

**TRAVEL**  **OREGON**

# AUDIENCE

# ACTIVE ADVENTURER BACKGROUND

## HOW IS THE ACTIVE ADVENTURER DEFINED?

Overall, the Active Adventurer includes adults who prioritize adventurous and engaging activities while traveling.

Activity categories include the outdoors, culinary, arts and history & culture.

## HOW HAS THIS DEFINITION CHANGED OVER TIME?

Age and DMA priorities adjust slightly based on advertising campaign goals.

This profile has evolved to prioritize BIPOC and destination stewardship, ensuring we reach diverse and conscious travelers.

## METHODOLOGY UPDATES

Previously, we utilized MRI's pre-built Active Adventurer segment to see how this group over indexed across attitudes and activities.

Now that we have solid background on our audience, we will hand-build this segment in YouGov, which updates data regularly.

## HIGH-LEVEL ATTRIBUTES

- ~40% identify as multicultural
- Hobbies include...
  - Hiking (206)
  - Cycling (181)
  - Visiting art galleries (154)
  - Exploring historical sites (131)

# 2021 ACTIVE ADVENTURER AUDIENCE PROFILE

## DEMOGRAPHICS

### Gender

Female	51%	1.8MM
Male	49%	1.8MM

### Age

18-24	17%	600K
25-34	38%	1.4MM
35-44	27%	1MM
45-54	18%	600K

### Race & Ethnicity

White	60%	97
LatinX	18%	116
Asian	11%	450
Multiple	5%	116
Black	3%	26
Native American	1%	45

## PREFERRED ACTIVITIES

### Activities List

Restaurants	76%	110
Public park	66%	121
Museums	63%	130
Visit historical sites	57%	131
Hike or climb	50%	206
Shopping	38%	99
Visit art galleries	41%	154
Outdoor exercise	29%	114
Donate to charities	18%	115
Cycling	17%	181
Fishing	11%	64
Bird watching	8%	66
Golf	7%	86
Kayaking	1%	624

## PREFERRED TRIP TYPES

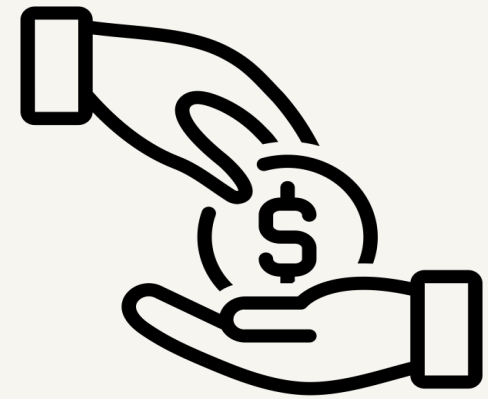
### Trips List

Lake, mountain, countryside	68%	112
Sightseeing	63%	121
Culture & history	61%	137
Quick city trip	56%	119
Walking, hiking, cycling	50%	135
Camping	38%	116
Theme or amusement park	33%	126
Winter sports	20%	269
Spa trip/health trip	19%	187
Sailing/boating	13%	157
Volunteer or eco-trip	14%	276

*Please note, Active Adventurers also over index for items in addition to this list.. We've listed activities that most participate in percentage-wise.*

# OBS & STRATS

# PARAMETERS



**\$3,000,000**

*Sparkloft: \$500K (17%)*

*LogicalPosition: \$400K (13%)*



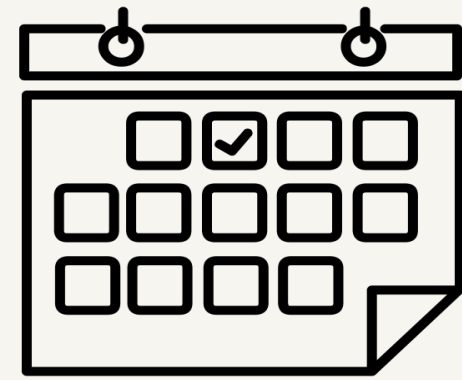
## **The Active Adventurer**

**Primary:** A25-54 (A18-54 for social)

**Secondary:** BIPOC + LGBTQ audiences

*BIPOC goals: LatinX Audience (16%), Asian Audience (12%)*

*Black or African American Audience (4%)*



**9/20-11/14**

*Flighting dates*

*contingent on COVID  
restrictions / updates*



## **Target Markets**

Oregon (PDX, Eugene, Bend, Medford), Tri-Cities/Yakima  
Seattle, Sacramento, San Francisco, Los Angeles

# OBS & STRATS

## MEDIA OBJECTIVE

Inspire Active Adventurers to explore Oregon this Fall and Winter. Sustain media within Oregon to drive bookings among those easiest to convert; inspire out-of-state markets to consider and book a safe travel experience to get away from reality.

## KEY STRATEGIC PILLARS

Inspire

Engage

Convert

**Broad Awareness**

**Impactful Connections**

**Conversion Tactics**

Spread awareness through a variety of tactics, prioritizing long-form video to leave a memorable impression of Oregon.

Drive connections with impactful contextual alignment, audience targeting, and custom content, leading to consideration.

Convert interested travelers through website drivers, OTA media and search tactics, driving heads-in-beds and leads.

# CHANNELS BY PILLAR

Inspire

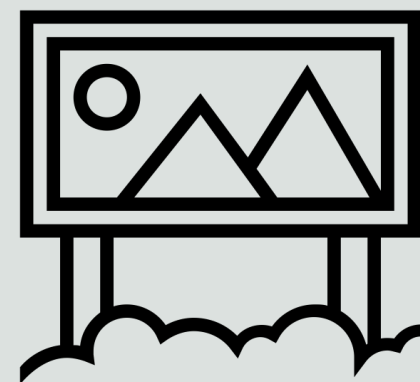
Engage

Convert

Broad Awareness

Impactful Connections

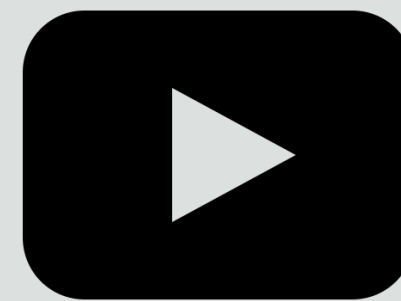
Booking Tactics



OOH



OTT



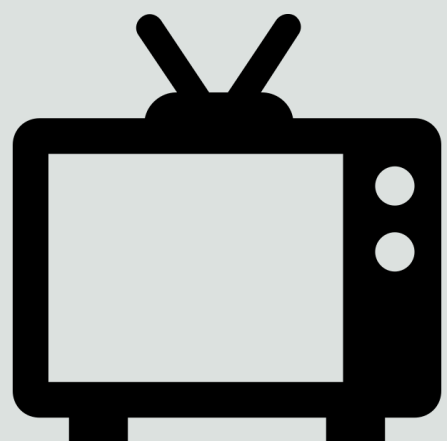
Digital Video



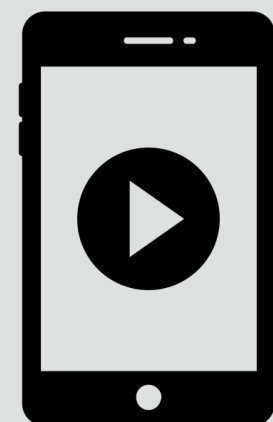
Remarketing



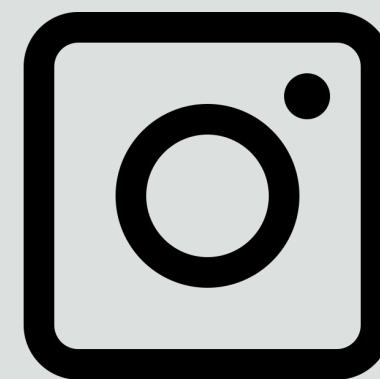
OTAs



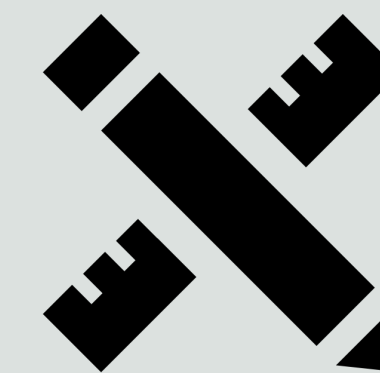
Spot TV & Sponsorships



Paid Social



Organic Social



Custom Content



Leads



# KEY CONSIDERATIONS

- **Reintroduce awareness tactics while prioritizing clicks**
  - Awareness: 35%
  - Clicks to TO.com: 65%
- **Campaign flighting**
  - 8-week flight (awareness: first 4-weeks)
- **Recommended market breakout**
  - Oregon: 50%
  - Out-of-state: 50%
- **Seek out environments for long-form video**
  - Exploring Cinema & OTT opportunities!
- **DEI plans**
  - Leverage most effective tactics from WTOA
  - Prioritize authentic connections with custom content
  - Include Spanish Language assets media mix
- **Apply learnings & data from WTOA**
  - Tactics that drove strong bookings & clicks to TO.com
  - Remarket to users who engaged with WTOA media
- **Prioritize flexibility**
  - Ensure contracts allow shifts or cancellations
  - Book less flexible media closer to launch (linear TV)

# RECOMMENDATION TO INSPIRE

# TV & OTT MEDIA

## BUY DETAILS

**Flight:** 10/6-12/1

## HIGHLIGHTS

- Establish mass, *baseline* reach with 1-2x NFL units in each key market during the early weeks of the flight
- Extend reach on top of linear TV with OTT, leaning into the ability to audience target, measure performance and impact units
- Sustain Timbers buy through OSE, spreading awareness among engaged and passionate eyeballs; extend presence into the Thorns!
- OTT impression breakout:
  - In-State: 40%
  - Out-Of-State: 60% (L.A. secondary priority)

## RECOMMENDED PARTNERS



# SPOT TV

**BUY DETAILS** Flight: 10/26 - 11/7\*

## HIGHLIGHTS

- Presence in key NFL matchups to align with captive, passionate audiences – capturing the highest rated moments available in each market
- 100% :30 to maximize presence – selected key matchups for each market
- Establish a baseline, broad audience reach to build upon with targeted OTT & digital partners



KPI	ASSETS	ADARA TRACKING
Views, Bookings	:30 (GM & SL)	✓

## DETAILS

- Sustain Gamut after observing strong ADARA results with online video
- Surround 100% FEP content, reaching engaged viewers
- Hone in on Active Adventurers, Foodies and LatinX adults
- Retarget WTOA viewers and website visitors
- **Added Value:**
  - **Pause Ads across Warner Media**
  - **Adara CTV study**
  - **400K display impressions**

## PAUSE ADS OPPORTUNITY

**ADVANCED AD SOLUTION:  
PAUSE ADS**

With Pause Ads we break away from the traditional in-stream (2 or 14 minutes per hour) paradigm and leverage user behavior to deliver brand messaging that is non-disruptive to the viewing experience.

