



How Digital Advertising Can Take Your Membership to New Heights

PMVB 2023 – Tourism Day Summit

May 9, 2023

Chris Timmins

chris.timmins@basis.com

About Me

Born and raised in West Chester, PA

Travel and Advertising Professional
for 15 years, with Condé Nast,
JetBlue, Basis

Currently live in Cold Spring, NY
with my wife and two children





Welcome!

Digital Defined

Plan Design

Channel Overview

Payment Models

Data Types

Why This All Matters

Digital Defined

What Is Media Planning?

The art and science of placing ads for products or services



Digital Advertising Is...

Any form of paid brand message that appears in digital environment

SCREENS



DESKTOP



MOBILE



TABLET



DIGITAL OUT OF HOME



CONNECTED TV

Digital Advertising Is...

Any form of paid brand message that appears in digital environment

SCREENS



DESKTOP



MOBILE



TABLET



DIGITAL OOH



CONNECTED TV

CHANNELS



DISPLAY



VIDEO



SOCIAL



AUDIO

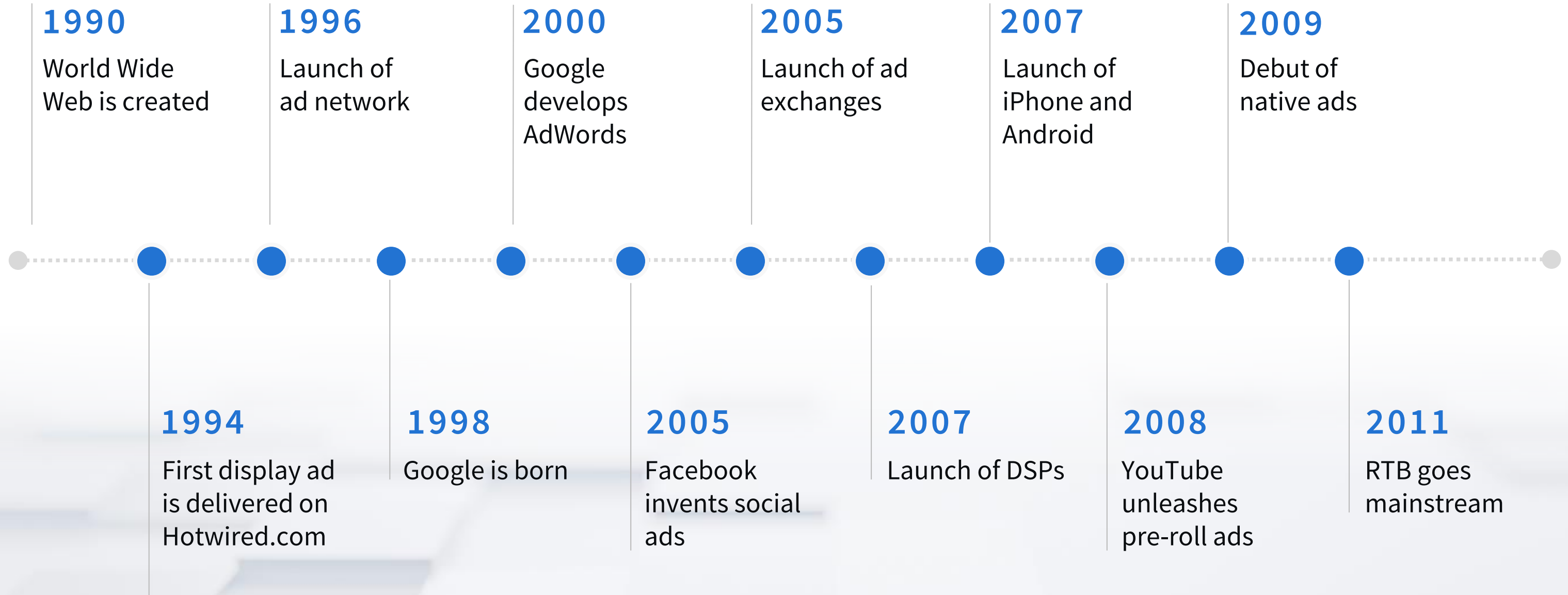


SEARCH/LISTINGS



NATIVE

The Evolution of Digital Advertising



Building a Media Plan to Meet Objectives

Defining Campaign Parameters

- What are you hoping to learn?
- Who/where is your target audience?
- What is your allocated budget?
- How will you measure success?
- What has worked well in the past? What has not?
- What is your timeline to launch?

3 Primary Objectives of a Digital Advertising Initiative

1

AWARENESS

Placing your message in front of your consumers to make a defined difference in consumer perception

2

ENGAGEMENT

Encouraging consumer interaction with your brand

3

DIRECT RESPONSE

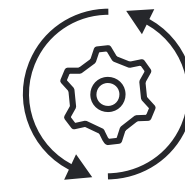
Driving potential customers to take a specific action that you are measuring

Key Performance Indicators

Translating Objectives into Measurable KPIs



CLIENT OBJECTIVE



MEASUREABLE KPIS

Awareness

Impressions, Video
Completion Rate

Engagement

eCPC, CTR, Site Visits

Direct Response

Conversions, ROAS, Walk-Ins

Channel Overview

Digital Channels



VIDEO

Sound, sight, and motion to attract a user's attention

Industry shifting from TV spots to digital video to align with user behaviors



AUDIO

Pure play and terrestrial radio streaming online



NATIVE

Increasing in popularity as brands look for more ways to push content to consumers



SOCIAL

Provides opportunity to build, connect and engage with consumers



DISPLAY

The most prominent digital channel
Ability to create custom or rich media units for added engagement



