

VARICK

Travel and Tourism

Travel and Tourism Mobile Ad Spend will rise to \$7.4 Billion in 2019 - making up 75% of total industry digital ad spend¹

Notable Travel Trends for 2019

+68%

of US internet users will book travel plans digitally¹

+30%

of travel research will be made on mobile devices¹

+87%

of travel marketers will use 1st party data for programmatic²

¹Source: eMarketer, 2018, ²Source: eConsultancy/Adobe, 2018

A Flight to Quality

The concierge experience for travelers begins in the booking phase, as the messaging travel brands provide replicates the service audiences will expect in their journeys.

This dedication to quality can be showcased through Varick's dynamic re-targeting solutions to provide a personalized ad experience for their audiences.



Varick's Traveler Focused Expertise

With online travel booking more prevalent than ever, a firm digital presence is necessary. Here are some of the ways Varick is helping brands to stand out with travelers:



Deeper Insights • Develop understandings that go beyond endemic behaviors to enrich performance. For example, frequent travelers also overindex on using Sports Apps - better account for that in your strategy!



Data-Driven Approach • Utilize 1st-Party and 3rd-Party data to hone your delivery to the most relevant travelers and drive them to conversion.



In-Depth Reporting • Tap into Alveo, Varick's proprietary campaign management platform, to track your campaign performance in real time.



Full Funnel • Varick's cross-device capabilities will ensure you reach qualified audiences with a cohesive narrative in brand safe, ad-fraud free environments.



Social leads in platform influence with Travelers³

56%

51%

44%

■ Social ■ Search

■ Travel Sites and Apps

³Source: Phocuswright, Dec 2017

See how Varick is driving leading Travel and Tourism results on the next page

VARICK | Finding New Travelers for Tourism Board

A regional tourism brand was targeting Millennials to book weekend trips for a local beach town outside of LA through their website, and a secondary goal of discovering new audiences.

Campaign Goals: Drive Conversions and Discover New Audiences

Campaign Strategy

Varick's campaign analysis revealed that Baby Boomers were 2.5x more likely to visit the client's site than Millennials - leading to a new strategy including:

- Facebook Carousel units showcased rotating scenic photos of the beach town's highlights
- 3rd Party data used to uncover & target deeper audience segments - including avid hikers, equestrians, and golfers
- Retargeted across devices to engage the most likely prospects - just minutes after they left the client's website



Results and Insights



50% lower CPA and a 40% higher CTR driven over client's campaign goals



2.3x higher CTR at a 36% lower spend through Facebook Carousel Ads than banner ads.



Retargeting toward mobile site visitors drove the highest level of campaign engagement.

Discovered a new
audience **+2.5x**
more likely to visit
the client's website
than original
target.

“We went to Varick with a specific goal of finding potential customers and driving them to book hotel stays on our website ... While the amazing results certainly impressed us, their ability to help **define** our target **audience** was the most **valuable** part of our partnership. With Varick's findings we were able to adjust our strategy and creative accordingly.”

- Shawn Grant, *Digital Marketing Director for Augustine Agency*