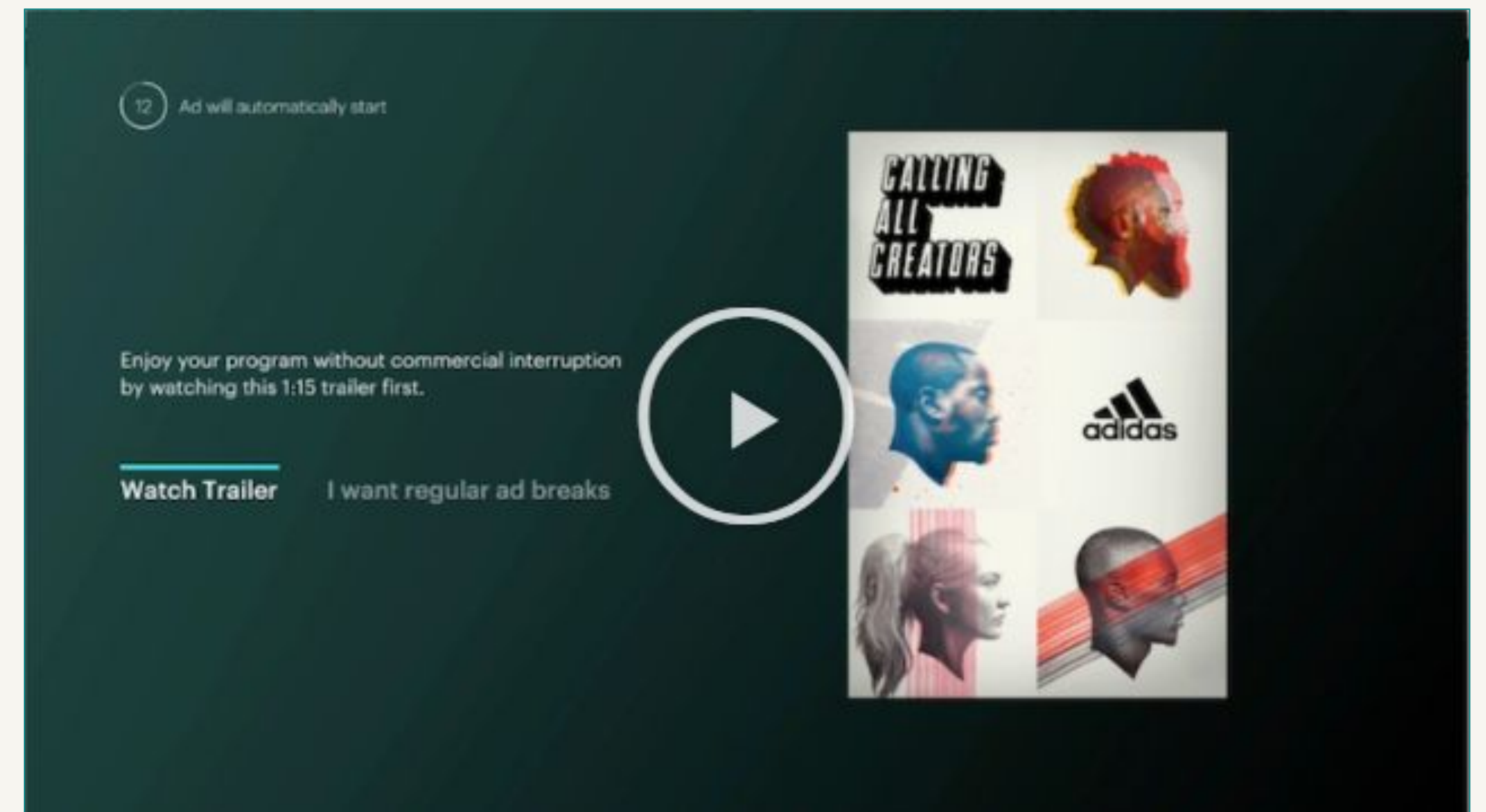
	DIRECTV, AT&T TV, Apple TV, Amazon Fire TV	Roku
<b>Ad Overview:</b>	Animated, Dynamic Video	Slideshow of hi-res images

KPI	ASSETS	ADARA TRACKING
Views	1:45, :30 (GM)	-

**DETAILS**

- Reintroduce Hulu as a platform to drive awareness, given 80% of impressions run on the living room screen
- Strategically surround content to uplift the creative and align with the Active Adventurer: animation, action & adventure, food and lifestyle
- Surprise and delight users with an ad-free experience when they view Travel Oregon’s long-form film

**BRANDED ENTERTAINMENT SELECTOR (1:45s)**



# OTT



KPI	ASSETS	ADARA TRACKING
Views, Bookings	1:45, :30, :15, :10 (GM)	✓

## DETAILS

- Welcome to the plan for the following reasons:
  - Maximum creative alignment (Crunchyroll and Funimation)
  - Multicultural plan composition: 16% Black, 31% LatinX, 11% Asian
  - Audience over indexes for outdoor recreation & travel (124)
- During the first two weeks, launch 2x Funimation Video Blast Takeovers: every viewer will see the long-form film as mid-roll across Funimation (est. 40K impressions)
- Funimation impressions skew high on mobile, allowing us to capture Adara bookings data
- **Added Value brand lift study**

## Video Blast Takeover Details

**One Day Video Blast**  
Weekdays Only

For 24 hours, Travel Oregon exclusively own all video inventory in select markets across all devices on the industry leader of Anime.

MEDIA DETAILS

- ✓ 100% SOV
- ✓ 1 Day (Monday – Thursday)
- ✓ All platforms

For 1:45 Ad Unit there will be no other advertisers in the show and the creative will run in midroll only!

**34**  
Median Age

**73%**  
A18-49

The Millennial Sweet spot

# TIMBERS SPONSORSHIP (WTOA + OSE)



PORTLAND

KPI	ASSETS	ADARA TRACKING
Imps & website clicks	Goal carpets, :15s, :06s	-

\*

## DETAILS

- Surround Timbers games (in-stadium & broadcast), website and social game highlights and Timbers.com with preroll
  - Goal carpets will feature Travel Oregon branding
  - Each goal post will have one TO goal carpet beside it
  - Stadiums have 4x goal carpets total; there is one other sponsor
- 350K preroll Added Value impressions on Timbers.com across WTOA and OSE campaigns

## GOAL CARPET EXAMPLE & SCHEDULE



Saturday, June 19	SPORTING KANSAS CITY	7:30 p.m.
Saturday, June 26	MINNESOTA UNITED FC	7:30 p.m.
Saturday, July 17	FC DALLAS	7:30 p.m.
Wednesday, July 21	LOS ANGELES FC	7:30 p.m.
Wednesday, Aug. 4	SAN JOSE EARTHQUAKES	7:30 p.m.
Saturday, Aug. 7	REAL SALT LAKE	7:30 p.m.
Wednesday, Sept. 15	COLORADO RAPIDS	7 p.m.
Saturday, Sept. 25	REAL SALT LAKE	7:30 p.m.
Wednesday, Oct. 20	VANCOUVER WHITECAPS FC	7 p.m.
Wednesday, Oct. 27	SAN JOSE EARTHQUAKES	7 p.m.
Sunday, Nov. 7	AUSTIN FC	3 p.m.



# THORNS SPONSORSHIP (OSE)



EST. IMPRESSIONS	KPI	ASSETS	ADARA TRACKING
TBD	Imps & website clicks	Listed below (multiple)	-

## DETAILS

- Extend reach with Thorns media: connect with engaged eyeballs and leverage Thorns fandom to spread Travel Oregon awareness
- Plan details
  - Field LED: 2 min. pre-game, 1.5 1H, 1;5 min 2H
  - Corner LED: 2 min. pre-game, 1.5 min. 1H, 1.5 min. 2H
  - Website media (Thorns, Timbers): display and pre-roll video
  - Social custom content
- Custom content social promotion featuring THE PLAYERS!
  - The Thorns would like to shoot :30-:45s videos where the players talk about their favorite places to Travel to in Oregon
  - Distribution: Thorns social feeds, broadcast (very TBD)
  - *Timing callout: November-January*

## FIELD AND CORNER LED



# OOH OVERVIEW

## HIGHLIGHTS

- Bring Only Slightly Exaggerated 3 to life with key travel minded audiences & affluent consumers
- Primary focus on digital inventory to allow for maximum flexibility with creative
- Impact in key origin airports focused on Alaska, Southwest & Delta terminals in larger markets

## KEY MARKETS

### Portland



### San Fran



### Airports



# RECOMMENDATION TO ENGAGE

# ONLINE VIDEO & DISPLAY OVERVIEW

## HIGHLIGHTS

- Prioritize views, clicks, engagements and remarketing efforts instead of pure impressions in an effort to drive deeper connections with Active Adventurers and multicultural audiences
- Lean on Zefr to connect with Spanish speakers, BIPOC and LGBTQ+ audiences given strong website click performance during WTOA
- Sustain Reddit given successful performance during previous OSE campaigns
- Leverage Boingo to drive awareness and engagement with L.A. travelers

## RECOMMENDED PARTNERS



# DIGITAL VIDEO



KPI	ASSETS	ADARA
Views, Website Clicks	:30, :15, :10	-

## DETAILS

- Leverage TrueView to most effectively reach viewers:
  - *Active Adventurers & Foodies*: kayaking, clean eating, hiking, recycling
  - *Diverse Interests & Travelers*: NBA, K-Pop, Drag, social justice, travel tips
  - *Spanish Language Speakers*: soccer, travel tips, changemakers
- Strategic suppression and remarketing to drive viewers down the funnel:
  - Suppress viewers from LP's remarketing pool
  - Funnel engaged viewers into LP's remarketing campaign
  - LP will retarget viewers
- Feature CTAs and banners to maximize web traffic and drive leads
- **Added Value Brand Lift and Search Lift studies**

## SOCIAL GOOD CONTENT EXAMPLES



# DIGITAL DISPLAY



Views	KPI	ASSETS	ADARA
500K	Bookings, Clicks	:15, :10 & Display	✓

## DETAILS

- Run with Reddit after observing strong ADARA results (\$58 CPB during OSEI from video and display units)
- Drive creative alignment and Active Adventurer reach:
  - Interest group targeting: animation, gaming, travel, healthy living, animals, alcoholic beverages, cooking
  - Retarget website visitors (need to apply pixel)
- Units:
  - Promoted posts (video and display)
  - Display conversations (new to Reddit!)
  - Contract off of clicks (display) and views (video)
- Adhere to the following impression breakout: In-State: 40%, Out-Of-State: 60% (L.A. secondary priority)

