

# Driving Your Digital Marketing Forward

Concerto A

Wednesday, Nov. 6 | 4:00 p.m.

MIA19  
**MARCOM**

An aerial view of a city at dusk or dawn, with a complex highway interchange in the foreground. Overlaid on the image are several white location pin icons connected by glowing orange arcs, suggesting a network or data flow. A semi-transparent dark rectangle is centered over the middle of the image, containing the main title.

# POLYGONAL TARGETING AND ATTRIBUTION

PRESENTED BY

**INNOVISION**  
MARKETING GROUP

# Going Beyond Geo-Fencing

- We enter the location name or address then manually draw a frame around the area to use.
- Frame does not have to be a perfect circle as geo-fencing campaigns require.
- We then gather information on current visitors, with the ability to see up to a year in the past.
- Multiple frames or locations can combined be used for one or more campaign strategies.



24,824

Unique Devices

148.0k

Total Visits

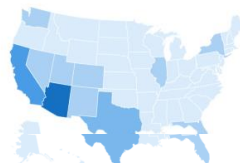
1

Locations

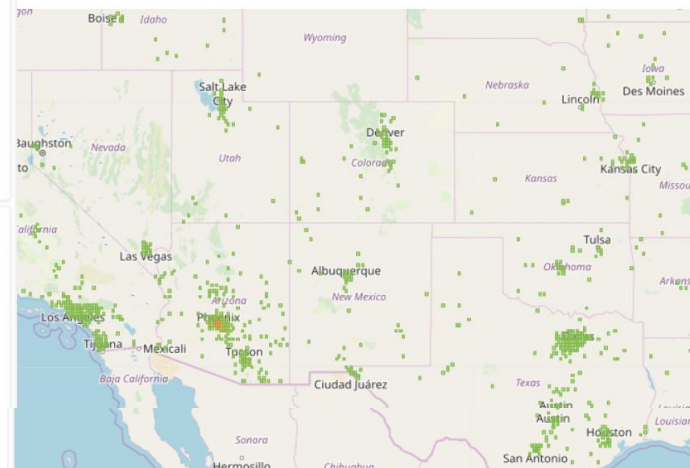
Cumulative Visits by Day



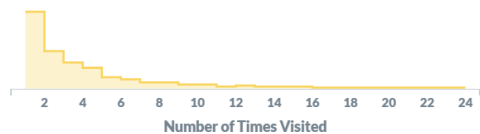
Visits by State of Residence ?



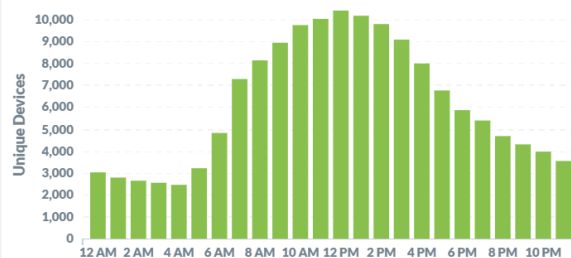
Visitors' Households



Visitor Frequency



Visits by Hour of Day ?



