Paid strategy guide for travel agencies
Content

Introduction  3
Planning and strategy  4
Search  6
Facebook  12
Instagram  16
First-party data  18
Display  21
Video  23
Future trends  25
Conclusion  26
Competition within online advertising for the travel industry is intense. It is an ever-changing field dominated by several large players. Success, or failure, is often dependent on up-to-date knowledge around the gatekeepers of the online advertising industry, Google and Facebook.

In recent years Google and Facebook have become a powerful duopoly on the internet. As a result of dominating consumer browsing habits, they now command $6 for every $10 spent advertising on the internet. Both platforms have embraced a ‘pay for play’ approach to their platforms.

Not so long ago, Google’s corporate mission was “to organize the world’s information and make it universally accessible and useful.” Google has become the de facto search engine of choice commanding almost 90% of the world’s search activity.

Google’s more recent tactics of filling the top of search pages with information that lessens the need to click have placed more emphasis on using Google Ads to get noticed.

Facebook is by far the most dominant social media platform with 2.5 billion monthly active users, who login almost daily, spending over an hour a day scrolling through their timeline.

Since introducing ads in 2012, the reach of organic posts on Facebook Pages has declined to levels so low, there is little or no value to posting on your timeline organically. In 2012 if you had 1,000 followers and you posted on your timeline, 16% of your followers would see your post. Today, this has fallen to about 2%. It is less than 1% if your Page has more than 10,000 followers.

Our guide covers everything from how to write the best ad copy to what targeting techniques work in your niche. Read on to discover the tactics your travel business can use to deliver a paid media strategy that attracts and converts site visitors, regardless of your business or budget size.

---

**Introduction**

### Duopoly (Facebook and Google) vs Amazon share of US digital ad spending*

<table>
<thead>
<tr>
<th>Year</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>60.7%</td>
</tr>
<tr>
<td>2019</td>
<td>60.9%</td>
</tr>
<tr>
<td>2020</td>
<td>8.6%</td>
</tr>
<tr>
<td>2019</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

*Source: eMarketer, Oct 2019*
To make sure you use your advertising budget to the fullest, take some time to plan out your paid strategy. The three important considerations here are:

1. Who are you targeting with this ad campaign?
2. What are you aiming to achieve with each ad campaign?
3. What KPIs will you use to measure success?

It’s tempting to launch straight into ads that direct potential customers to your booking area, especially when you see your competition’s holiday deal ads. It’s important to recognize that those ads are part of a strategy, so don’t act—plan first. Just like in real life, no deals are done after one meeting – no-one will book a holiday after seeing one ad, especially if they are unfamiliar with your company.

Once you know the answer to the first question, who you are targeting, a good idea is to map your paid activity onto the marketing funnel. This helps answer the second question, what are you trying to achieve?

**There are three basic parts to a marketing funnel**

**Awareness:** this is a double-barreled phase where you are both making an audience aware of your brand as a solution to their problems but also gathering an audience for remarketing with more ads.

**Interest:** during this phase you are taking your audience a little further by discussing how you can solve their problems and inviting them to find out more.

**Action:** your audience has seen your ads, been to your website, reviewed the relevant information so it’s time for action.

The most important part of an advertising campaign is measurement. If you’re not measuring, you’re guessing. For each stage of your funnel, you need to set appropriate KPIs to measure success.
Awareness
For awareness, you are trying to spread the net as wide as possible. Metrics for this stage could include video views, impressions and reach.

Interest level
At the interest level, you are trying to weed out the uninterested parties and concentrate on the people that have shown an interest in your offering. You could measure link clicks, click-through rate and time spent on the landing page.

Action
At the action stage, it’s real simple. You are measuring conversions. These could be sales or sign-ups, whatever the desired action you wanted your audience to take.

Remarketing
Remarketing will be key to getting the most out of your campaigns. By targeting the part of your audience that has shown the most intent, you stand a better chance of moving these people towards conversion. For example, after a video views campaign, you could remarket to people who viewed more than 50% of the Italian tour’s video with a link to a specific Italian destination.