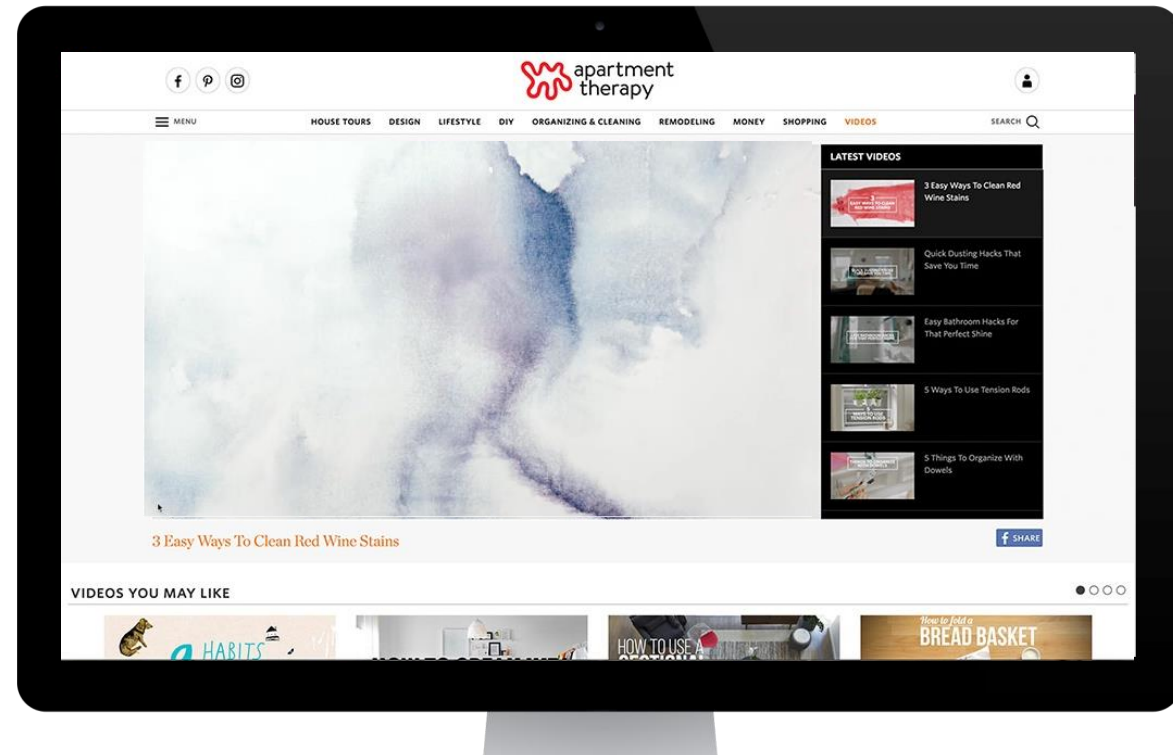
SEARCH

Channel most likely to capitalize on consumers closet to performing the requested action
Critical interception and capturing consumers looking for your brand