## PROMOTED CONVERSATIONS DETAILS

### AD SOLUTIONS

## Promoted Post on Conversations BETA

Reddit Ads is extending its Promoted Post to a new placement on Conversations

- **Extend the reach of your campaigns**  
With ads never before seen on Conversations, this placement provides new opportunities for brand awareness and visibility
- **Tap into unique audiences**  
Broaden your reach to new users landing on Conversations directly from SEO searches, who you won't reach elsewhere on Reddit



of Reddit users are only reachable on Conversations



of users land on Conversations from SEO search

SOURCE: Reddit Internal, 2020

1 of 8

# DIGITAL DISPLAY



KPI	ASSETS	ADARA
Engagements	:30s	-

## DETAILS

- Recommend testing Boingo to extend awareness in L.A.
- Ad experience: users view Travel Oregon's :30s video prior to being logged into wifi
- **Added Value**
  - **Brand Lift study to quantify L.A. growth**
  - **50K additional video engagement impressions**

## BOINGO EXPERIENCE



# CUSTOM CONTENT OVERVIEW

## HIGHLIGHTS

- Prioritize a combination of Active Adventurer-focused and BIPOC-focused publishers to authentically connect with key audiences
- Work with a Black-owned media publisher (Blavity) to ensure we're reinvesting dollars into communities
- Measure custom content with brand lift studies where feasible to measure growth with Active Adventurers and multicultural audiences
- Tap into food culture as a major passion point with Influential, VICE and Mitú

## RECOMMENDED PARTNERS





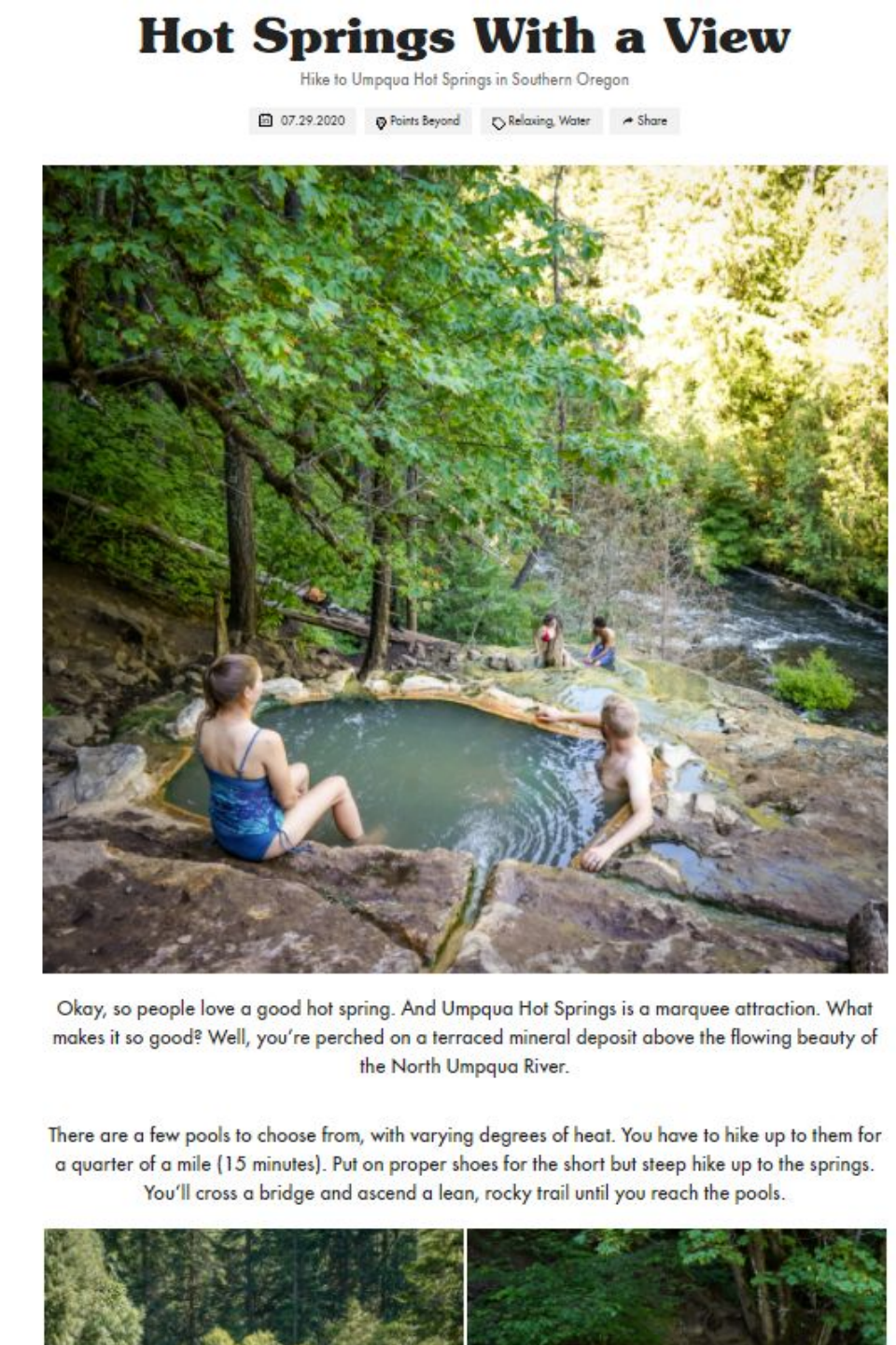
# CUSTOM CONTENT

KPI	ASSETS	ADARA
Website clicks, Bookings	Custom content	-

## DETAILS

- Drive deep connections with Active Adventurers throughout California, and ensure BIPOC & LGBTQ+ voices are present
- Includes designated content for each region, featuring a few locations & passion points from the film
- Plan details
  - Dedicated website page during flight
  - 7x Sponsored Stories (feat. weekly newsletter)
  - 1x Editorial Takeover, 5x stand-alone stories and videos
  - Social media of custom content
  - Designated podcast episode about Oregon travels
- Custom content will link to TravelOregon.com

## 1x Story from Southern Oregon's Editorial Takeover



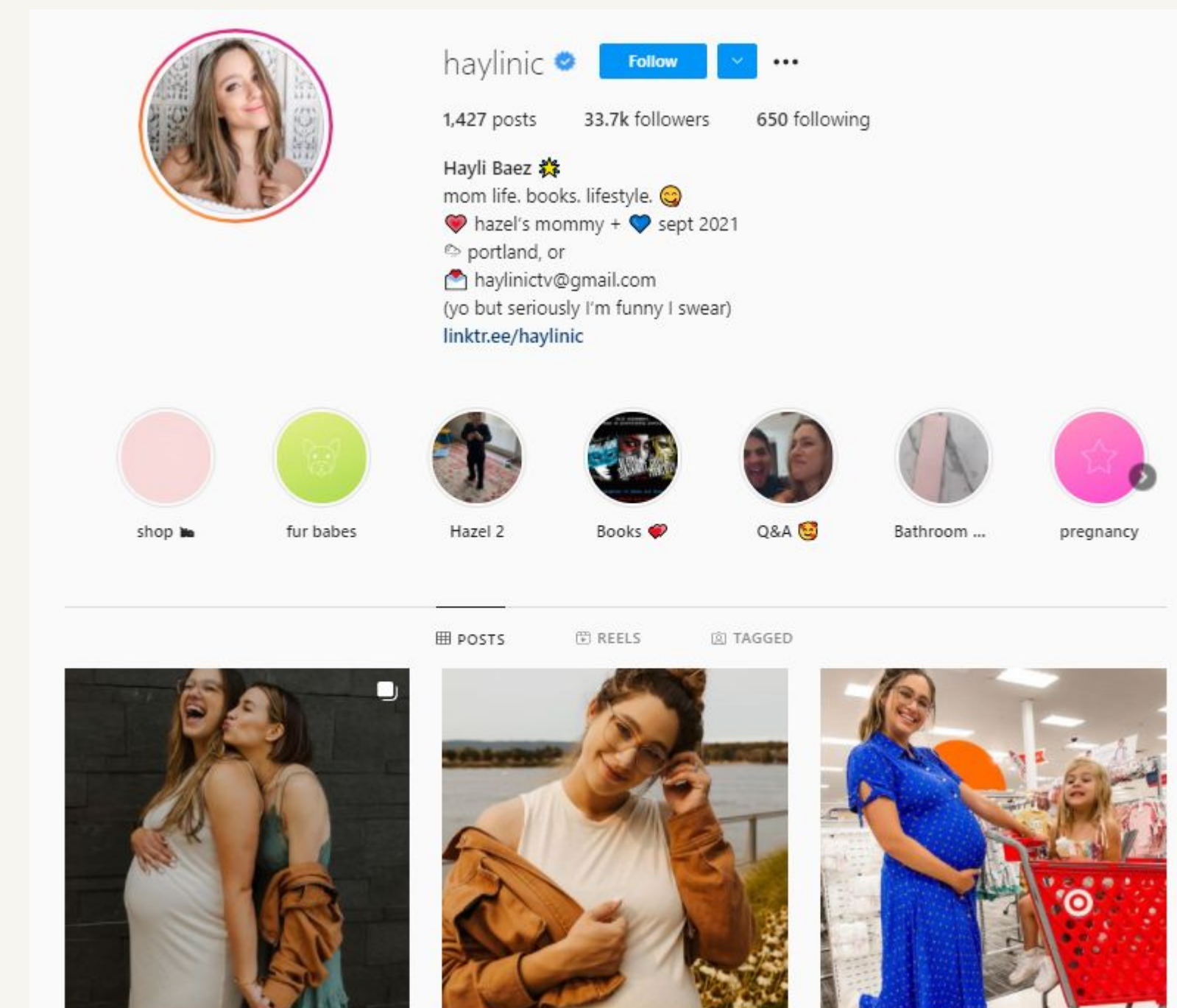
# CUSTOM CONTENT

KPI	ASSETS	ADARA
Website clicks	Custom content	TBD!