You can then target the top 25% of people who spent the most time on page with a link to an actual holiday to drive action.
Everyone is familiar with paid search ads. Due to its ubiquity, paid search is a very valuable channel for winning customers as they search for their holiday options.

Keywords: generic vs niche
It may feel like it makes sense to pick generic words like "hotel" or "travel," but these keywords will have a lot of competition attached to them. A 2018 study by Kantar Media, showed the top three travel companies competing in paid search (Booking.com, OnTheBeach.com, and Trivago) were spending millions of dollars on search ads through Google.

A good keyword strategy to use is ‘broad to narrow.’ Start with broad match keywords to generate the widest reach for your ads in relevant searches. This is the default type of keyword, so you may not have to do anything special to make them broad match. This should only use a portion of your budget designated for the awareness stage of your funnel.

General hotel and flight keywords are going to have a lot of competition, which means higher cost-per-click (CPC). If you don’t have a large pay-per-click (PPC) budget, stay away from very general keywords and begin with a focus on more specific, longtail keywords. These may have lower search volumes but as they take more effort to type, this suggests the searcher could be closer to making a purchase.

Then, monitor your keywords’ performance over time. If your ads are showing up for too many irrelevant variations of your keywords, try adding negative keywords to specifically stop some of those irrelevant matches. You can also make your keyword match types more specific to narrow down by using exact match or phrase match.

Keyword research
Two great places to find keywords ideas are the Search Term Report in Google Ads and the Queries Report in Google Search Console. The former tells you what search terms triggered your ads, while the latter tells you what search terms impressions of your website URLs in Google organic search results.

Start small
Once you start researching keywords, it’s very easy to create a list of thousands of keywords. Rather than
going down that road, it's important to focus on the quality and relevance of your keywords instead of quantity. Let this small list of keywords run and then see where your PPC account has opportunities for growth. Focus on then building slowly upon the best-performing keywords that work for you.

Writing killer ad text
Google has worked a lot on improving its ad formats, such as expanded text ads (the ability to show more information) and now responsive search ads.

Responsive search ads allow you to input multiple headlines and descriptions to emphasize different aspects of your destination. Google Ads will test the various combinations of headlines and descriptions to learn which are performing best. It will dynamically begin serving the best performing combinations in your ads. One ad could highlight a low-cost fare while another focuses on the uniqueness of the experience.

By adapting your ad’s content to more closely match potential customers’ search terms, responsive search ads may improve your campaign’s performance. These are optimized for both mobile and desktop experiences, which means your reporting will show a breakdown by device.

When you go matters
At certain times of the year, the demographics of people booking flights and hotels to some destinations can shift from younger families to older travelers. To adjust for seasonality, a good idea is to test different ad copy and call-to-actions to make your ads more engaging to the age profile you are targeting.

For example, for one particular destination, the potential customers could be a solo traveler or a couple. Research conducted by Travelport found that these interest groups tend to diverge hugely in how long in advance they book. For example, the average time for single travelers booking before departure is 49 days while that rises to 78 days for couples. Having different personas in mind, and understanding the different schedules for different interest groups, can unlock significant engagement through the year.

The key idea here is to try to target the next wave of travelers. Adjust and test your ads to engage with people in their planning process ahead of time.
What’s on?
Another good idea is to incorporate local events into your ad copy. You already know that more people want to book trips to Rio for Carnival or get to Edinburgh for the fringe festival. Once you define when people are ready to book a specific event, you can mention these events directly in your ad copy to increase the likelihood of the ad finding the right consumer—but be cautious of any copyrights. You can also increase the bid during these high traffic times.

Ad - www.booking.com/hotels/hotels

Edinburgh Festival Theatre | Book Hotels, B&B’s and more | booking.com

How to optimize your ad extensions

Trying to squeeze all the key information into your ads is impossible. That’s where ad extensions come into play. They can subtly squeeze more information into your ad placement.

Relevant extensions for travel brands to focus on are

Review extensions: an easy way for potential customers to see what a hotel in your inventory is like in other people’s words

Price extensions: show the starting prices for rooms and users will know straight away if the hotel in your ad is within their budget

Structured snippet extension: to show a variety of services or to highlight certain aspects of the hotel, such as amenities.