Video

**Viewers Claim
They Retain 95%
of a Message**
obtained via video

**9x Higher Video
Completion Rates**
on vertical video as
opposed to horizontal

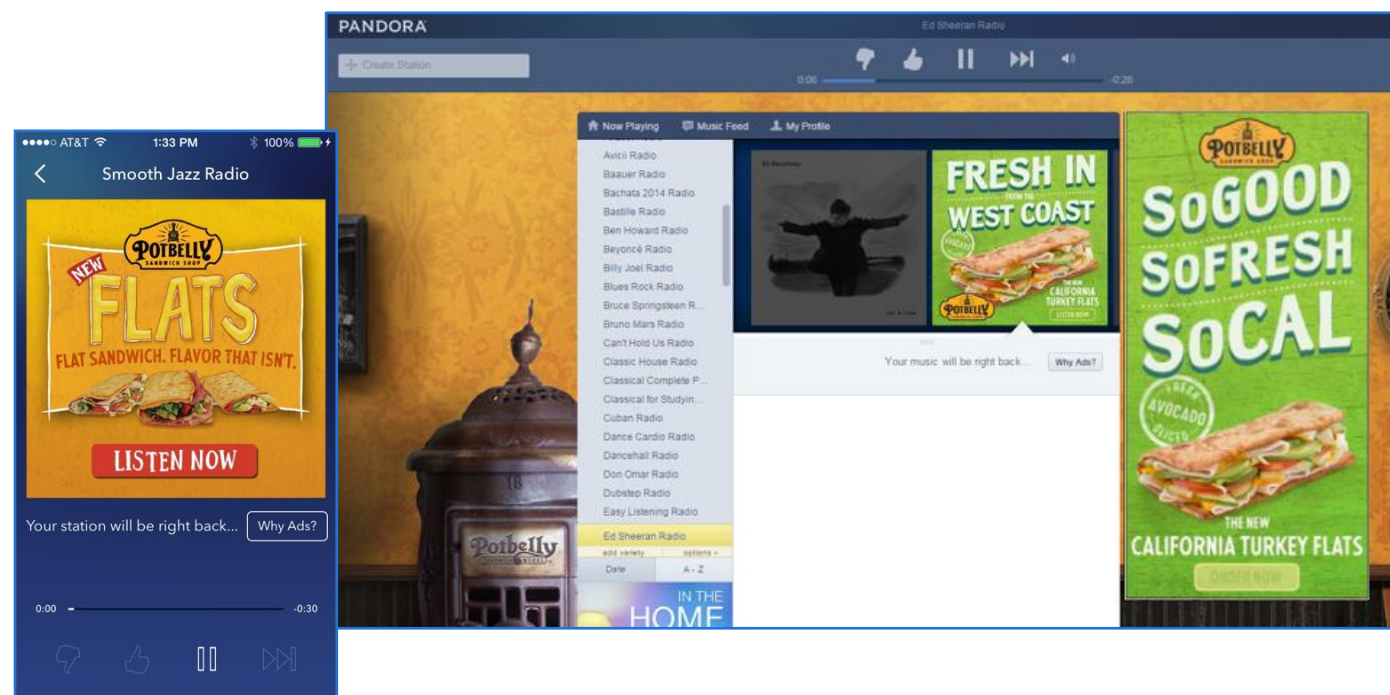


BENEFITS

- + Video allows you to follow the viewer regardless of device
- + There is no one-size-fits-all approach to video, so there is lots of opportunity to test and learn
- + Placement can be pre, mid or post roll in addition to in-banner, in-feed and interstitial
- + Gain the ability to track view and completion rates giving you insight in to the level of engagement your content is receiving.

Audio

- Reach targeted consumers while they're walking to work, sitting at their desks, on the treadmill, or even on a road trip.
- 79% of audio is consumed while people unreachable by visual media - get your message in front of that audience
- Pair your Audio Ad with a Companion ad to give users a place to click for more information or to further engage with your brand. Pairing a visual ad, matching your audio ad, offers additional visibility of your brand to the consumer throughout the audio ad.



BENEFITS

- + **A captive audience:** Users can't listen to anything else while an ad is playing,
- + **Little-to-no fraud:** historically, audio ads have been significantly less affected by fraudulent technology
- + **Higher recall:** According to Nielsen, audio ads increase ad recall by up to 24% over display
- + **Large audience:** The number of music streaming users worldwide is expected to grow to 1.4 billion in 2022, according to Statista.

Native

Advertising that matches the look and feel of a webpage, appears in non-traditional ad positions and is labeled as paid media

THRILLIST CITIES FOOD & DRINK TRAVEL RECIPES SHOP

ALLIED — What's this?

NEW CALIFORNIA TURKEY FLATS POTBELLY GET A TASTE

11 THINGS THAT HAPPEN BEFORE A NEW POTBELLY SANDWICH GOES IN YOUR MOUTH

PUBLISHED ON 4/15/2015 BY MATT LYNCH @mlynchhi

ANTHONY TAHIER PHOTOGRAPHY INC

When Potbelly adds a new sandwich to the menu, it doesn't just appear out of thin air (though if anyone ever figures out how to do that, they will have themselves quite the

NEW CALI FORNIA TURKEY FLATS FALL IN LOVE WITH OUR DELICIOUS OVEN-ROASTED TURKEY TOPPED WITH FRESH, HAND-SLICED AVOCADO, CRISP CUCUMBERS AND YOUR CHOICE OF TOPPINGS. GET A TASTE POTBELLY

thebiglead NFL NCAAF NBA NCAAB MLB SOCCER MEDIA WAGS ROUNDUP

strongest 4G LTE signal SEARCH MORE

Scott Brooks Could Be Replaced by Billy Donovan? How Does Kevin Durant Feel? By Jason McIntyre 1 hour ago 209 shares

Jordan Morris Couldn't win Budweiser Man of the Match vs. Mexico Because ... Soccer 1 hour ago Mike Cardillo Need to see that ID, kid. 296 shares

Yankees Fan Really Enjoys Being Punched in Face By Orioles Fan Baseball 1 hour ago Stephen Douglas The Orioles won the series and this fight. 2.7k shares

How a Potbelly Sandwich is born! Content provided by Potbelly Thrillist takes a look at the incredible amount of thinking, tasting and planning to bring a new sandwich into the world. Find out how it all goes down.

Scott Spiezio Tased By Police After Breaking Neighbor's Window According to Report

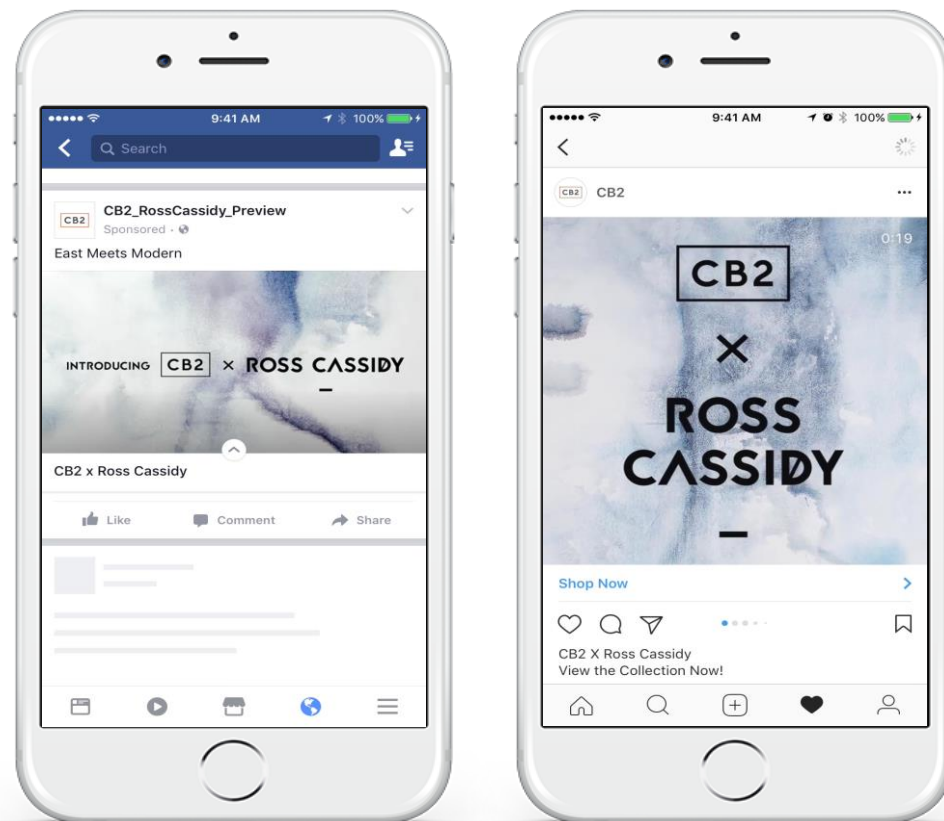
The Roundup Roundup: Gyrocopter Lands On Capital Lawn, Blockhawks Win in OT, Ben & Jerry's Beer 303 564 shares