## DETAILS

- Drive deep connections with Active Adventurers, BIPOC and LGBTQ+ audiences with influencer content
- Reintroduce influencers that have historically driven the strongest results for Travel Oregon and Travel Portland, in an effort to improve website engagement
- Explore multiple CTA links to understand how we can maximize engagement
  - Multiple TravelOregon.com landing pages (let's try guides!)
  - Travel Oregon's IG or other social sites
- **Added Value Brand Lift Study**

## @Haylinic (Travel Portland top performer)



# CUSTOM CONTENT



SPEND	Impressions	KPI	ASSETS	ADARA
\$75,000	3MM	Views, Website Clicks	Custom, :15, :10, display	TBD

## DETAILS

- Drive deeper connections with Black and Asian adults by uplifting the voices of chefs and sharing content with BIPOC adults
- 2x Street Food Icons Sponsorships
  - Sponsor 2x 8-10min videos (logo and Travel Oregon branding)
  - Lives organically on YT, Vice and Munchies IGTV
  - 100% SOV pre-roll on YouTube and VICE.com video
- Video and display targeted to key markets, Black and Asian audiences
  - Promoted sponsorship
  - Push out OSE assets
- **Added Value video impressions (350K)**

## Batter on Deck (Black-Owned Food Cart located in PDX)

### Our Story



Batter on Deck is a black owned food cart owned by Portland native Isaiah Bostic. After facing adversity of having a hard time finding employment he enjoyed due to a criminal background obtained as a youth, he decided to start his own company. Being a fan of fair foods, corn dogs in particular, Isaiah thought it would be great to be able to enjoy them year round. Once the idea sparked it quickly grew into much more than your average corn dog and expanded with various sausages such as bacon wrapped hot links and many more. In addition to choosing your favorite corn dog you can also enjoy a tornado potato which is a whole potato spiraled on a stick with your choice of topping. It is Isaiah's goal to provide quality food, excellent customer service, and to one day be in your local stadium to enjoy.

# CUSTOM CONTENT

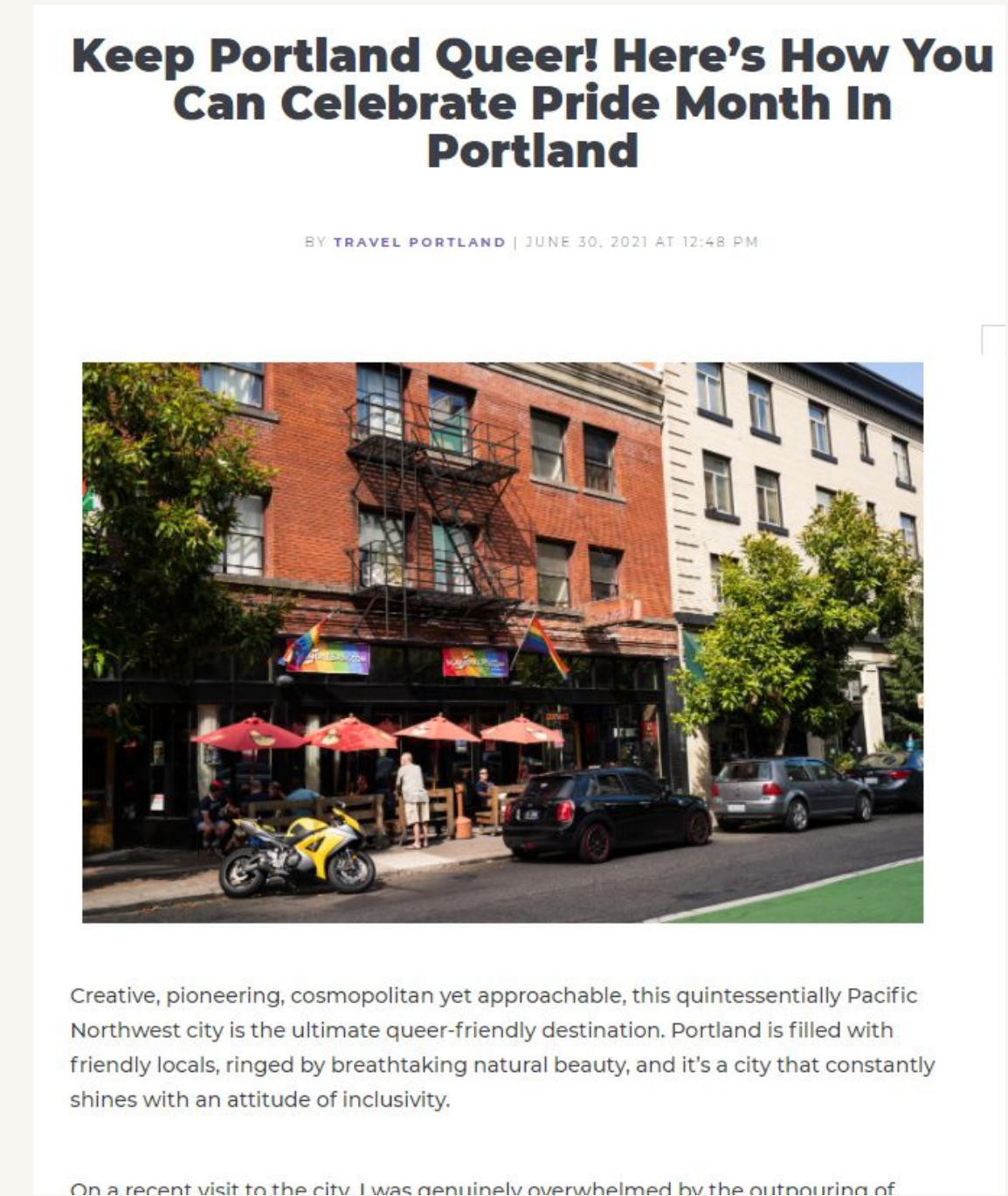


KPI	ASSETS	ADARA
Views, Website Clicks	Custom, :15, :10, display	Will test prior

## DETAILS

- Drive deeper connections the LatinX community by sharing custom content based on their favorite Oregon destinations and establishments
- Sponsorship elements
  - 2x custom editorial articles distributed on FB & IG with paid support
  - 2x IG Carousels promoting editorial content with paid support
  - IG rotational stories promoting content
  - Display roadblocks surrounding content
- Editorial thought starters
  - Take a Guac on the Wild Side (Oregon Edition)
  - Oregon Destinations Everyone In Your Family Will Enjoy
  - The Essential Latino Map of Oregon

## Custom Editorial Example (Travel Portland Summer Campaign)



# CUSTOM CONTENT

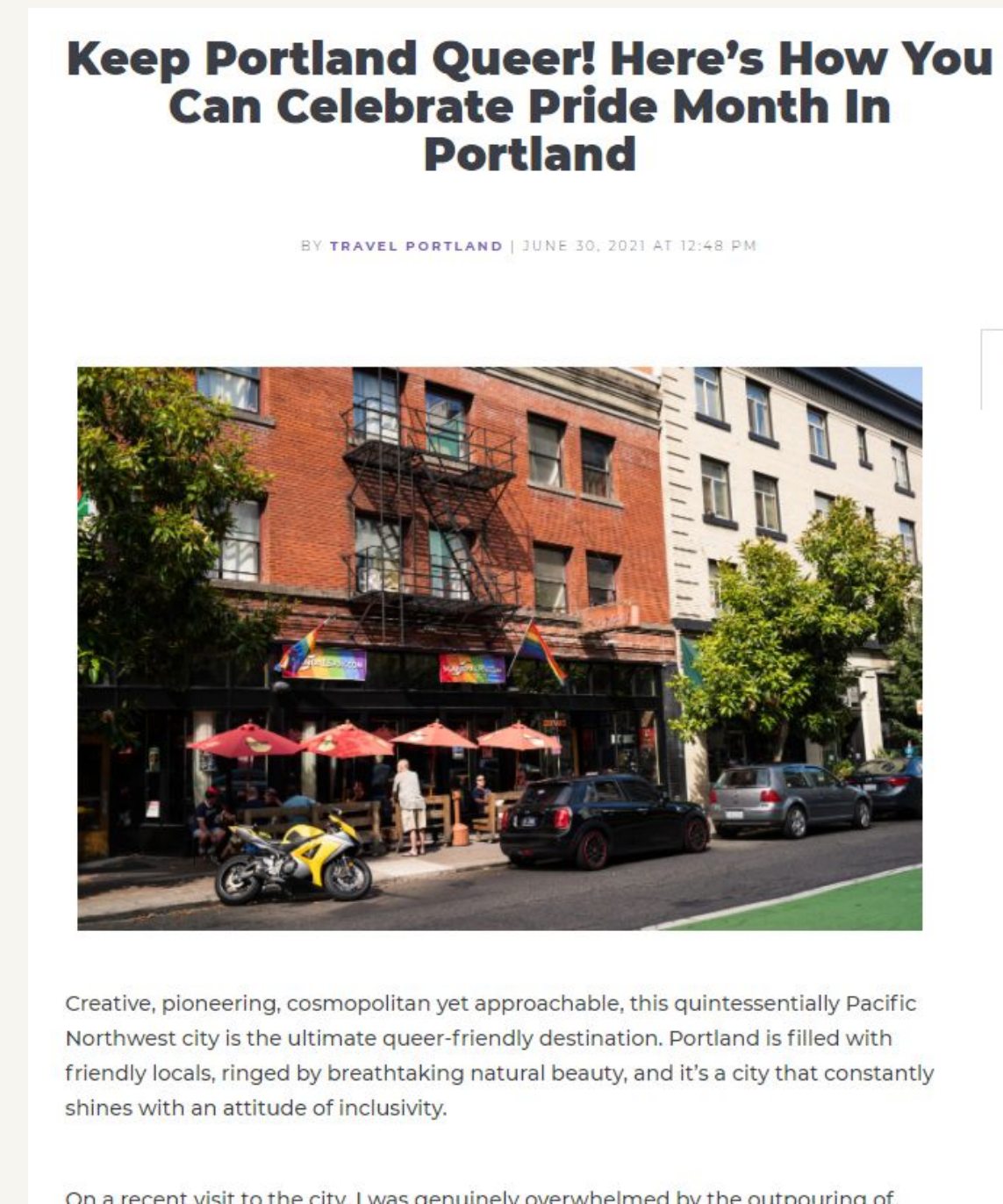


KPI	ASSETS	ADARA
Views, Website Clicks	Custom, :15, :10, display	TBD

## DETAILS

- Inspire Black travelers to visit Oregon by sharing top destinations noted by respected voices
- Sponsorship elements
  - 1x editorial piece promoted on website and social
  - *Concept: We all have visited places and done a lot of “touristy” things. Let’s work with an Influencer who can really provide a deep dive with historical AA landmarks, restaurants, and learn about the city’s culture.*
  - Social targeted to the west coast
- Plan includes distribution of pre-roll and display (west coast targeting TBD)

## Custom Editorial Example (Travel Portland Summer Campaign)



# SOCIAL: OVERVIEW

## HIGHLIGHTS

- Integrated content planning that supports regional messaging to Active Adventurers outside of Oregon
- Expanded consideration set to reach a new, younger audience
- Testing of new format across trusted social platform to expand reach and diversify content set
- Balance of storytelling and direct calls-to-action for trip planning and booking
- Incorporation of Spanish-language versions of key creative

## CONSIDERATION SET



# SOCIAL: SPANISH

## AUDIENCE CONSIDERATIONS

- Language targeting for Spanish speakers
- Multicultural behavior affinity (identifying as Hispanic or Spanish) including bilingual speakers in key markets

## TACTICS

- Drive Spanish-speaking communities across Oregon, Washington and California to TravelOregon.com with Spanish copy and Spanish content on-site
- Promote Spanish OSE III assets across feeds to extend reach amongst the Active Adventurer audience



# **SOCIAL** CAMPAIGN TACTICS



# SOCIAL: KPI OVERVIEW

## CLICKS

### GOAL

Promote Oregon experiences and regional travel by highlighting itineraries and key destinations

### APPROACH

Traffic-focused ads will be optimized with interest-based targeting, and will aim to achieve the lowest CPC.

