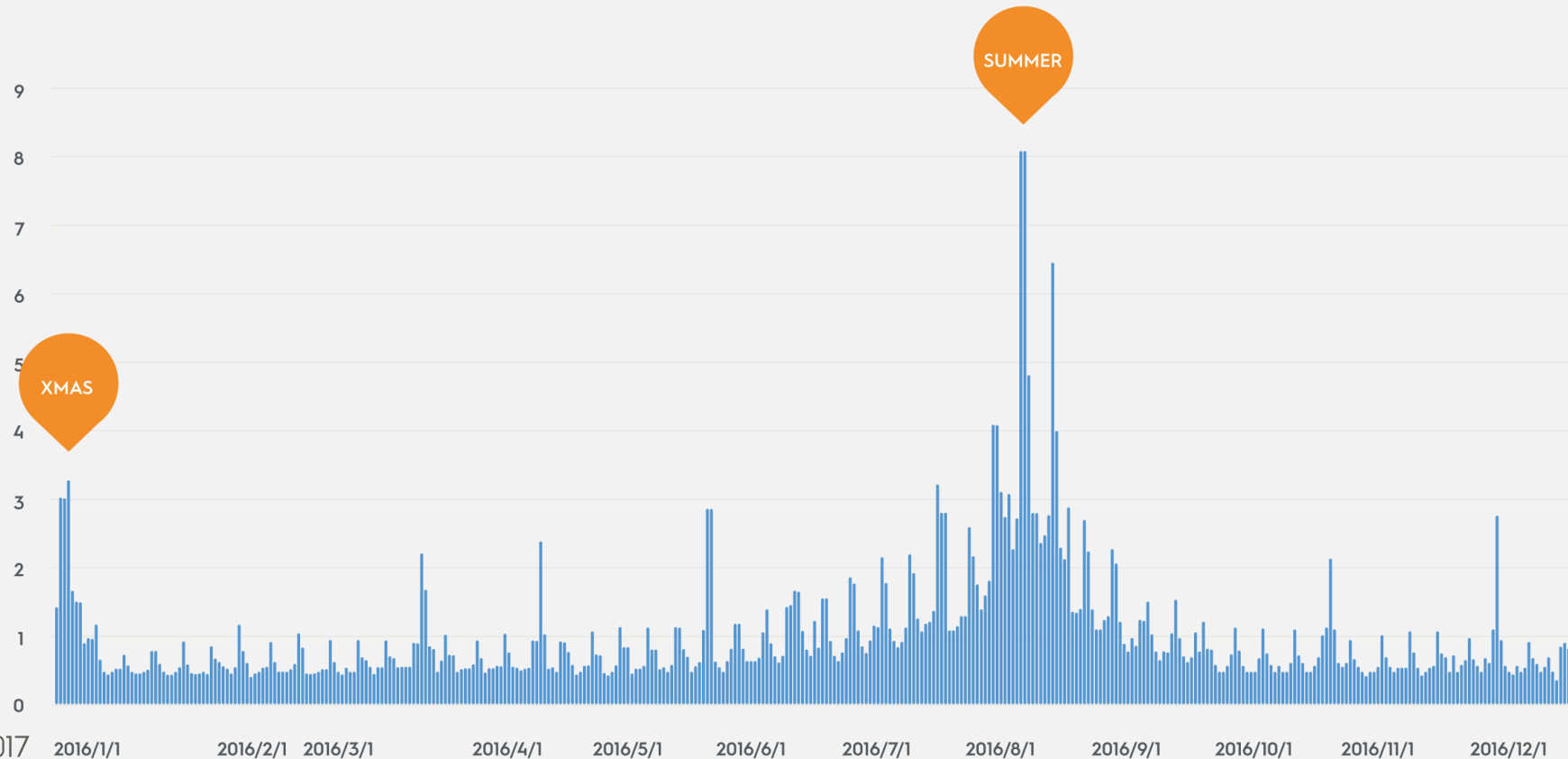


PLAN FOR

Summer and Christmas are the periods most researched from travelers.