Popular Leads 18k shares Kentucky QB Drew Barker Dropped with Brutal Sucker Punch as His Teammates Do Nothing 2.7k shares Yankees Fan Really Enjoys Being Punched in Face By Orioles Fan 59k shares Aaron Hernandez: Odin Lloyd "Spilled the Beans" About the 2012 Double Murder Before He Was Killed 1.7k shares Roundup: Watch Police Car Run Over Armed Suspect;

f t in Social

Harnessing the social engagement and mass reach of social media platforms directly within a user's newsfeed

- Social media usage is on the rise with a predicted 63% of the US population engaging by 2023
- The social network user base will be about 32 million shy of the entire US adult TV audience



BENEFITS

- + Reach a highly targeted and engaged audience with 30% of millennials engaging with a brand each month per Sprout Social
- + Multiple channels to place ads with the average internet user having 7 active social media accounts
- + Cost effective and nimble campaigns
- + 70% of people said they are more likely to purchase from brands they follow on social



Display

- Reach the highest volume of consumers with a visually appealing or engaging display ad while they are at home using a computer or on the go using their phones
- Re-targeting customers with display ads increases their likelihood to purchase a product by 70%
- Display ads can be photos, videos, logos, graphics or other rich media in a variety of sizes and placements to catch the audience's attention
- Display advertising has eclipsed search due to the increase of the mobile consumer



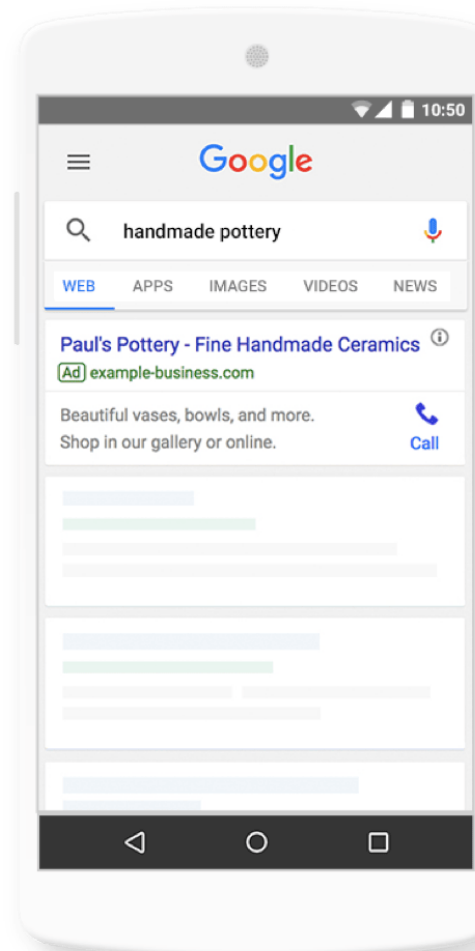
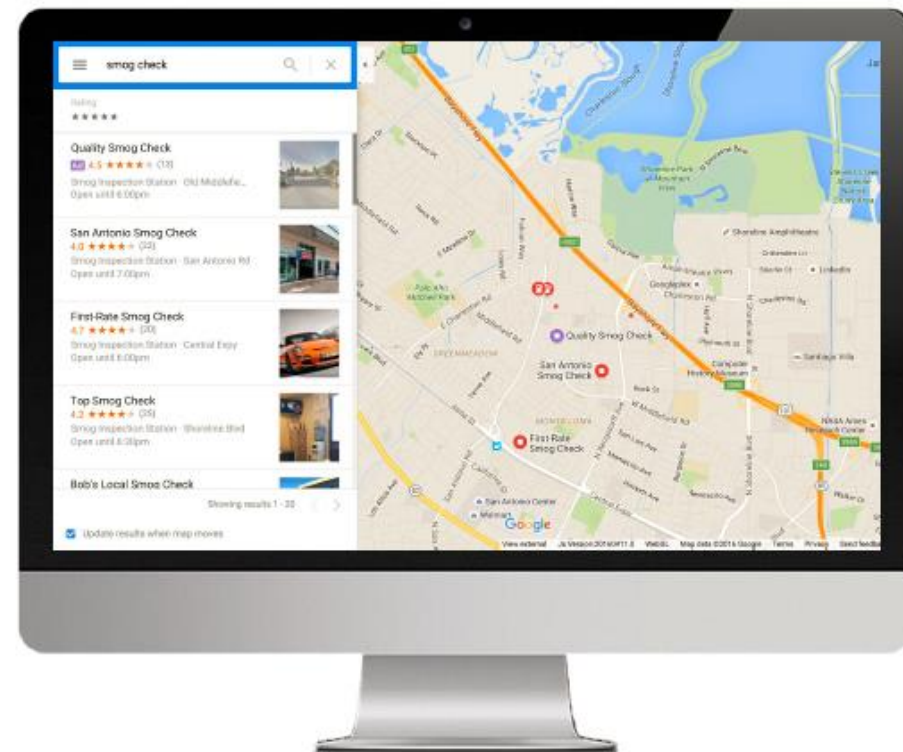
BENEFITS