Cross-reference the competition

A useful tactic to promote hotels on your platform is to see what you are competing against. Simply Google competitor hotel brands that you have in your inventory to see what site extensions they are using for these hotels.

Do they have amenities listed that you don’t? In this case, it may be worth asking the hotel to update the listing on your platform.

General search advice

Review the auction insights for ideas

The auction insights report lets you compare your performance with other advertisers who are participating in the same auctions that you are.

This report for search campaigns provides 5 different statistics

1. Impression share
2. Overlap rate
3. Position above rate
4. Top of page rate
5. Outranking share

This information can help you make strategic decisions about bidding and budgeting by showing you where you’re succeeding and where you may be missing opportunities for improved performance.

<table>
<thead>
<tr>
<th>EXTENSION</th>
<th>EXTENSION TYPE</th>
<th>LEVEL</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company travel policy</td>
<td>Sitelink extension</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
<tr>
<td>Create a multi-tiered travel policy</td>
<td>Sitelink extension</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
<tr>
<td>Book From Anywhere</td>
<td>Sitelink extension</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
<tr>
<td>From Desktop or our Mobile App</td>
<td>Access over 300,000 hotels!</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
<tr>
<td>Free To Use</td>
<td>Callout extension</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
<tr>
<td>Real-Time Reporting</td>
<td>Callout extension</td>
<td>Campaign</td>
<td>Approved</td>
</tr>
</tbody>
</table>
Improve your impression share

Impression share is an indication of the percentage of available impressions your ads are getting. Increasing your impression share can help your campaign performance. You can compare these stats to previous periods to see if overall you are gaining a greater share of available impressions for your Google Ads campaigns.

<table>
<thead>
<tr>
<th>Search impr. share</th>
<th>Search lost IS (budget)</th>
<th>Search lost IS (rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>100.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>35.74%</td>
<td>15.59%</td>
<td>48.67%</td>
</tr>
</tbody>
</table>

Look beyond the first page

Regularly, click into the keywords section of your Google Ads account and apply the filter “keywords below first page bids.” This will highlight any keywords within your account that are below a first-page position. Reviewing this allows you to decide if you need to take action.

1. Rewrite ads that have a low CTR. A/B test your ads to find out which ones are the best-performing. The tip here is to take action to address low CTR. They can be improved.

2. Check whether all your destination URLs are correct to make sure the ad is relevant to the landing page.

3. Periodically check loading times of these landing pages. Slowly loading pages will reduce the Quality Score and have a poor customer experience.

4. Don’t be afraid to pause keywords that have low Quality Scores, particularly if they have low conversion volumes and generate high CPC. Your overall account health will benefit from this.

Monitor and work on growing your quality score

You need to check your Quality Score regularly. This is the key to determining your Ad Rank, which decides the position of your ad in the paid search listings, and it is also a factor in how Google determines your CPC. Quality Score is especially important when advertising for a highly popular location; ultimately it is the key metric that can help your accommodation in Reykjavik appear higher than the competition.

Some key tips for Quality Score health are:

1. Rewrite ads that have a low CTR. A/B test your ads to find out which ones are the best-performing. The tip here is to take action to address low CTR. They can be improved.

2. Check whether all your destination URLs are correct to make sure the ad is relevant to the landing page.

3. Periodically check loading times of these landing pages. Slowly loading pages will reduce the Quality Score and have a poor customer experience.

4. Don’t be afraid to pause keywords that have low Quality Scores, particularly if they have low conversion volumes and generate high CPC. Your overall account health will benefit from this.
Change your bid

Once you have completed the steps above and noted keywords below the first page, you can select the checkbox beside any keyword from that filtered list, click edit > Change CPC Bids > Raise bids to first page CPC. You also have the option to raise your bids by a percentage or to bid to the top of the first page.
Facebook is a great place to re-engage someone who has already shown interest in travel to a particular location or browsed through your website. The most popular social networking site is constantly changing and updating its advertising opportunities. They have created a specific suite of ads for the travel industry.

Some of these ad options may require you to set up a catalog through Facebook, but all of these options are worth considering as part of your paid strategy.