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

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



TAKE FLIGHT

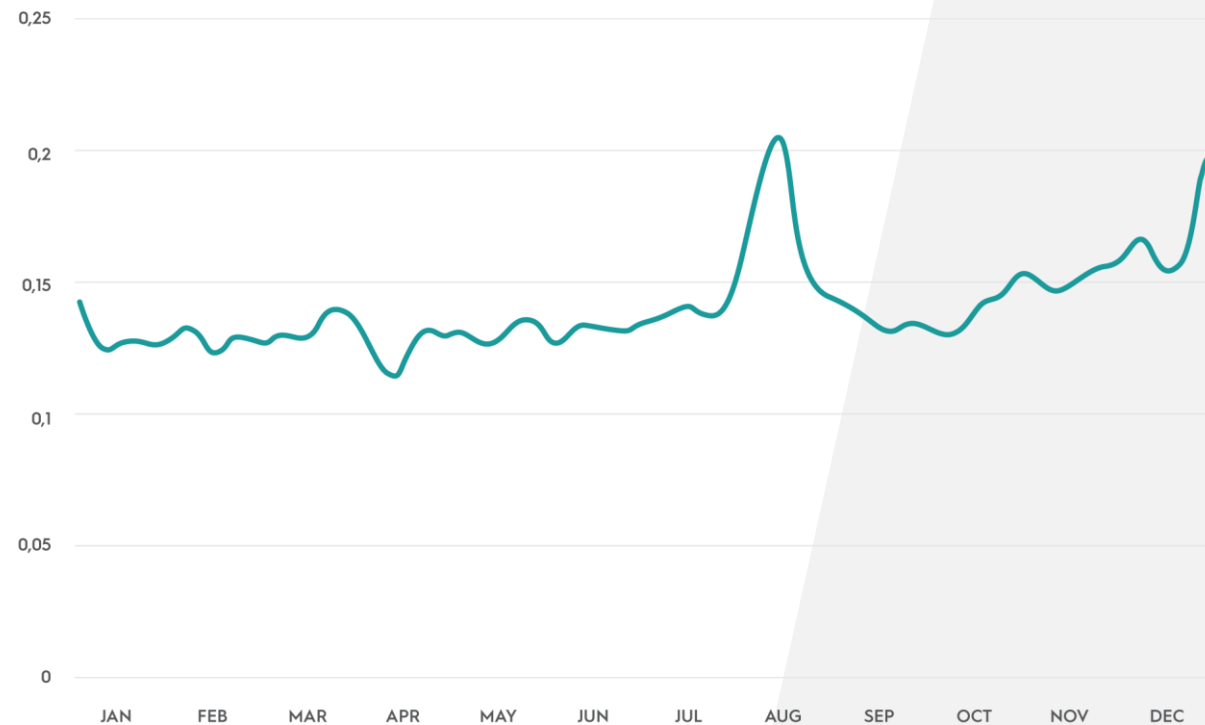
Mobile

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

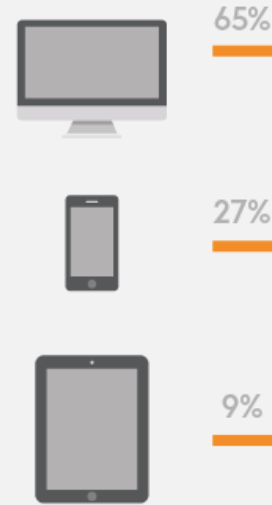


46%
DESKTOP TRANSACTIONS INVOLVED TWO OR MORE DEVICES



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