Visits by Weekday



Monitored Locations: Visits by Hour

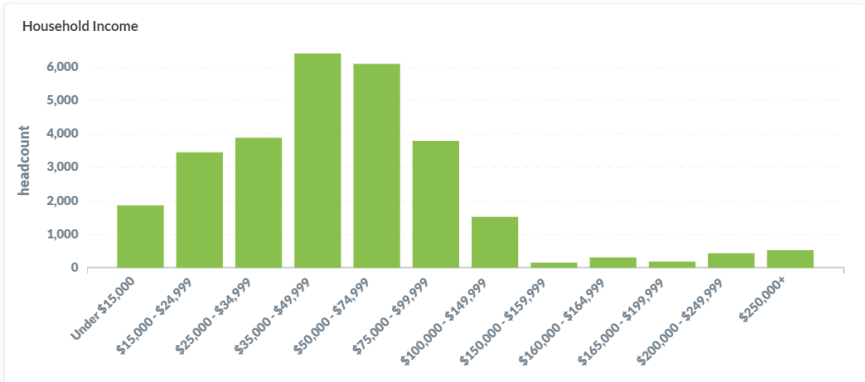
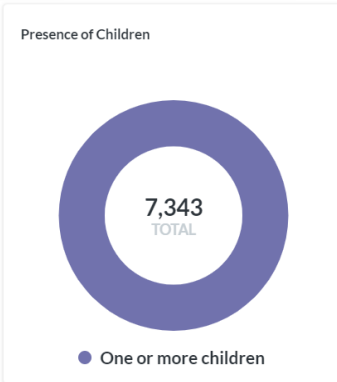
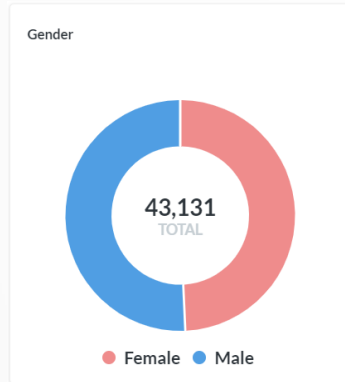
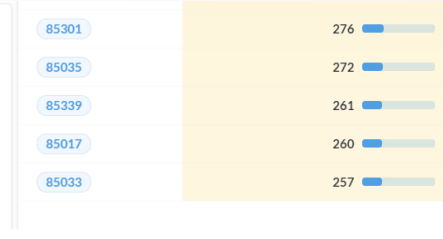
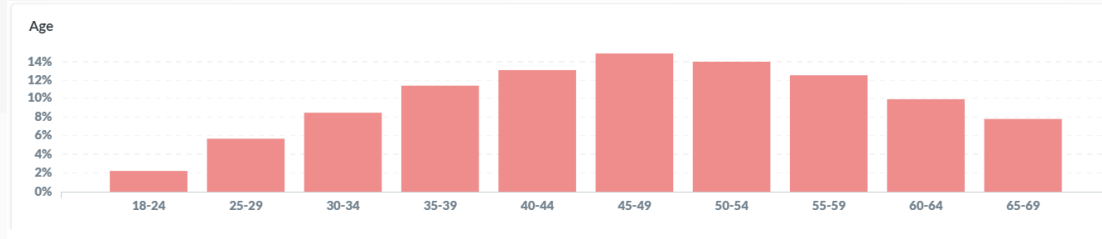
**INNOVISION**  
MARKETING GROUP

Visitors' Zip Codes

Zip Code

Visits







# Buyers Journey Report

This report allows us to look at multiple locations and see cross over visits.

- Did a visitor go to multiple restaurants in a certain time frame, or do they only go to one.
- Have they visited multiple car dealerships or just one?