Funnels for travel
As we mentioned at the top, to get the most from your paid campaigns it’s a good idea to create a funnel of paid media activity that will guide new prospects from awareness through interest to action.

These are the most appropriate ad formats for each stage of the funnel.

Awareness
Create awareness of your best vacation destinations by running video ads or slideshow ads. When selecting your targeting try and reach a wide audience. The video views campaign setting focus for your Facebook and Instagram campaigns is a cost-effective way to reach more people who are likely to be interested in and remember, your ads on Facebook and Instagram.

The content for this campaign should be broad in its appeal, for example, the ‘Benefits of Winter Sun’. We recommend a single 15-second video or a slideshow ad for these campaigns. You can optimize for either a 2-second video view (some interest) or ThruPlay (more interested).

Interest
You can then build a custom audience based on video views or interactions for this ad. A good-sized audience for remarketing would be approximately 2,500 people that viewed 75% or more of the video or slideshow ad.

For this remarketing phase use the traffic objective focus to promote blog content such as ‘Destinations for Winter Sun’ with carousel ads. Facebook prefers if you optimize these campaigns for landing page views rather than just link clicks.
**Action**

Bringing this traffic to your site will enable you to build a third and more qualified layer of remarketing based on the content people viewed on your site or add to their cart. Use this information to create very focused audiences for campaigns that remarket specific holidays that people have researched.

Use image ads, special offers, and strong calls to action to entice people to book. The links in your ad you bring the user directly to a booking or sales page.

**Facebook catalogs**

Depending on the resources in your organization, you may want to choose dynamic ad formats. These ad options require a catalog, which is a spreadsheet that holds your inventory data for hotels or flights. Your catalog will contain numerous data feeds featuring information on your offerings like location, price, and availability.

**Look ahead**

Creating a catalog is reasonably straight-forward and can be done through the Facebook Business Manager. But the technical part is creating the data feeds that populate the catalog. It’s best to consider what technical resources you have to create and—more importantly—maintain this for you. You’ll be updating pricing and availability data here regularly so it might be best to add this responsibility into a team member’s duties.

**Travel ads for prospecting customers**

For these travel ads for prospecting customers, you will need to have created your inventory catalog. Using that catalog, travel ads for prospecting help you reach a broad range of users across Facebook, Instagram, and/or Audience Network while also expanding your audience. The ads can meet users throughout their trip-planning process.

Through flight ads, you can prospect potential customers with dynamic ads based on their browsing history.
Let’s take flight ads as an example. People are looking at holiday trips to Rome by browsing several airline sites and flight pricing apps. Maybe they haven’t been on your website or used your app, but they have been engaging with content related to Rome around the internet. Through flight ads, you can now prospect these potential customers with dynamic ads based on their browsing history.

**Trip Consideration ads**
The Trip Consideration feature is only available to travel advertisers. Not unlike the prospecting ads mentioned previously, these ads allow you to optimize your ad delivery to reach a broad audience of people who have shown some intent to travel. Using machine learning, we prioritize the delivery of your ad to travelers who are likely to book a trip.

Unlike the other travel ads, Trip Consideration does not require a catalog of inventory. That makes it a strong tool for campaigns with one message, such as always-on loyalty program messaging and branding campaigns with performance objectives, or one-time sales campaigns.

**Pay attention to detail**
Focus on the specificity of the offers. You can remarket based on specific dates or locations.

**Cast a wide net**
For these prospecting options, it’s better to give Facebook a large enough target audience so the optimization algorithms work in the best possible way. Start with targeting a large geographic area and wide demographic.

**Boosting app installs**
Depending on the resources in your organization, you may want to choose dynamic ad formats. These ad options require a catalog, which is a spreadsheet that holds your inventory.

**Using Facebook’s Trip Consideration to boost app installs**
A mobile app is a key channel for many travel brands. After you’ve committed the time and capital in developing the app, you might find it gets very little visibility in app stores and few downloads. Getting people to discover and install your app can be difficult, but Facebook travel ads can help the right users find your app.