- + No clicking is necessary to make an impact on your audience
- + Broad reach enables greater brand awareness and top of the funnel marketing
- + Complete creative control for the advertiser
- + Put your ad in front of the right audience by targeting website placement, interest, context or topics in real time
- + Re-targeting and geo-targeting make display ads relevant and less intrusive to audience

Search

Search is inexpensive, scalable, and allows you to connect your ads with an audience actively seeking what you provide

- 160+ billion monthly searches. Paid Search accounts for 65% of all clicks within the SERP
- SEM is expected to achieve over \$30 billion in digital ad spend by 2023: 9-10% growth YoY



BENEFITS

- + Individuals conducting searches for directly relevant are unlikely to find you through organic results.
- + Because search ads are sold on a cost-per-click model, you only pay when a user decides to click on your ad.
- + Purchasing these keywords, you can ensure that your message is front and center.

Payment Models

Buying/Payment Models



Buying/Payment Models



CPM

Cost Per Thousand
Impressions



CPC

Cost Per Click



CPL / CPA

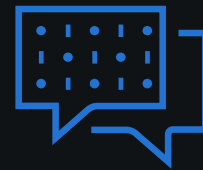
Cost Per
Lead/Acquisition

Data Types

Data Types



1ST PARTY



2ND PARTY



3RD PARTY

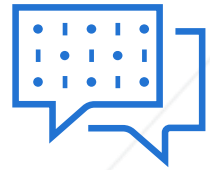
Data Types



FIRST-PARTY

- Data owned by the brand
- Examples include CRMs, social data and site retargeting
- The most valuable data to encourage loyalty

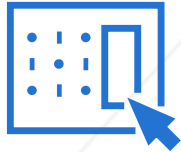
Data Types



SECOND-PARTY

- Data that users aren't giving you directly, but that you are obtaining through a direct relationship with another entity
- Terms of data sharing is determined in advance—typically involving revenue sharing

Data Types



THIRD-PARTY

- Data owned from other web properties or offline data
- Collected via third-party DMPs and sold to publishers by data companies — data fee added onto the rate

Third-Party Data Capabilities



DEMOGRAPHIC

Serves media to audiences based on demographic behaviors (declared or assumed)



BEHAVIORAL

Serves media to audiences based on a variety of demonstrated behaviors
Pre-defined or custom segments available



CONTEXTUAL

Serves media to users on contextually relevant pages



LOCATION

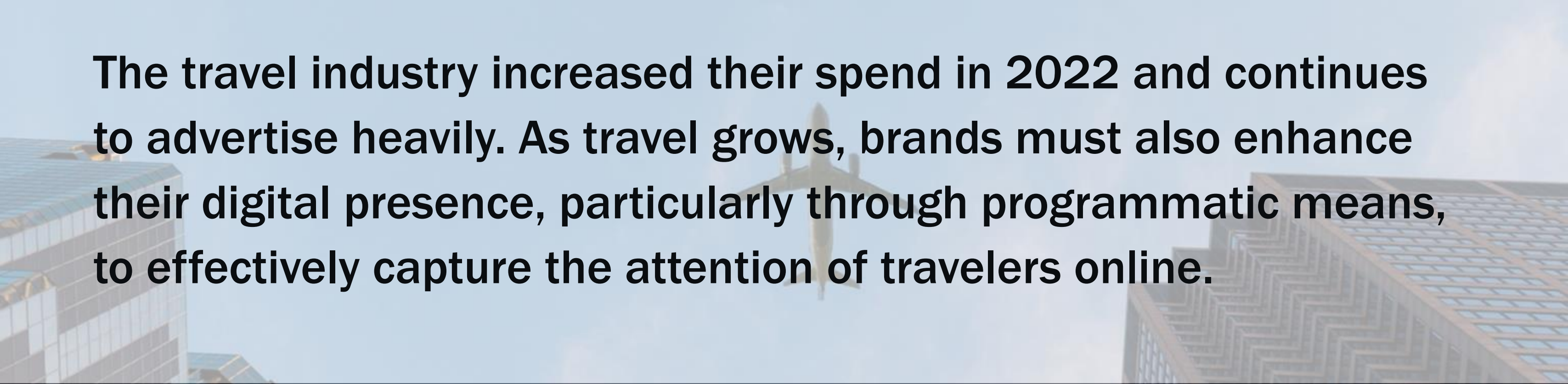
Serves media to users based on their physical location (mobile) or targeting users based on their location history

Why This All Matters

Consumer habits are shifting.

Marketers need to recognize and react to the shift in order to stay top of mind for their customers.





The travel industry increased their spend in 2022 and continues to advertise heavily. As travel grows, brands must also enhance their digital presence, particularly through programmatic means, to effectively capture the attention of travelers online.

The travel industry spends a significant amount on advertising, with over 70% of spend dedicated toward digital media. The industry has significantly increased spend year over year, signaling that consumers are looking to travel and competition is increasing. Seasonally, advertisers increase their spend in the beginning of the year and peak for spring and summer travel.

Among digital ad buys, the majority come from programmatic means.

Among top spending travel companies, online travel agencies, like Booking.com and Expedia, outspent the typical legacy travel brands. For the most part, top spenders dedicate three quarters of their budgets toward digital media setting the trend for digital heavy plans. While the industry is dominated by large holding companies, challenger brands have the opportunity to target most effectively with digital.

Creative messaging among the top travel advertisers fit into some consistent themes. To meet the needs of travelers, brands are emphasizing their loyalty programs, affordable rates, features, amenities and specific destinations. To stand out in this space, brands will need to be unique and emphasize their value.