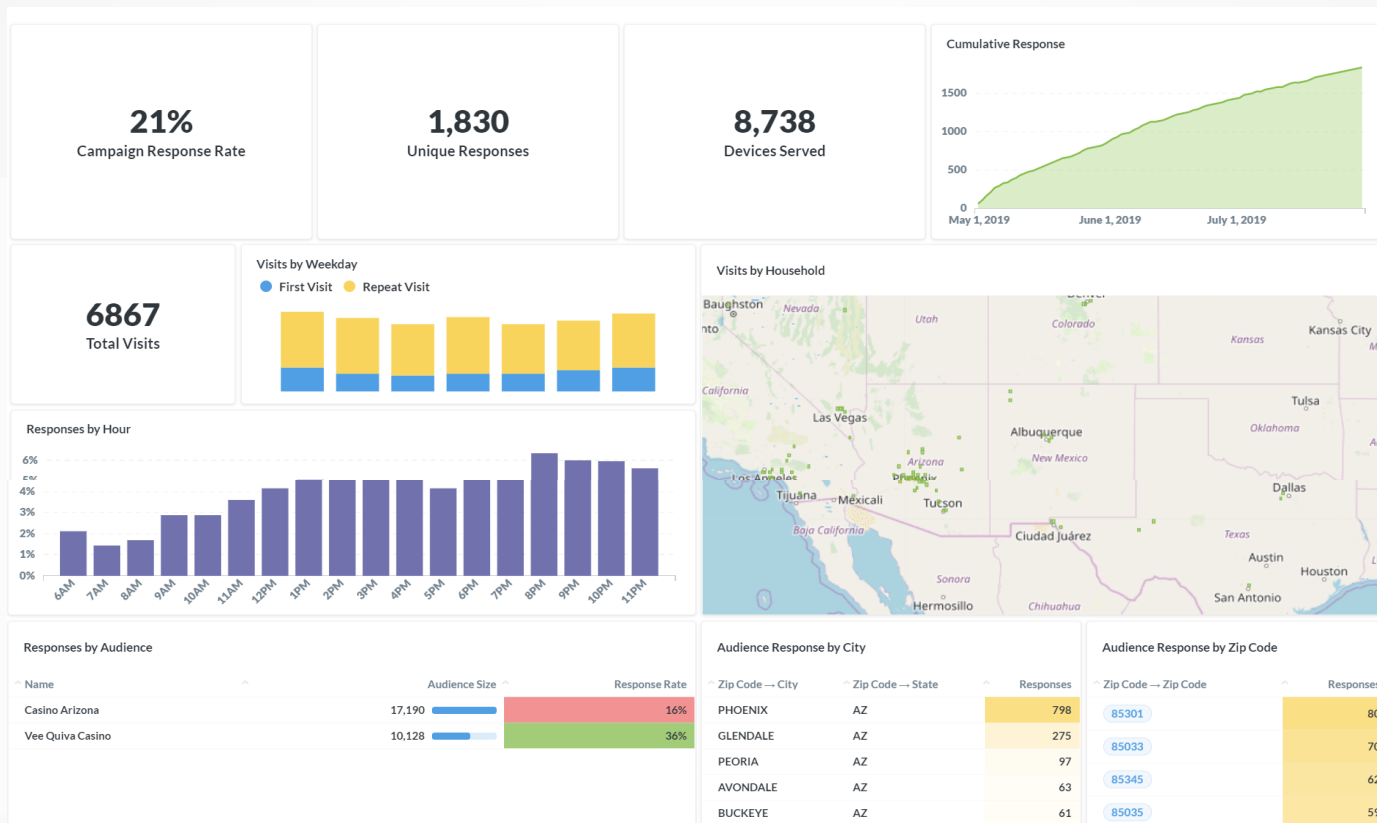
# Polygonal Targeting DATA

What Kind of Info Can We Get?

- Devices that have been in that “frame” and how frequently they visit
- Demographics for the devices within that area
- Heat Maps for where people are inside your location
- Home addresses of visitors
- Build Look-A-Like modeling based on previous visitors/devices
- Ability to see cross location data (Buyers Journey Report) – if a device has been to more than one location in the same time frame.
- You can use this data to run display campaigns, video campaigns, OTT campaigns and social media campaigns. This is your custom audience, 1<sup>st</sup> party data. It’s not weighted and not assumed.



# Foot Traffic Attribution Report





# Real World Examples

## Quick Serve Restaurant – Multiple Locations Orlando Area

### Grand Opening Strategy

- For new locations, we targeted devices that have been in the nearby Publix at least 2 times in the previous month – as well as the households associated with those devices.
- We also included pulling the devices from the nearby high schools and colleges to target their student customers.
- As a result of the plans we have in place, the client has seen 20% increase in sales and opening more locations each quarter.



# Real World Examples

## Toyota Dealership – Texas

### Target Competitor Locations

- Our strategy with one of our car dealerships is to pull devices from their competitor locations.
- We've used these devices to send service ads to promote the best Toyota service from our client's dealership.
- We also use the device information from their competitors to build look-a-like audiences.
- After starting our program they've had their best sales months!



# Real World Examples

## Casino - California

- In the competitive world of casinos – we've used this technology for multiple strategies.
- We target visitors of the actual casino to promote upcoming events, new machines and to encourage more visits.
- We also target their competitor visitors to persuade them to visit our casino and all the benefits the casino has to offer.



# TURNING INSIGHTS INTO ACTION IN AVIATION & TRAVEL MARKETING

Leah Garey, Senior Business Development Manager

## Connecting TRAVELERS



**144M+**

Unique monthly visitors<sup>1</sup>



**2.1B**

Monthly page views<sup>1</sup>



**10** Expedia Group brands



**200+ sites**

in 70+ countries



**150+ mobile sites**

in 70+ countries

**expedia group™**  
media solutions

## With **ADVERTISERS**



Marketing partners in  
**170 countries**



**50+**

Targeting types



**200+**

Audience segments



**20** Unique advertising  
solutions



**30**

Reporting KPIs



# TRAVELERS TURN TO OTAs THROUGHOUT THE PURCHASE JOURNEY



Expedia Group brands welcome nearly **145 million unique monthly visitors a month\***



Travelers make billions of annual flight searches across Expedia Group brands around the world – which means more than **165 million flight searches per day\*\***



**10% growth year over year** in air tickets sold on Expedia Group sites\*\*

# DATA OFFERS COMPETITIVE ADVANTAGES



**Competitive Searches:** When searching for your airport, travelers are also searching for airports A & B



**Leakage:** Nearby airport is growing YoY while yours is showing -X% decrease



**Market Share:** How your airport is losing market share to its competitors



**Stopover:** What airports are most frequently used as a stopover



**Targeting:** With more than 5K TLAs, there are tens of thousands of O&D combos

A person is seen from behind, standing in an airport terminal and looking out a large window at an airfield. The person is holding a suitcase and has a bag slung over their shoulder. Outside the window, several commercial airplanes are parked at gates or on the tarmac. The entire image has a blue color overlay.