If you have an app for bookings, you can use the Trip Consideration feature to advertise a free extra night for bookings made in the next couple of days. Thanks to Facebook’s massive reach, a whole new audience will not only learn about your extra night sale but also download your app to take advantage of it.

**App install campaigns**
Before running campaigns with the objective of app installs, there is a little housekeeping required. You will need to register the app on the Facebook Developers site and link an ad account to an app.

Install ads are very customizable and clicking on the ad CTA will redirect users to the app store. Remember, to make two versions of the campaign if you have iOS and Android versions of your app. Then in your targeting remember you only want to send iOS users to the Apple app store and Android users to Google
Play. When creating Facebook install ads it’s advisable to use images to tell a story, much like you would use an infographic style for the app store description.

One of the best things about Facebook app install campaigns is the wide array of targeting options that brands can avail of.

**You can target users based on**

* **Location**
* **Demographics**
* **Interests**
* **Behaviors**
* **Connections**
* **Custom audiences** – you can target your database of phone numbers or email addresses (i.e. if you have a loyalty program, you can target that database with a specific message). More on this later.
* **Facebook SDK install tracking**
Instagram

Instagram is a major influencer in travel aspirations and decisions—it’s all in the visuals. Images are inherently more attention-grabbing than text and encourage users to imagine what that place might be like in person.

There are two ways to access the Instagram for ads. You can create ads from within your Instagram profile and you can choose the Instagram feed as a placement for ads from your Facebook Ads Manager.

You can add your Instagram account to your Facebook Business Manager, which will give you more flexibility and targeting options for your campaigns.

The key point to remember is how to creatively use the platform’s flexibility to spotlight your travel agent. A good starting point for the various Instagram ad formats is to make sure your assets are using the correct dimensions.

Location tags and hashtags allow users to take the first step in researching their destination of interest—they can swipe through other photos of people in the same city and start getting ideas about planning their trip.

Draw connections

Remember: Facebook is the parent company of Instagram. You can easily copy your Facebook custom audiences for your Instagram campaigns.

User-generated content with Instagram

The one constant in marketing is the fact that peer-to-peer recommendations are still the most trusted source for consumers. If you couple this with Instagram being the pinnacle of visual social content, you’ll start to appreciate how powerful this platform can be for your brand.

Travel brands with larger marketing budgets are entering into paid partnerships with travel influencers to tap into user-generated content (UGC). There are a ton of advantages to following this approach as you gain unique content and also the flair and personality of the influencer.

Try organic

If you don’t have the time or budget to take this approach, another strategy is to follow your customers on social media. Engage with them: like their pictures and respond to their comments. When your customers
share their vacation or travel images, repost their pictures on your account as a gesture of appreciation to them. Your customers will likely feel flattered to be featured while you get the genuine content you’re looking for.

**Hopper**

Hopper has used Instagram Stories ads effectively, which targeted a broad audience of millennials. It used common travel interests and Facebook Lookalike Audiences to reach people who were likely to be interested. Using flight pricing data, the company promoted hundreds of deals every week using illustrations of dream destination locations—such as the Taj Mahal or the Giza pyramids.

Engage with your customers on social media – like their pictures, respond to their comments and share their vacation or travel images. Repost their pictures on your account as a gesture of appreciation.
First-party data

Once you’ve done all the hard work to acquire a customer and they’ve booked a flight or hotel through your agency, you can then serve relevant discounts and deals to them as a reward for their loyalty.

There are many reasons for this of course but it’s easier to hold a customer than acquire a new one. Also, a satisfied customer who feels they are getting good offers becomes an advocate for your brand.

To set up this life-long relationship, you can use first-party data, namely the email address that the customer provided to you at the time of purchase.

Both Facebook’s customer lists and Google’s customer match tools enable you to create custom audiences. This is an accurate way of reaching your existing customers through identity-based targeting.

There are multiple ways you can use these custom audiences of customers. For example, you can show offers based on specific price reductions or offers to customers who have visited a particular destination.

The configuration will vary depending on the platform, but you should take advantage of these tools. You’ll be marketing to a familiar audience that has already bought into what you offer. If their experience was good the previous time they will be open to purchasing again from you.

