



# TRAVEL

playbook

yieldmo

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MAKING ATTENTION ACTIONABLE

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## EVOLUTION OF TRAVEL

According to the [World Economic Forum](#), for the first time in history, close to 90% of the world's population now lives in countries with travel restrictions. And the [U.S. Travel Association](#) reports that, since the beginning of March, the COVID-19 pandemic has resulted in \$443 billion in cumulative losses for the U.S. travel economy.

This playbook will share how the travel and tourism industry has changed over the last several months and what trends will shape the coming months.

## POST-COVID RETAIL TRENDS

According to [eMarketer](#), Travel accounted for 8.4% of total US digital ad spend in 2019, and, before Covid-19, the industry was set to rise slightly to **8.6%** in 2020.

Additionally, travel was the sixth-largest industry in 2019 in terms of US ad spend but has been dramatically affected in 2020 due to the impact of COVID-19 with a **32%** YOY decline. And US digital travel ad sales are projected to fall by **44.7%** in 2020 to **\$115.27 billion** and remain below pre-pandemic levels until 2022.

As the United States continues to set new records in terms of the number of new COVID-19 cases, the [U.S. Travel Association](#) states that Americans remain in an elevated state of anxiety and feel that the coronavirus situation will worsen in the next month. Six in 10 say that the recent increases in COVID-19 cases around the country have made them less likely to travel in the next three months.

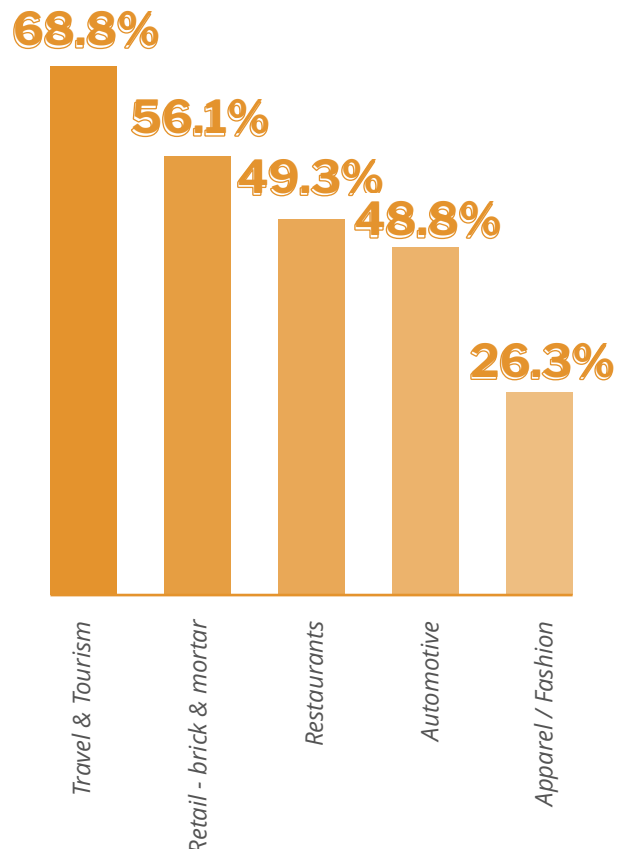
**42%** report that they have canceled or postponed an upcoming leisure trip because of the worsening pandemic.

For the industry to recover, travelers will need to feel safe and confident that their health is protected.

In late 2020, the encouraging results from Pfizer and Moderna's vaccine trial signaled a potential rebound and prompted fresh optimism for airlines, cruises, hotels, and the entire travel industry.

### Brand Categories to Be Most Impacted by COVID-19

vs Original Plan for Mar-Dec 2020, as a % of respondents, US, 4/15/2020





## CONSUMER PROFILE

Research conducted in October 2020 for [Inmarsat](#) stated that **61%** of Americans are more worried about catching the virus abroad, versus **55%** concerned about catching it on the plane. The same study found that Boomers were less confident about traveling at present. People over 65 are three times more likely to wait until there's a vaccine before flying again than millennials.