# HELPING PARTNERS SOLVE **AIR INDUSTRY CHALLENGES**

# Promote New & Existing Routes

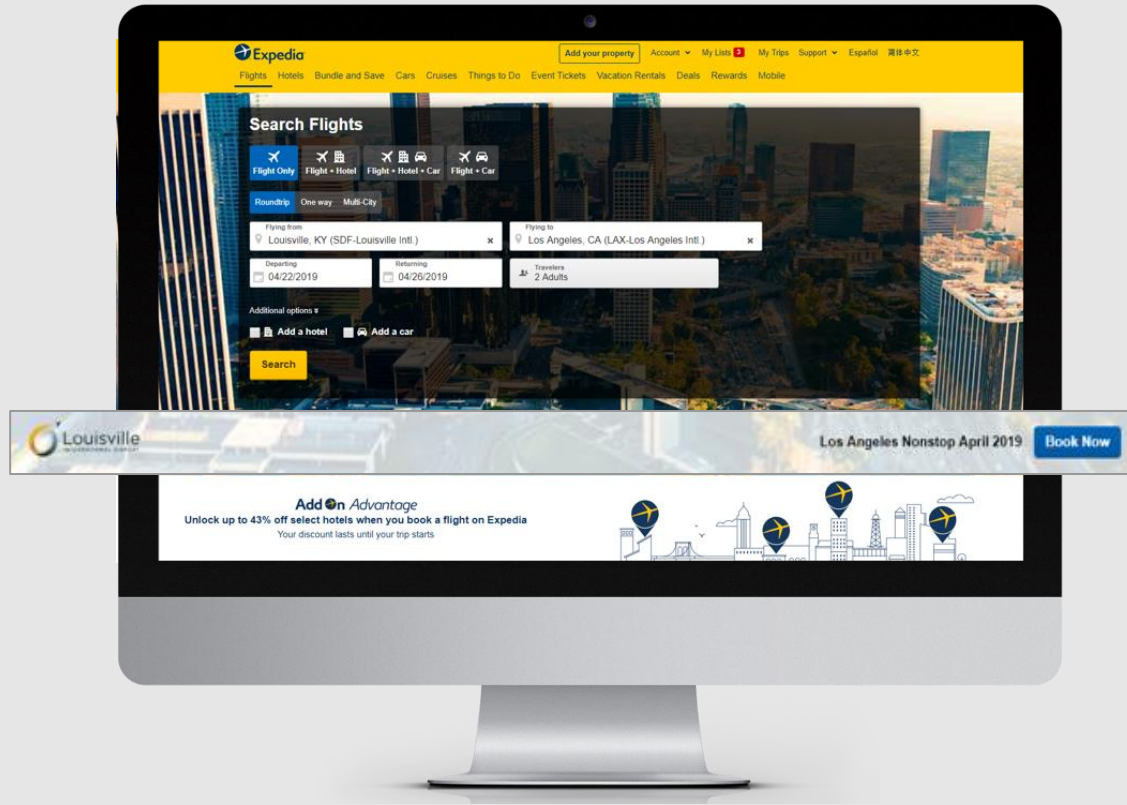


Promote routes to Expedia Group's **144M unique monthly users\***



Utilize first party data to **identify** and **target** the right travelers, at point of intent

# Route Promotion – New or Existing





# Identify Leakage & Attract Swing Travelers



Gain **unparalleled insights** into **how swing travelers search and book** flights via OTAs



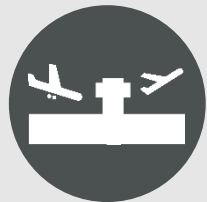
**Optimize your marketing** to capture swing travelers and minimise leakage