Important to note

All the first-party data you upload to Facebook and Google are hashed for encryption before the upload. This protects the identity of your customers.
In Google Ads

You can upload customer information that has been acquired through contact forms or apps that falls under first-party acquisition of this data.

Firstly, you have to set up customer lists. To do this, click on the “Tools & Settings” icon in the top right-hand corner of the account navigation then click on Audience Manager.

Click the plus icon and select Customer list as below to upload your list.

When setting the membership duration, go with the default setting of 180 days. Seasonality can cause some irregularities, but things will even out in this timeframe.
In Facebook
Facebook’s first-party identifiers, usually email addresses or phone numbers, work similarly to Google’s. These previous customers are then targeted with your ads on Facebook.

Here’s a good format for Facebook. You can even find support material and free sample downloads for creating your custom audience lists on Facebook.

For both platforms, our advice would be to concentrate on how you prepare your data. Your campaigns will not run correctly if the data is not formatted correctly. The links above will provide all the guidance from the help sections of both Facebook and Google. It is a pretty straightforward process as long as you make sure to use the correct csv or txt files. Once done correctly, you can use them over and over again to run hyper-targeted campaigns.
Display

Display ads are great for increasing brand awareness and can generate site traffic. They can also help remarket farther down the funnel. These ads rely heavily on images to catch the customer’s eye—which makes them a natural medium for travel marketing. What better way to convince a customer of your gorgeous views than to show them the view from one of your hotels?

The Google Display Network has improved in leaps and bounds with a range of effective ad formats and targeting options for Travel advertisers. Not only can their general services be super helpful, but their tools specifically for travel can make your job way simpler.

Responsive display ads
These ads are easy to set up and let you create multiple versions of headlines and copy to go with the different images and videos you’ve selected. They’re called responsive ads because Google’s AI configures these pieces into one ad to produce the best ad for the viewer; it “responds” to their preferences. Travel marketing, this can be used to promote different aspects of a destination and enabling Google to match these to the customer’s preferences. Someone interested in great hiking spots, cheap accommodations, and summer availability can find everything they’re looking for. The ad you’re presenting is more likely to be relevant, earn a higher CTR, and lower your CPC. Plus, with Google doing the matching, you can put divert your resources elsewhere.

Targeting
When it comes to travel targeting for display ads, Google has lots of data on this industry and provides effective options to grow awareness and help convert new customers.

Grow awareness
You can use Google’s Affinity targeting option to help reach new customers who might be interested in your services. For Affinity targeting, Google organizes its users based on their habits and interests into a thorough list of categories. You can choose from list offerings like ‘family vacationers’ or ‘beachbound travelers’ to then present your ads to users who fall under those categories. If someone has searched for information about learning to surf, they’ll be added to the ‘beachbound travelers’ list and be shown your flights to California.
Convert new customers
You can reach people actively researching and planning their trip with in-market targeting. These lists can be even more specific than the Affinity targeting lists because they narrow as a user makes decisions about their trip.

This example of an in-market segment hints at how many options are truly available when you start breaking into In-market audiences. Instead of just knowing someone is researching historical trips, you can now know they’re looking for Viking history in the UK.

In-market audiences
> Travel > Trips by Destination > Trips to Europe > Trips to the UK

General display advice
Similar to how we suggested you approach paid search, keep an eye on your display campaigns and optimize regularly so you’re getting the best results for your budget. If you find that you start having a high bounce rate, go back and adjust. You want to use tight interest and demographic targeting, as shown above, so the right people are seeing your ads.

Make sure your images are contextually clear. Images can be a wonderful tool for grabbing attention, but you want to make sure people know what they’re clicking on. If your picture is beautiful and generic, you’re likely to get more clicks from people who aren’t interested in your product and end up with a higher cost per lead.

Remarketing with display
Remarketing lists for display allow you to target users who have already engaged with certain content on your website based on a set of criteria. For example, you could have a list to address any users who visited your website in a 30-day window but haven’t completed a booking. Since these people have already expressed interest, you have a better chance of getting conversions.