While search spending is high, brands have an opportunity to diversify their digital efforts in order to reach target consumers

Travel & Tourism Industry Ad Spend
July 2022 – December 2022



Key Implication

Digital accounts for 73% of ad spend in the travel industry, with search accounting for over half of all spend. TV was the second highest at 14%. Spending across most channels increased from the previous six-month period, with search, Facebook App and outdoor seeing the most growth.

As consumers interact with travel brands digitally, brands will need to increase their use of digital advertising. Brands should meet their target audience on channels they regularly interact with, like mobile apps, social and CTV, as they seek inspiration for their journey.

Digital continues to steal attention share from traditional channels

Average Time Spent with Media in the US,
by Media, 2020-2024

hrs:mins per day among population

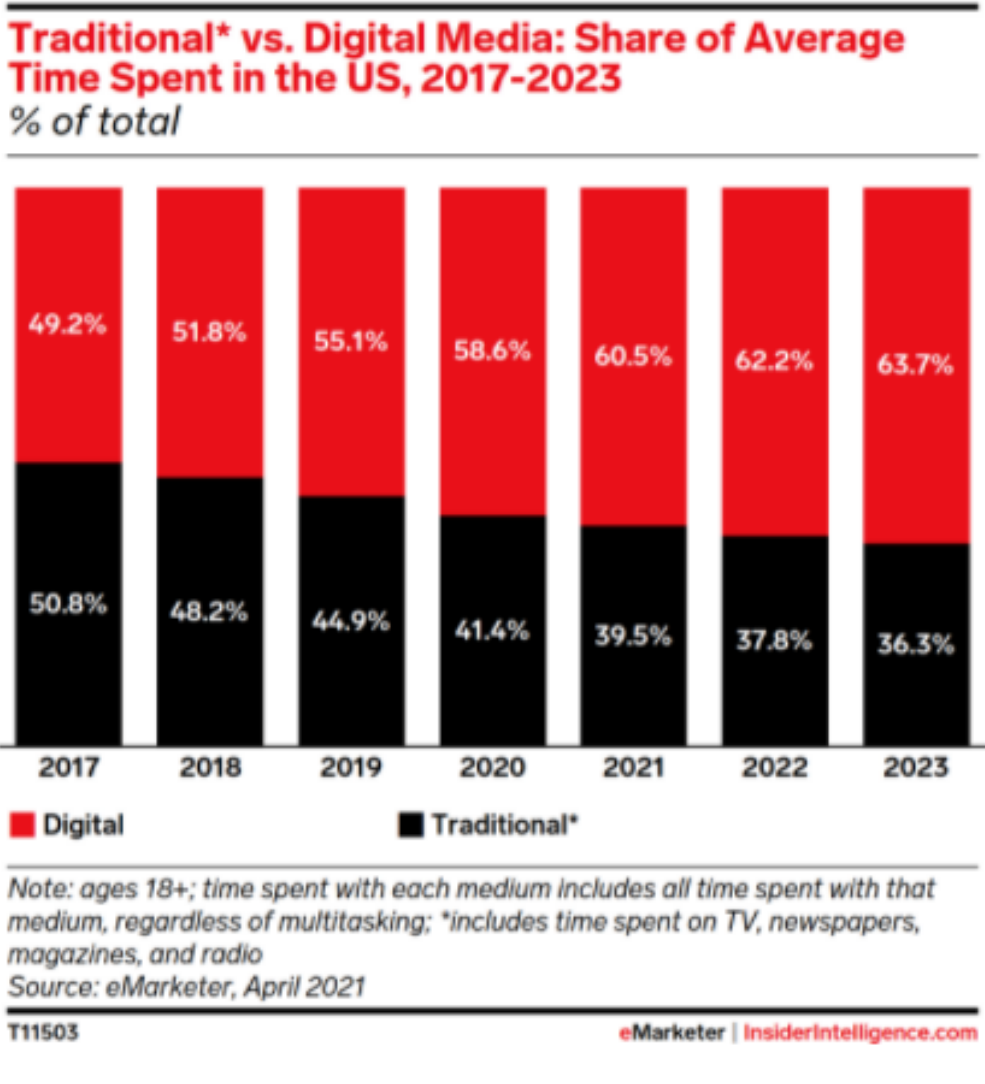
	2020	2021	2022	2023	2024
Digital	7:54	8:05	8:14	8:23	8:28
—Mobile (nonvoice)	4:16	4:24	4:30	4:36	4:39
— Audio	1:10	1:17	1:20	1:22	1:25
— Social networks	1:03	1:07	1:08	1:09	1:09
— Video*	0:49	0:52	0:54	0:56	0:57
— Other	1:13	1:08	1:08	1:09	1:08
—Desktop/laptop**	2:03	2:00	1:57	1:54	1:52
— Video*	0:26	0:26	0:26	0:25	0:25
— Audio	0:20	0:20	0:20	0:20	0:20
— Social networks	0:07	0:07	0:07	0:06	0:06
— Other	1:09	1:07	1:05	1:03	1:02
—Other connected devices	1:35	1:41	1:47	1:53	1:57
Traditional media	5:30	5:08	4:58	4:44	4:34
—TV***	3:33	3:16	3:07	2:56	2:48
—Radio***	1:27	1:24	1:23	1:21	1:20
—Print***	0:19	0:18	0:18	0:17	0:16
— Newspapers	0:10	0:10	0:09	0:09	0:09
— Magazines	0:09	0:08	0:08	0:08	0:08
—Other traditional media	0:11	0:10	0:10	0:10	0:10
Total	13:24	13:13	13:11	13:07	13:03

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital

Source: eMarketer, April 2022

T11995

eMarketer | InsiderIntelligence.com



In 2022, US adults spent 13 hours and 24 minutes with media; 61% of that was spent with digital media, of which mobile media dominated consumption.