# Swing Users Average Far More Transactions



## Non-Hub Primary Airports

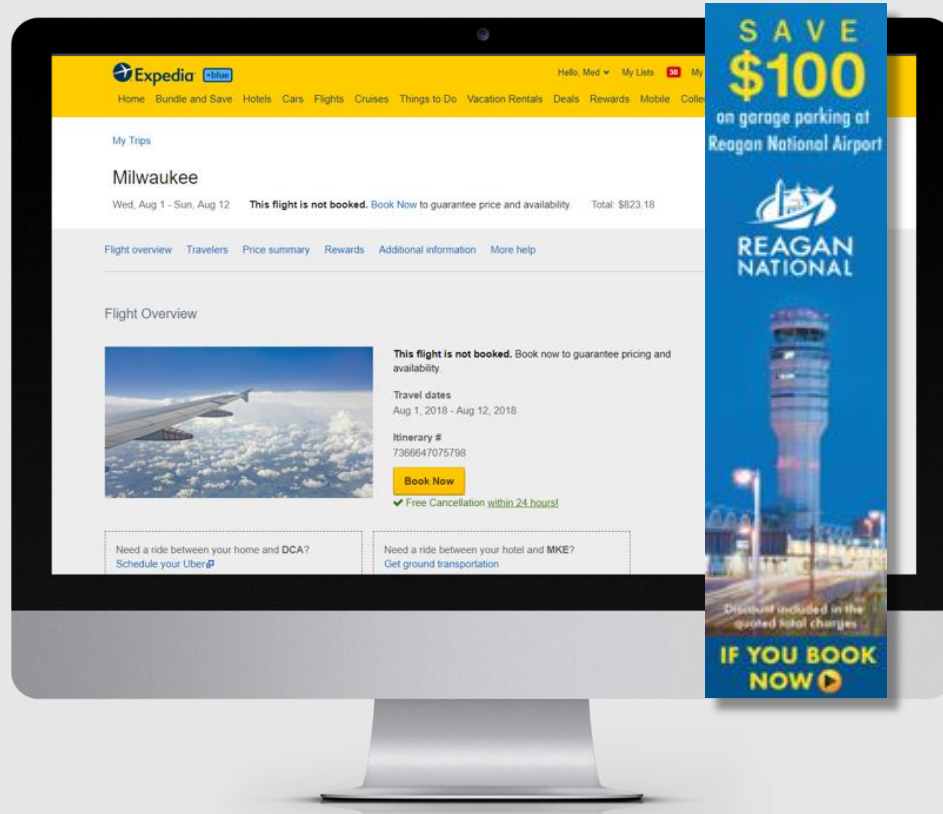
**Swing users average 6X the number of transactions per account** compared to travelers loyal to the airport.