### KEY BENCHMARKS

CPC

## VIDEO VIEWS

### GOAL

Maximize number of 3s views on all video units: 6s/15s/30s.

### APPROACH

Video-focused ads will aim to achieve the lowest CPV and will focus on 6s/15s/30s spots.

### KEY BENCHMARKS

CPV

## AWARENESS

### GOAL

Increase awareness of Oregon's regions and experiences and inspire travel within our Active Adventurer markets.

### APPROACH

Awareness-focused ads will aim to achieve the lowest CPM will focus on the 6s/15s/30s spots.

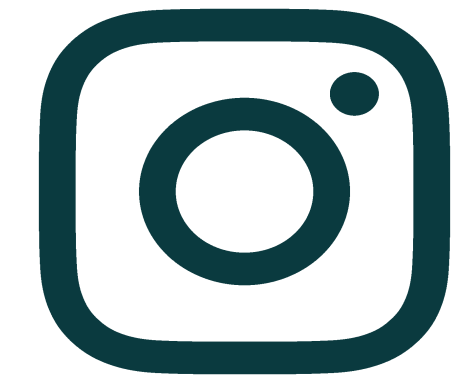
### KEY BENCHMARKS

CPM

## SOCIAL: AWARENESS

### TACTICS

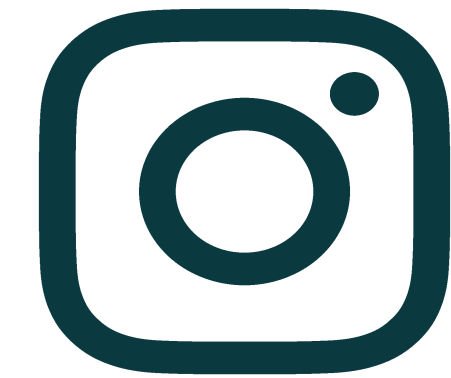
- Pre-launch OSE I & II using sequential ad buying to re-familiarize audience with OSE on Facebook & Instagram
- Promotion of long-form video assets in-feed and in high-impact placements across Twitch to kickoff campaign with full OSE III storytelling
- Incorporate carousels across Facebook, Instagram and Pinterest as an informative, interactive way to engage our audience with messaging



## SOCIAL: VIDEO VIEWS

### TACTICS

- Focus on shorter-form and region-specific OSE III video assets to drive meaningful storytelling as measured by completed video views/ThruPlays
- Leverage vertical video formats optimized for mobile screen
- Develop campaign-adjacent influencer content on TikTok and Instagram Reels to position Oregon top-of-mind for travelers



# SOCIAL: TRAFFIC

## TACTICS

- Promote the OSE landing pages (English & Spanish), key destinations and regional experiences using OSE III campaign stills and TravelOregon.com content
- Develop updated Pinterest Pins to inspire various trip itineraries
- Staggering of content over the campaign period driven by weekly regional highlights
- Leverage select pieces of past OSE assets to drive TO.com



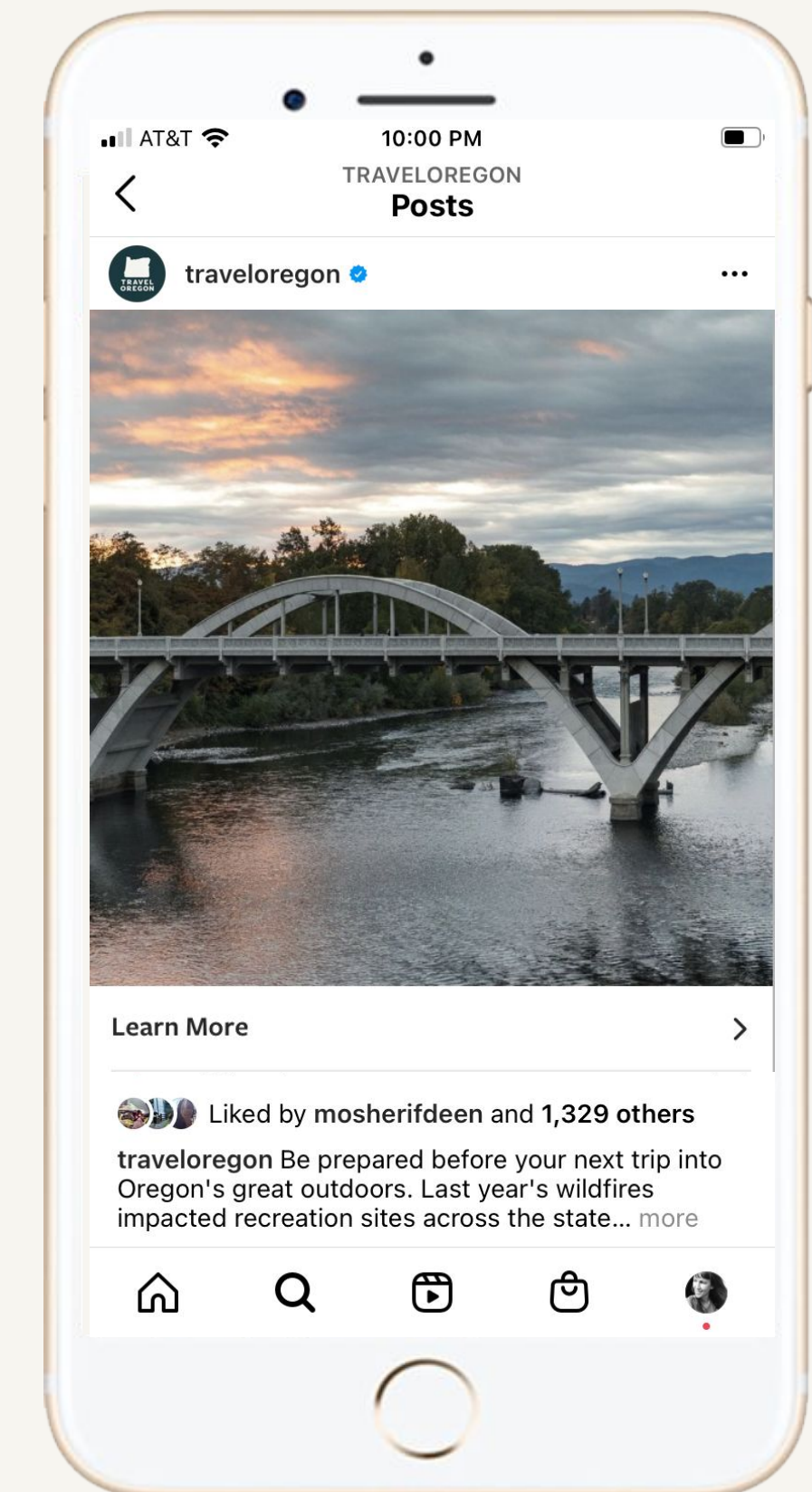
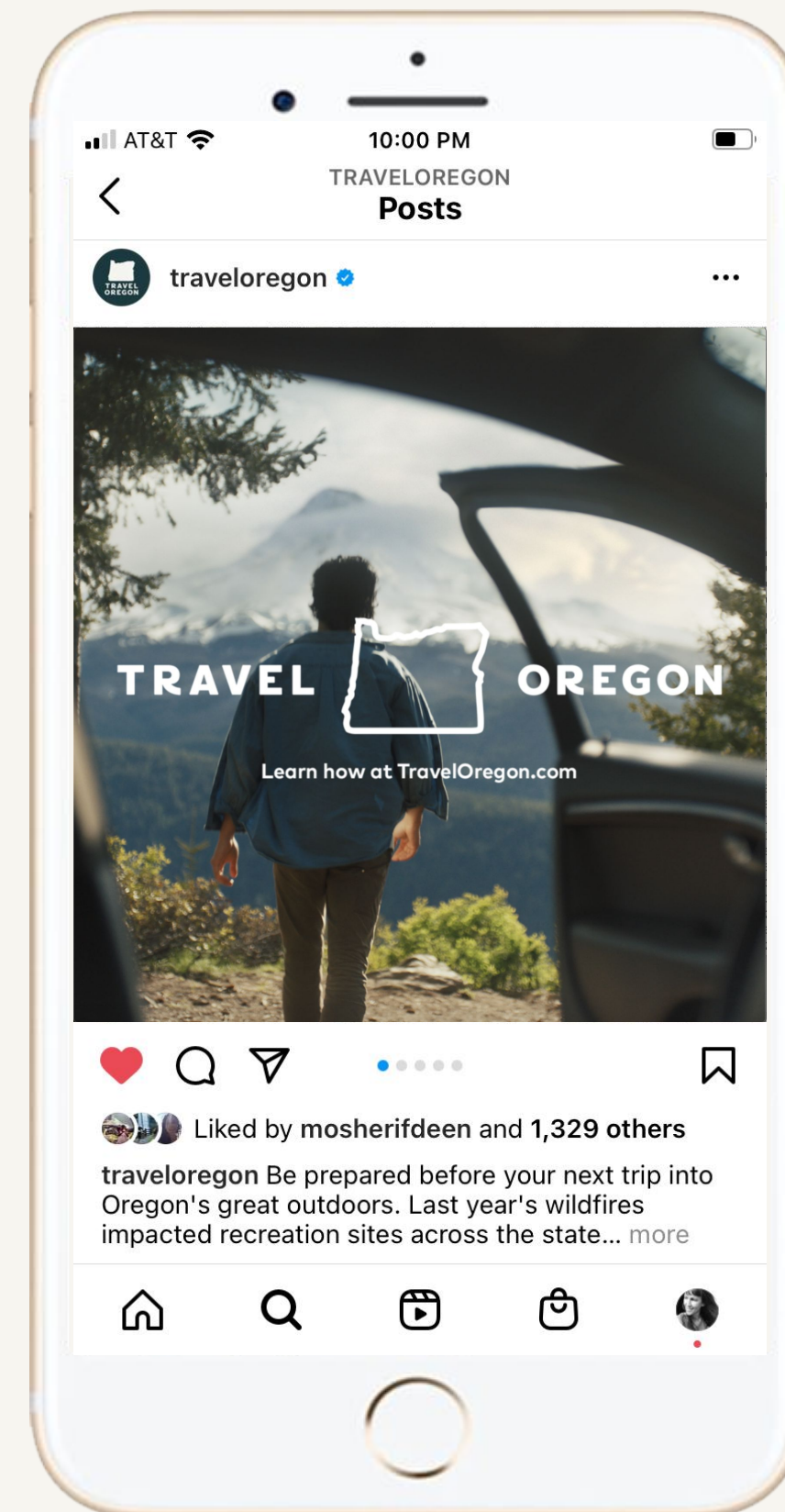
# **SOCIAL** PLATFORM OVERVIEW