Digital growth driven by Audio, Video

Growth in Average Time Spent with Media in the US, 2020-2024

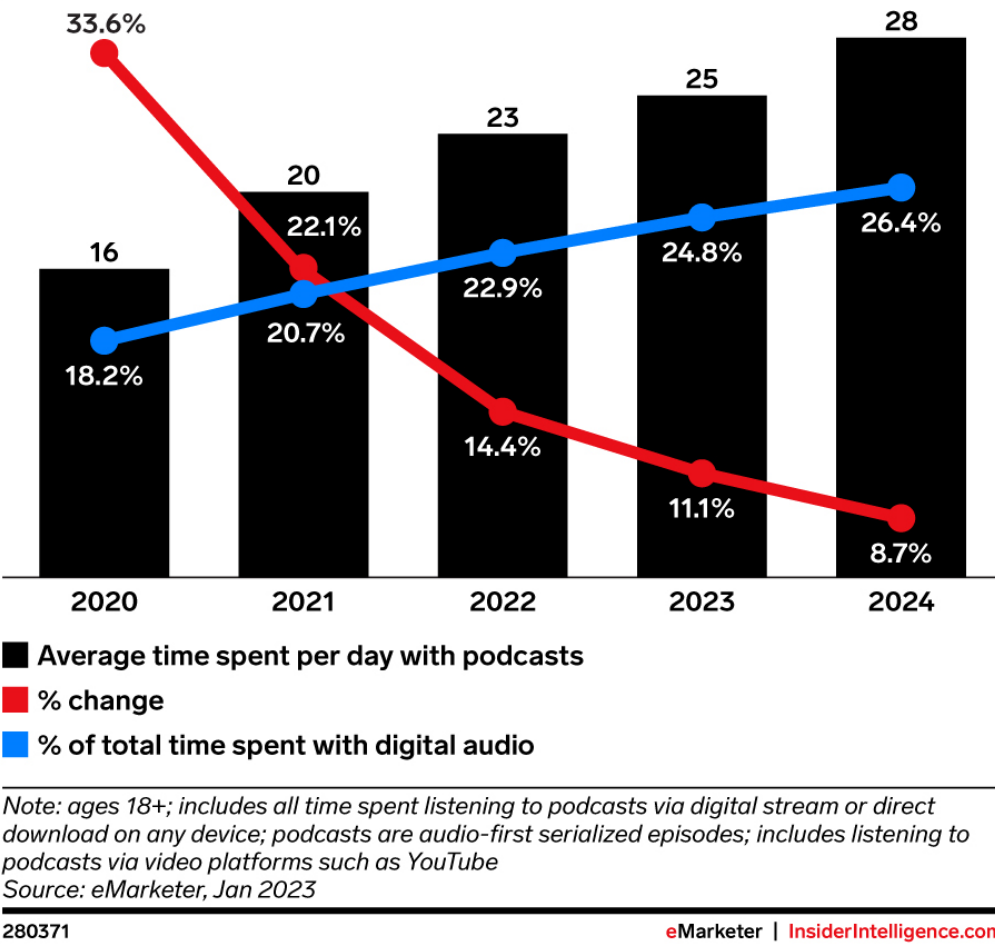
% change among population

	2020	2021	2022	2023	2024
Digital	16.1%	2.3%	1.9%	1.8%	1.1%
— Mobile (nonvoice)	13.7%	3.1%	2.3%	2.1%	1.2%
— Audio	4.7%	9.3%	4.3%	3.0%	2.6%
— Video*	18.1%	5.0%	3.7%	3.6%	2.2%
— Social network	22.0%	6.8%	1.4%	0.3%	0.9%
— Other	13.4%	-7.4%	0.0%	1.7%	-1.1%
— Desktop/laptop**	8.9%	-2.7%	-2.6%	-2.1%	-1.7%
— Audio	28.1%	-1.8%	1.1%	1.1%	0.7%
— Video*	16.6%	-0.6%	-2.1%	-2.0%	-1.1%
— Social network	6.1%	-1.0%	-9.3%	-8.9%	-9.7%
— Other	2.2%	-4.0%	-3.2%	-2.4%	-1.9%
— Other connected devices	35.4%	6.6%	6.2%	5.2%	3.8%
Traditional media	-0.9%	-6.6%	-3.4%	-4.4%	-3.5%
— Radio***	-9.0%	-3.3%	-0.6%	-2.3%	-1.8%
— Print***	1.3%	-4.8%	-3.7%	-3.4%	-3.0%
— Magazines	-1.6%	-2.6%	-3.2%	-2.8%	-2.8%
— Newspapers	3.9%	-6.6%	-4.1%	-3.8%	-3.3%
— TV***	2.8%	-8.1%	-4.8%	-5.7%	-4.5%
— Other traditional media	-4.4%	-7.8%	0.1%	-1.4%	-1.2%
Total	8.4%	-1.4%	-0.2%	-0.6%	-0.6%
Total (hrs:mins)	13:24	13:13	13:11	13:07	13:03

Note: ages 18+; includes digital via any device (excludes mobile voice), print (magazines and newspapers), radio, TV, and other; *excludes video streamed through social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, April 2022