## Small Hub Primary Airports

**Swing users average nearly 5X the number of transactions per account** compared to travelers loyal to the airport.

# Highlight Non-Air Related Revenue Streams



# Maximize stopover traffic

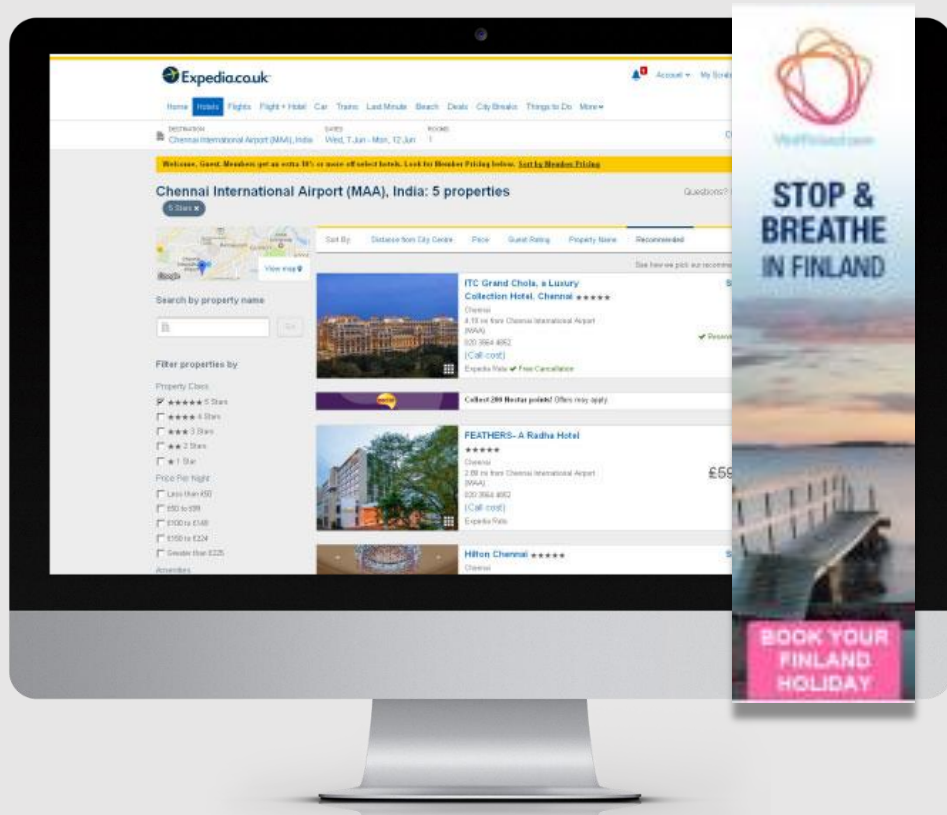


Understand which feeder markets and influence visit to hub airports



Develop smart messaging designed to extend visitor layovers in hub airports

# Encourage Travelers to Extend Layovers







APPLETON AIRPORT  
INTERNATIONAL

# Opportunity



Recently rebranded  
and added new routes



Raise awareness and increase  
volume of bookings



# Solutions



This campaign was designed **to raise awareness and drive bookings** of specific routes to southern cities in the United States



**Reach customers at all phases of the path to purchase** – from inspiration to booking



Worked with Expedia Group Media Solutions to **target the right audience and campaign timeframe**

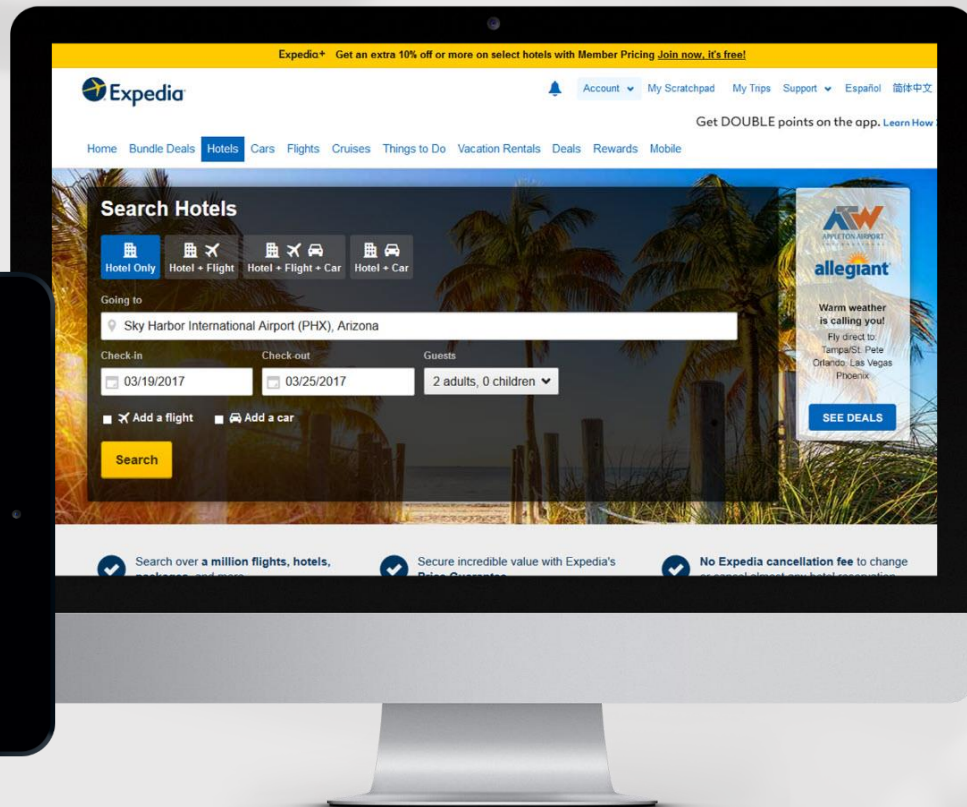


**Targeted travelers in the Appleton, Green Bay, Wausau-Rhineland, and the Milwaukee metropolitan areas** who were traveling to Las Vegas, Orlando, Tampa/St. Petersburg, or Phoenix



**Placed ads on multiple pages across the chosen sites,** from the homepage to the search results page

# Solutions



# Results

**+40%**

Appleton International Airport (ATW) in Wisconsin achieved a **40% YOY increase** in demand for air tickets



**Raised awareness** of their airport as a viable and cost-effective alternative to other airports in the surrounding area

**2X**

The CTR on the marquee ad exceeded expectations by performing at **two times above the benchmarked goal**



THANK  
YOU!

---

TO LEARN MORE  
[blog.advertising.expedia.com](https://blog.advertising.expedia.com)

# QUESTIONS?