# FACEBOOK / INSTAGRAM

KPIs	Adara Tracking?
CPM/CPV/CTR	Yes

## DETAILS

- English and Spanish content
- Promote campaign video assets to drive awareness and video views
- Develop in-feed carousels to enhance awareness while keeping users in their feed
- Establish Travel Oregon presence across Reels, featuring regions and itineraries
- Highlight and drive traffic to articles mapping back to weekly regional themes

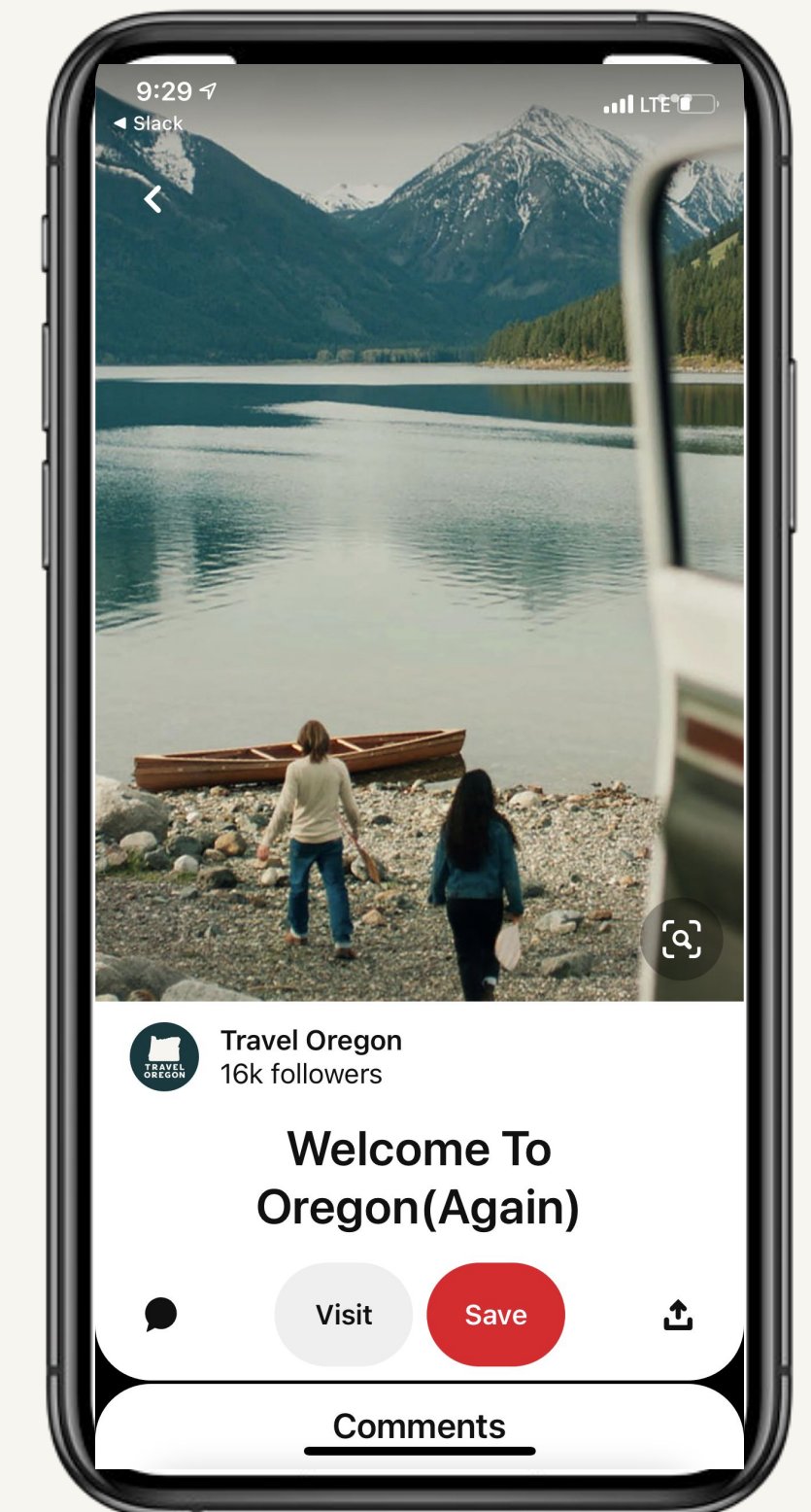
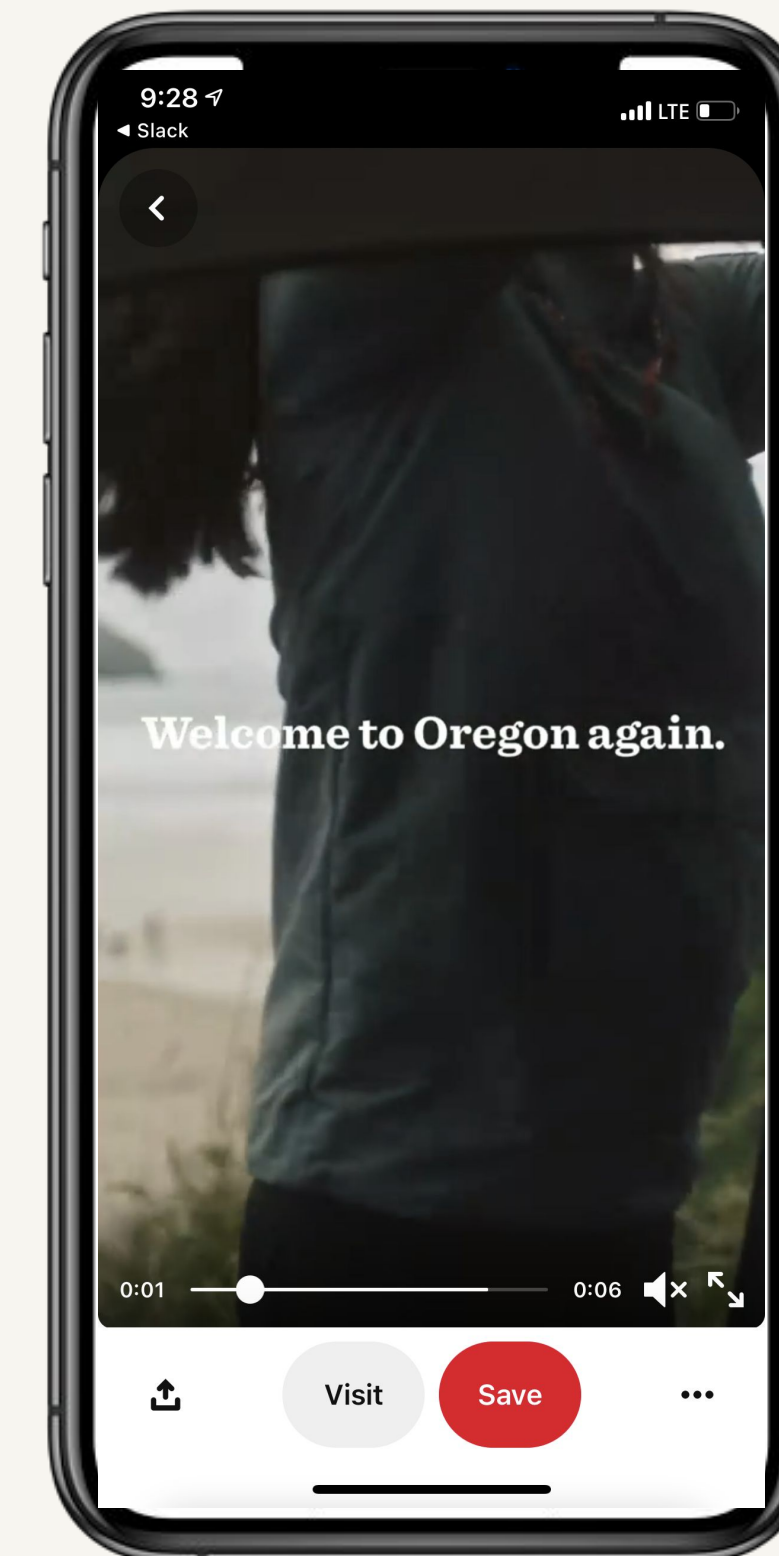


# PINTEREST

KPIs	Adara Tracking?
CPM / CPV / CTR	No

## DETAILS

- Drive audience to landing page and Travel Oregon content with promoted pins, converting those Active Adventurers who are in a travel & planning mindset
- Promote OSE short-form videos in-line with weekly regional themes
- Bring awareness of seasonally relevant stories and activities with informational carousel units