CHECK IN

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

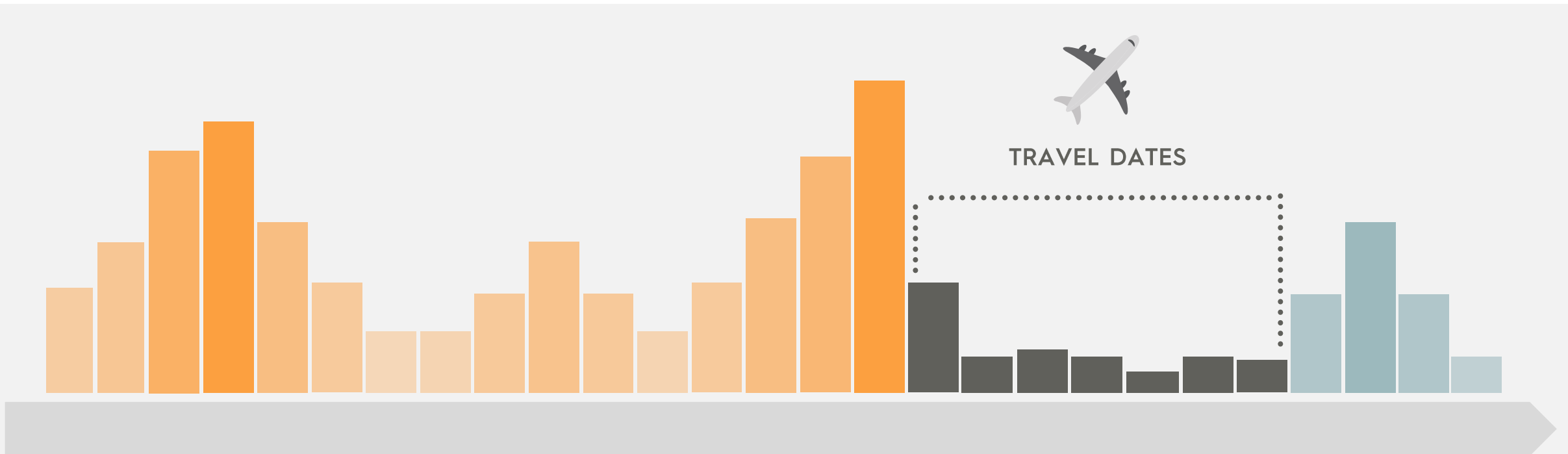
Meet the Criteo Engine, where it's
all about performance.

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.



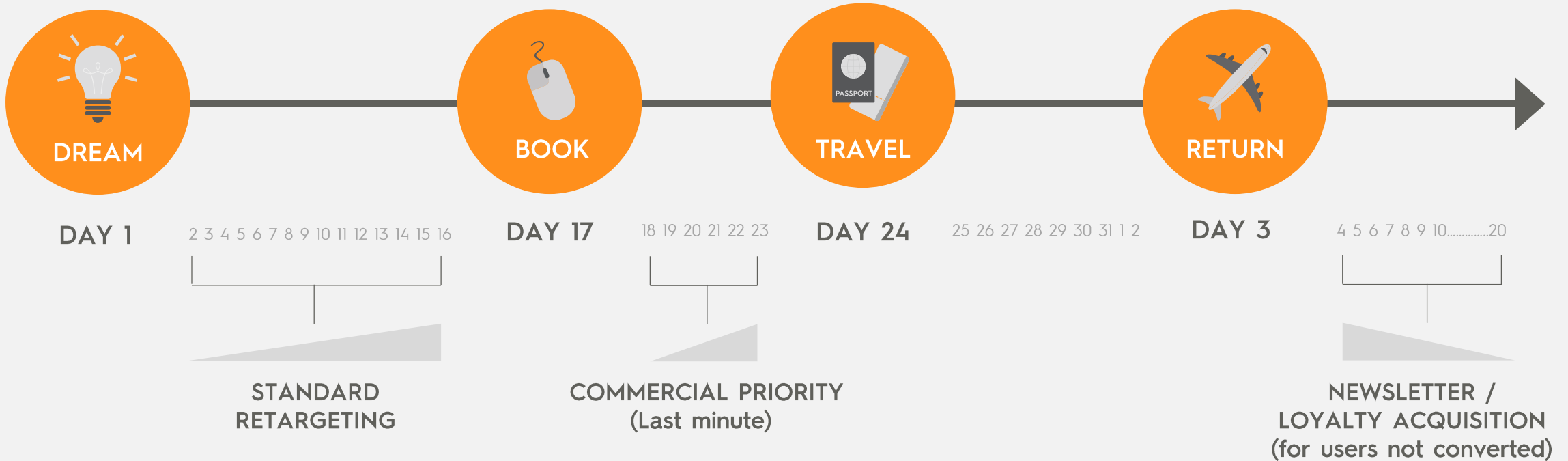
Universal Match Means Booking-Cycle Visibility

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.