US Average Time Spent per Day with Podcasts, 2020-2024

minutes, % change, and % of total time spent with digital audio

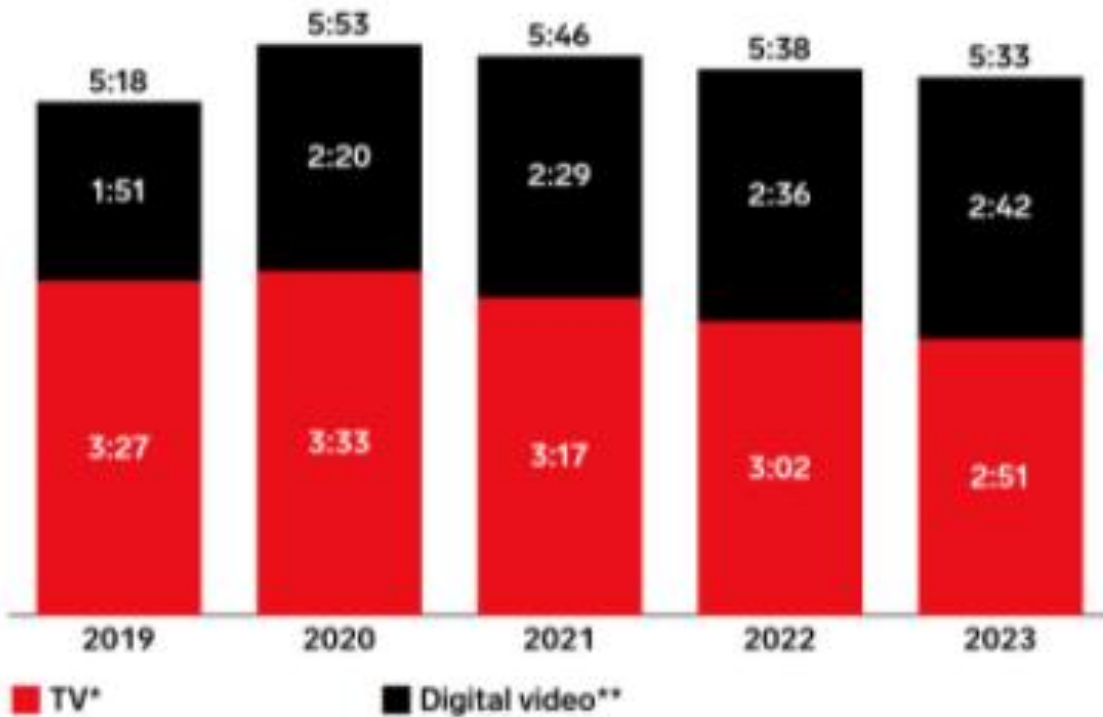


Digital audio is fastest growing medium, driven primarily by spike in popularity of podcasts (accounting for 25% of play time).

Digital growth driven by Audio, Video

TV* vs. Digital Video**: Average Time Spent in the US, 2019-2023

hrs:mins per day among population



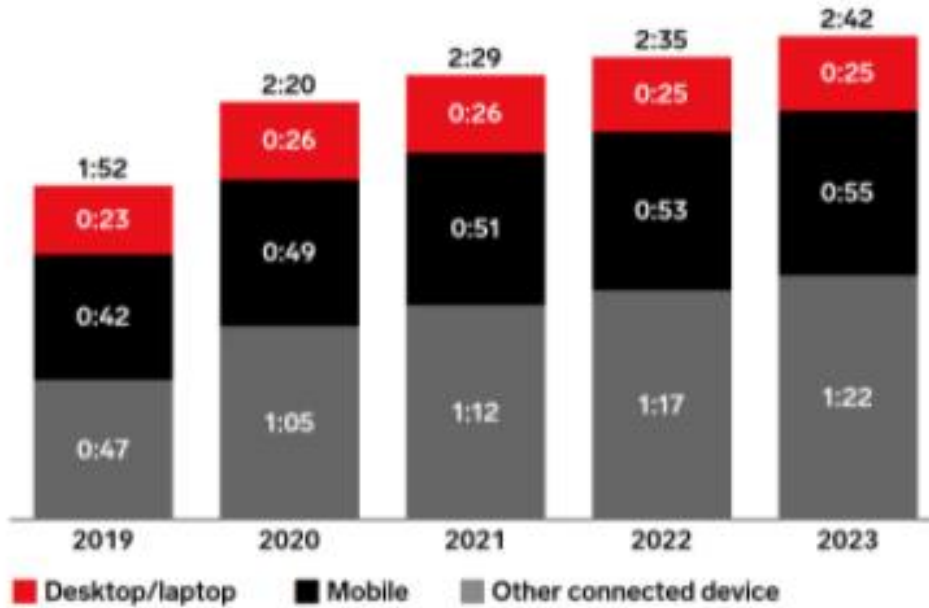
Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; *includes live TV, DVR, and other prerecorded video such as TV programming downloaded locally from the internet; excludes digital; **includes all video content viewed on desktop/laptop computers, mobile devices, and connected TVs, such as video streamed through over-the-top services; excludes video streamed through social networks
Source: eMarketer, April 2021

T11510

eMarketer | InsiderIntelligence.com

Digital Video: Average Time Spent in the US, by Device, 2019-2023

hrs:mins per day among population



Note: ages 18+; includes all time spent with online video activities, regardless of multitasking; includes viewing via desktop/laptop computers, mobile (smartphones and tablets), and other connected devices (game consoles, connected TVs, or OTT devices); excludes video streamed through social networks; numbers may not add up to total due to rounding
Source: eMarketer, April 2021

T11511

eMarketer | InsiderIntelligence.com

Digital video competing with TV consumption by 2023, driven by rise in Connected TV adoption

Thank you!



TOURISM DAY SUMMIT



2C - How Digital Advertising Can Take Your Membership to New Heights

Chris Timmins
PMVB Partner

Chris.Timmins@basis.com