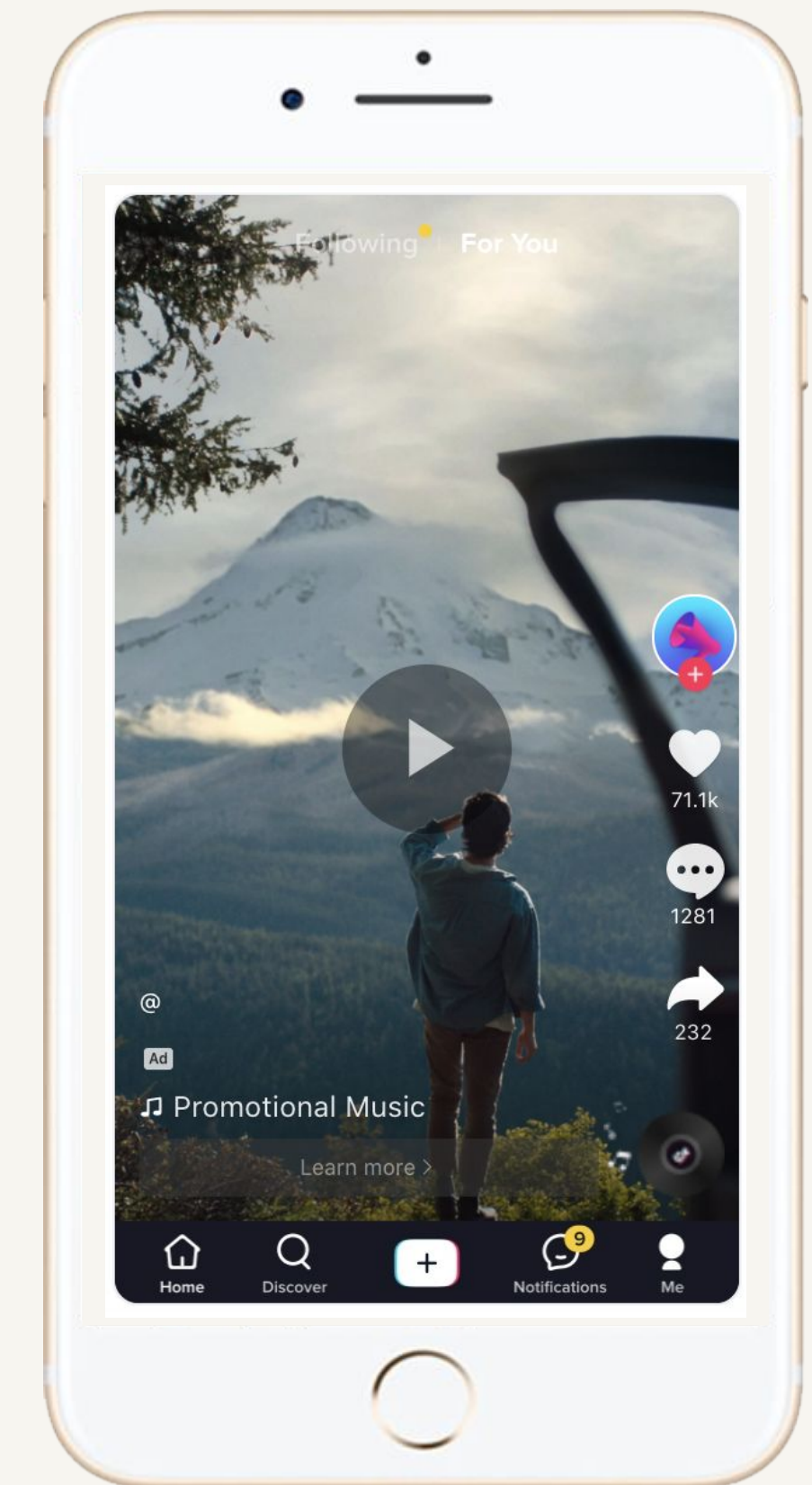
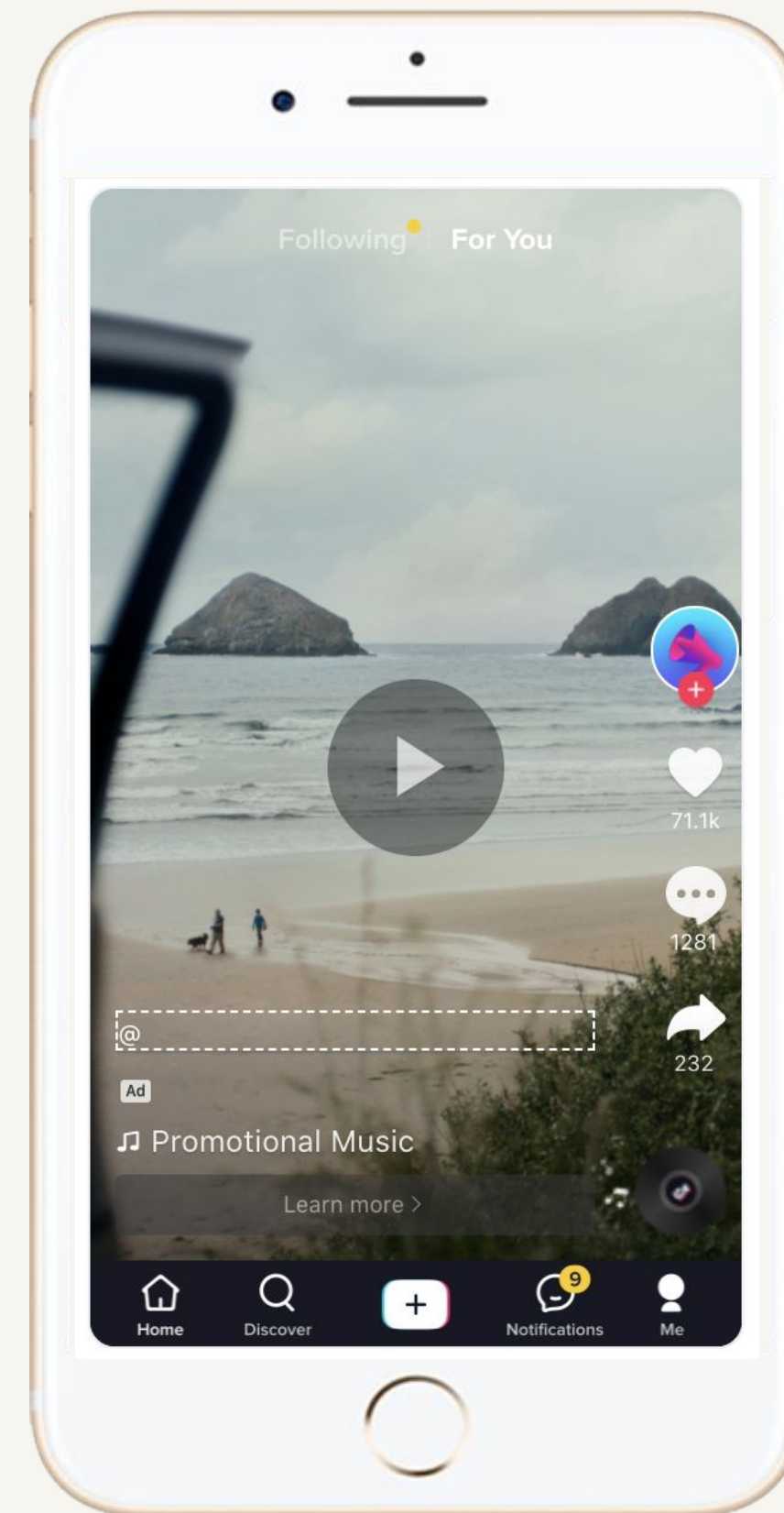


# TIKTOK

KPIs	Adara Tracking?
CPV	No

## DETAILS

- Reach new audiences across TikTok by tapping into creators - who can speak to their audience authentically
- Develop content in-line with weekly themes and itineraries
- Opportunity to extend campaign reach by promoting short-form OSE campaign videos



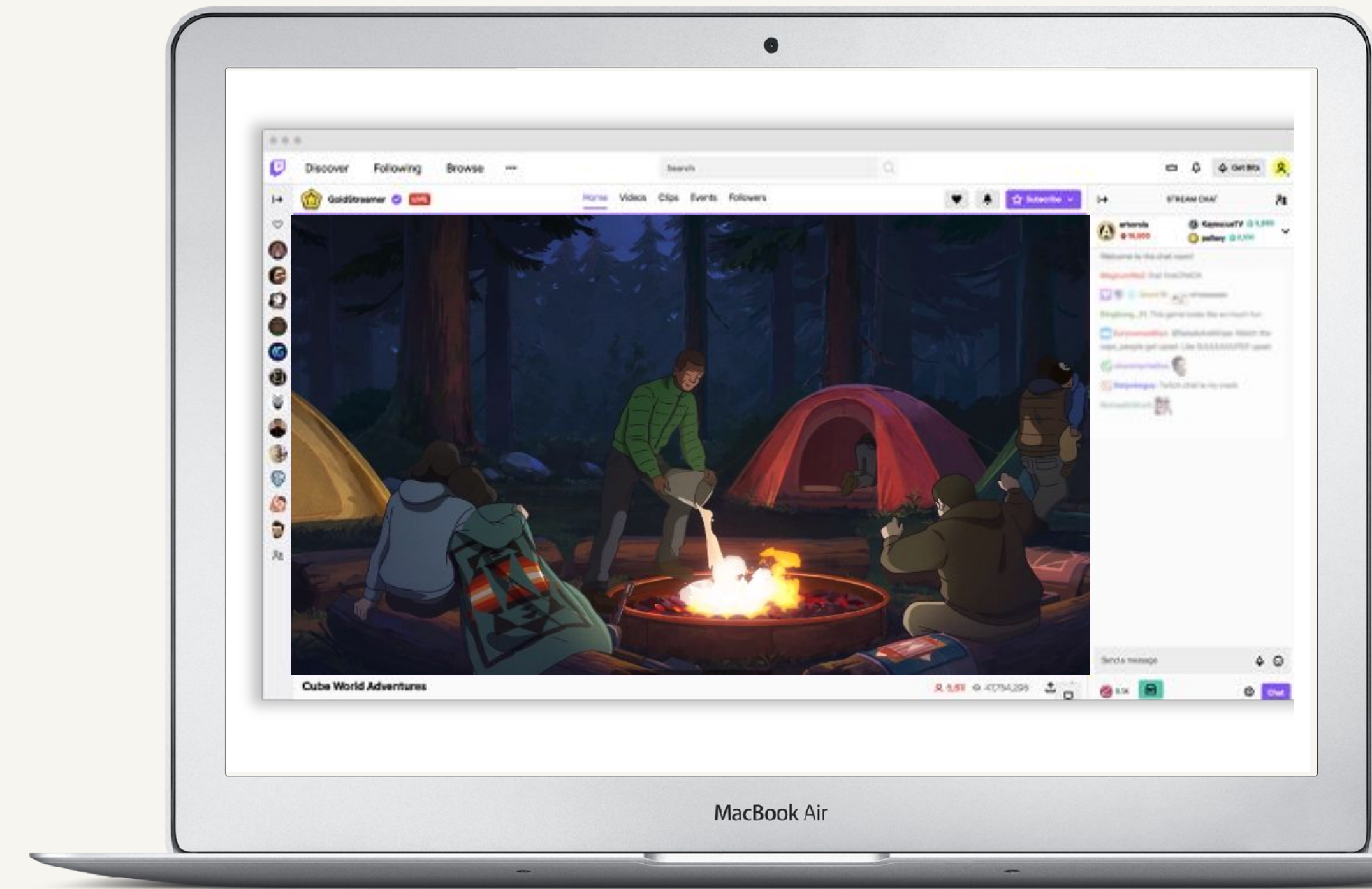


# TWITCH

KPIs	Adara Tracking?
CPM	No

## DETAILS

- New platform opportunity, with ability to garner massive scale across a new audience
- Run un-skippable ad formats to push longer OSE asset (:30s)
- Target Active Adventurer audience across streams with pre-roll and mid-roll ads, including Amazon 1st party data to reach in-market outdoor/adventure shoppers