Up the ante
You can increase your bids if a person searching has previously visited your site and started the booking process but then stopped. The increased bid for this audience would ensure you have the best chance of showing your ads in the best ad positions when the user is searching for price comparisons and possibly thinking of using travel brands.

Cross people off the list
To ensure you’re reaching the right audience, eliminating anyone who has already completed their booking. To do so, you could make sure your audience excludes anyone who has reached the ‘Thank You for Booking’ page on your website.
Video

You can also use Google’s custom intent audience on YouTube to reach an audience that has already expressed interest. Based on their previous actions, in this case past searches, the custom intent audience would be considered more likely to convert. A trip planner who has recently searched “Hotels in Chicago” through Google will be served your relevant ad for Chicago Hotels from your inventory before viewing their next video on YouTube.

To use custom intent audience on YouTube, set up a video campaign in AdWords and add keywords related to your flight or hotel inventory that would be relevant when people are researching trips. For best results, you can combine custom intent audience with TrueView for Action Ads. These ads enable you to customize the calls to action that appear along with your video ads on YouTube.

Compartmentalize
Using separate audience types in separate campaigns allows you to optimize for each type of audience. When you’re paying close attention to the campaigns meant for each audience, it’s easier to measure results and make any necessary changes.

Think big
Use keywords with a large volume—think around 1 million monthly queries. With broad reaching keywords, you can increase your audience size and chances of success.

YouTube is often referred to as the second biggest search engine in the world in terms of daily usage. With video and photography as the cornerstones of travel research, any travel-focused media plan has to incorporate YouTube.
Using separate audience types in separate campaigns allows you to optimize for each type of audience.
Keep an eye on future trends

Travel brands are now vying for traffic with Google Flights and Google Hotels.

A Google search for “flights to Miami” brings up another Google page that lets the user type in dates and times. Other search platforms will follow their development paths for their products and so keep your eyes open to see if this blossoms into a full-fledged competitor.

Right now, voice commands through Google Assistant, Siri, and Alexa are in their early phase of development, but voice search is on the rise. Voice search relies on “featured snippets,” copy that Google pulls from your site, so users can evaluate before they click. Have your copy as strong as possible—customers at home can already ask Alexa to book a car rental or hotel through Expedia and Kayak.
Conclusion

Whether you’re just starting your travel advertising or looking to mix up your current practices, we hope this guide has given you the tools you need to start attracting more site visitors and capturing bookings. Once you’ve shaped your plans and executed them across platforms, you can take the time to measure the results and optimize further to win the bookings.

For more information on how you can optimize conversions and increase revenue at your travel agency, visit the Travelport recovery hub at...

travelport.com/covid19
About this guide

This guide has been developed with Imperic Media, an Irish digital marketing agency working with clients around the globe to develop, implement and manage full-funnel digital marketing campaigns that drive perpetual demand.

About Imperic Media

Imperic Media is a results-driven online marketing agency offering clients a range of services such as online marketing strategy, search engine marketing, media buying and management, display advertising, content creation, and website analysis.

Our approach is simple, concise, and is based on an in-depth understanding of our clients’ objectives. The services that we offer help you find customers and grow your business. Imperic Media offers an authentic and authoritative service that delivers an unmatched level of attention and a positive return on investment for clients.

impericmedia.com
About Travelport

Travel is a $7 trillion industry - and Travelport is at its heart, powering the experiences that the world’s leading travel companies provide. Our platform enables travel providers, travel agencies, corporations and developers to search, share, buy and sell travel. We connect the world’s leading travel providers with online and offline buyers in a proprietary B2B travel marketplace.

In 2018, our Travelport systems processed:

* Approximately $89 billion of travel spending
* Over 4 trillion messages passed over our networks; approx. 11 billion air shopping requests per month
* Over 335 million segments sold by travel agencies including:
  ° Over 107 million car rental days
  ° Approximately 67 million hotel room nights
  ° 45 hospitality segments per 100 air tickets sold

travelport.com

© 2019 Travelport. All rights reserved. Travelport, Apollo, Galileo, Worldspan and the Travelport logo are trademarks of Travelport. All other marks are the property of their respective owners.