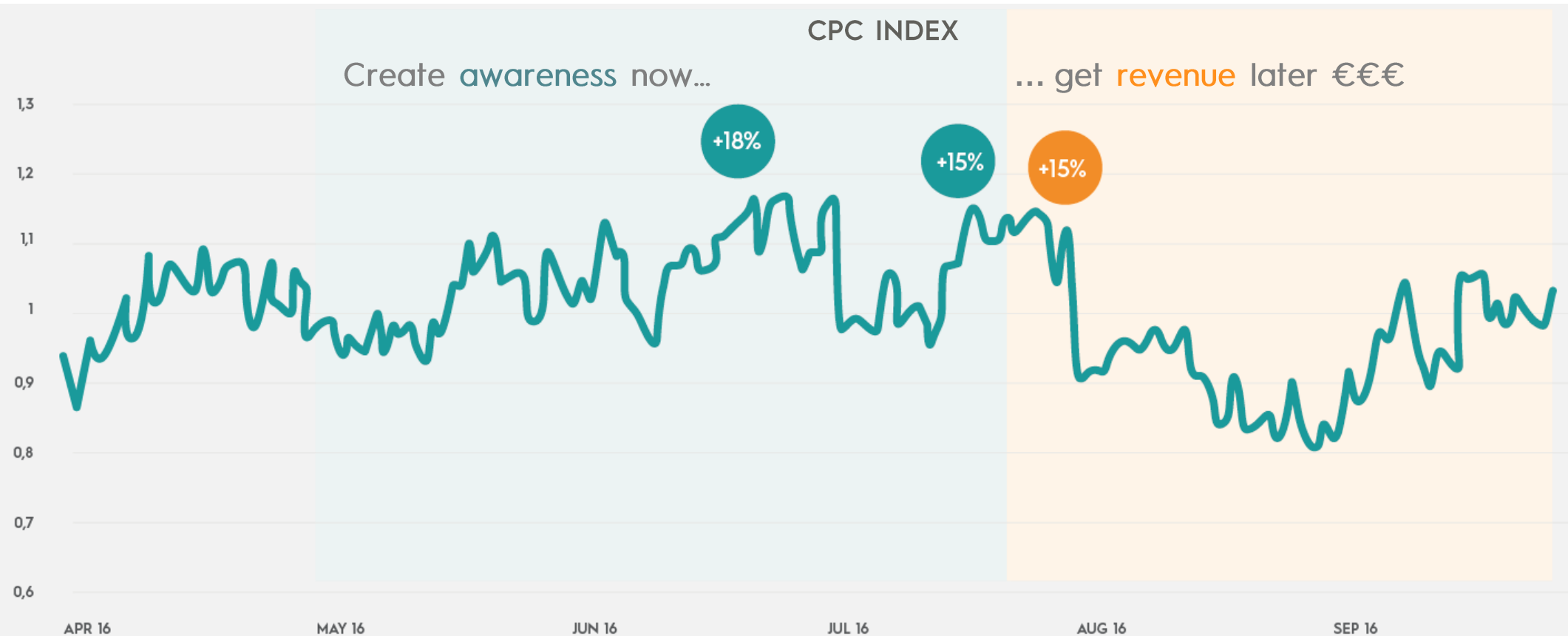
Commission = different value for the same selling price: default (**M=100**).
Different M increases/decreases bids compared to the average M=100,
hence increases/decreases in displays, clicks, and sales.

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