# RECOMMENDATION TO BOOK

# OTA OVERVIEW

## HIGHLIGHTS

- Prioritize Travel Oregon's Tried & True (Sojern and TripAdvisor), optimizing the TripAdvisor buy based on WTOA learnings
- Lean on Sojern to connect with BIPOC audiences in the planning stage based on its massive scale and efficient rates
- Incorporate Priceline into the plan to expand Travel Oregon's OTA footprint, influencing bookings among new eyeballs
- Adhere to the following impression breakout:
  - In-State: 40%
  - Out-Of-State: 60% (L.A. secondary priority)

## RECOMMENDED PARTNERS

 priceline®

 SOJERN

 tripadvisor®

# OTA - DISPLAY

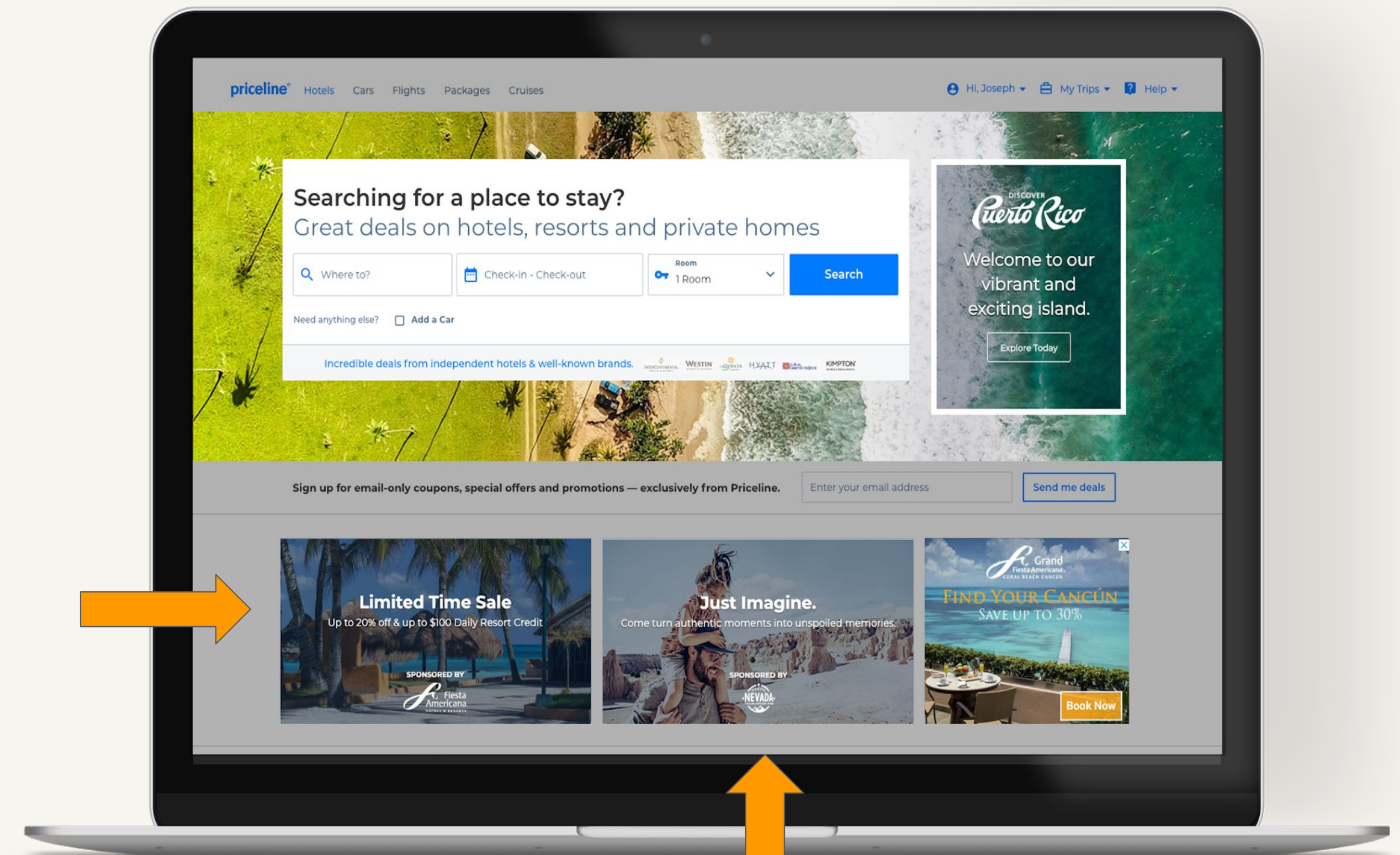


KPI	ASSETS	ADARA TRACKING
Website clicks, Bookings	Display	✓

## DETAILS

- Sustain Priceline media, continuing to engage with audiences from the summer Co-Op campaign to maximize bookings
- Target Active Adventurers and remarket to users exposed during the co-op campaign
- Ad units: search results, hotel searches, homepage, ROS audience targeting
- Explore multiple CTAs to understand which one is driving stronger bookings: TO.com and Priceline landing page

## HOMEPAGE UNIT EXAMPLES



# OTA - DISPLAY & VIDEO



KPI	ASSETS	ADARA TRACKING
Bookings, Clicks, VCR	:15 and Display	✓

## DETAILS

- Continue Sojern based on consistently strong Adara results
- Prioritize the following tactics across display and video>
  - Website retargeting from the last 6 months
  - Active Adventurer Asian & Black Adult targeting
  - Active Adventurer targeting + competitive conquering

## SOJERN AUDIENCE TECHNOLOGY



# OTA – DIGITAL VIDEO & DISPLAY

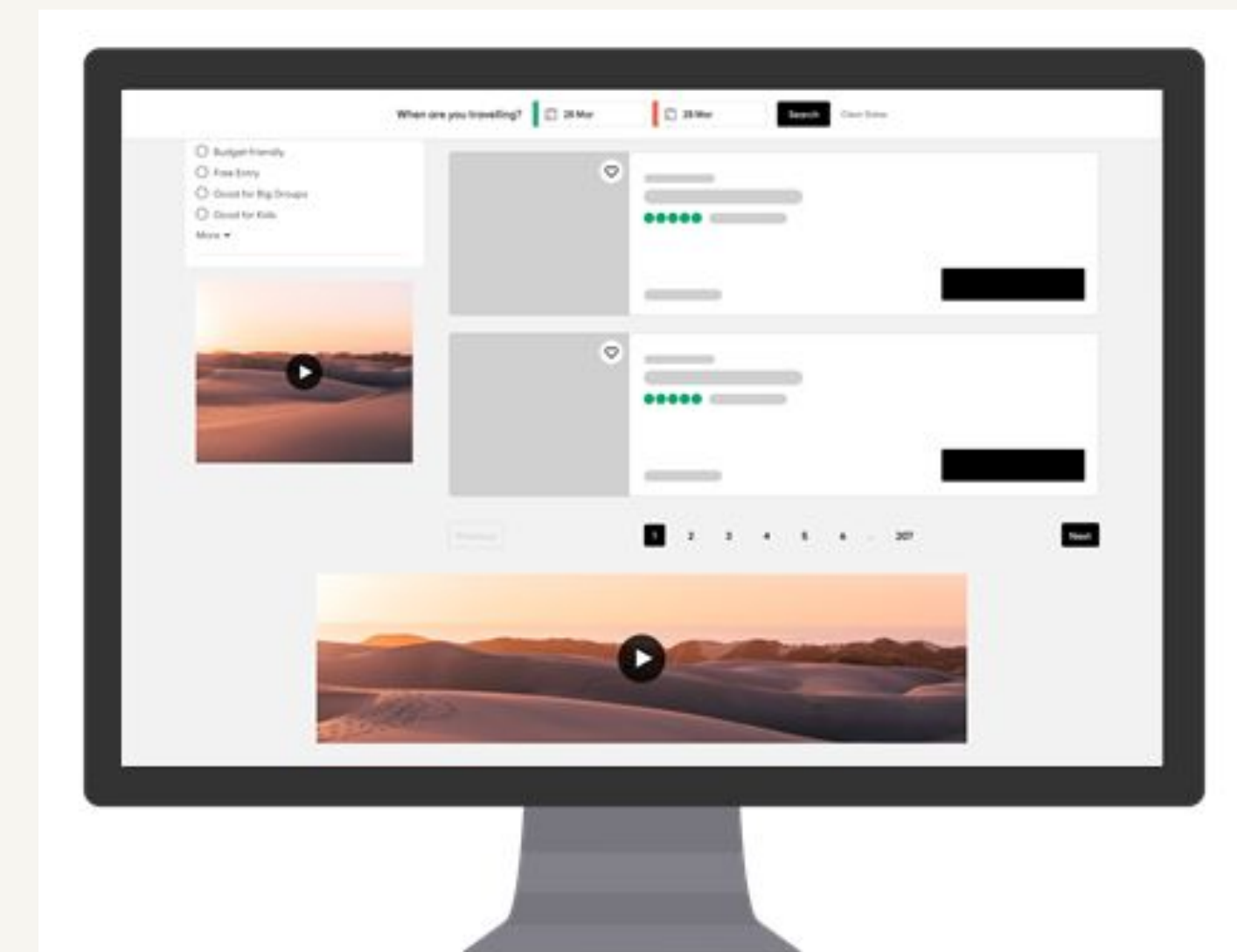


KPI	ASSETS	ADARA TRACKING
Bookings, Clicks, VCR	:30, :15, :10 & Display	✓

## DETAILS

- Bring back TripAdvisor based on efficient ADARA results across Travel Safe, OSE 1 & 2
- Run 100% Explorer video moving away from Outstream video based on WTOA performance
- Run the following target and units to maximize bookings:
  - Currently planning an Active Adventurer-focused vacation
  - Native boost, display and video

## EXPLORER VIDEO UNIT



*\*Previously called "Native Video"*