And the [U.S. Travel Association](#) reports that half of the respondents to a recent survey believe that traveling right now feels irresponsible and over **40%** feel guilty traveling. When travelers do return, they want better technology. This includes reliable, real-time updates to plan and cope with Covid-19 travel restrictions and a contactless solution through the process, including contactless payment to dealing with fellow passengers and the crew. Almost half of passengers (**44%**) say that reputation is now a more significant factor when choosing an airline than it was pre-pandemic. It has, therefore, never been more vital for airlines to differentiate and gain a competitive edge.

Despite there being no one-size-fits-all strategy for recovery, those airlines that don't adopt a passenger-centric approach may lose out.



**People < 65 are 3x**

more likely to wait until there's a vaccine  
before flying again than millennials

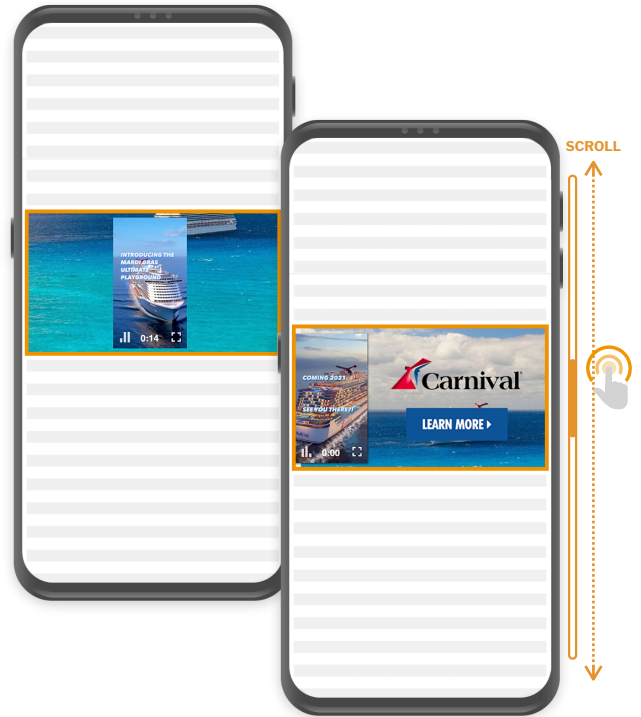




## YIELDMO SOLUTION

Yieldmo is an excellent supply source for the travel advertiser, with a wide range of travel publishers and premium publishers with high match rates for travel-focused audiences. Our SSP serves 500B+ requests per month globally. We can also integrate buyer data and with third parties such as BlueKai to layer in the audience. Our curated site lists cater to contextual optimization.

We've run numerous successful campaigns for top-tier Travel clients. One client achieved a very efficient CPA through a strategic combination of layering our value add Travel and Vacation user segments and Yieldmo's tactics involving tracking conversion data and optimizing the campaign towards their high-value, lower-funnel audience. This client also took advantage of Yieldmo's in-house creative services, which provided quick, creative turnarounds and revisions at no additional cost.



### WINDOWPLAY • DEMO LINK

Outstream format that utilizes vertical, horizontal or square videos combined with your brand imagery, logo and CTA overlay.



## UPPER FUNNEL

Great for branding plays to grab and keep consumer attention. Our formats, such as the [Hyperscroller](#) and [Window](#), drive awareness through non-intrusive and user-friendly/engaging creative with efficient CPMs. Ideal for travel clients with KPIs of CTR, viewability, attention/engagement, etc.

We have a strong video offering as well, which includes instream, outstream, and high-impact options. All with efficient CPMs and/or CPCVs to drive additional awareness. Ideal for clients with goals of VCR, CPCV, viewability, etc.



### WINDOW • DEMO LINK

Standard 300x600 with a parallax scrolling effect that reveals the ad as the user scrolls up and down.

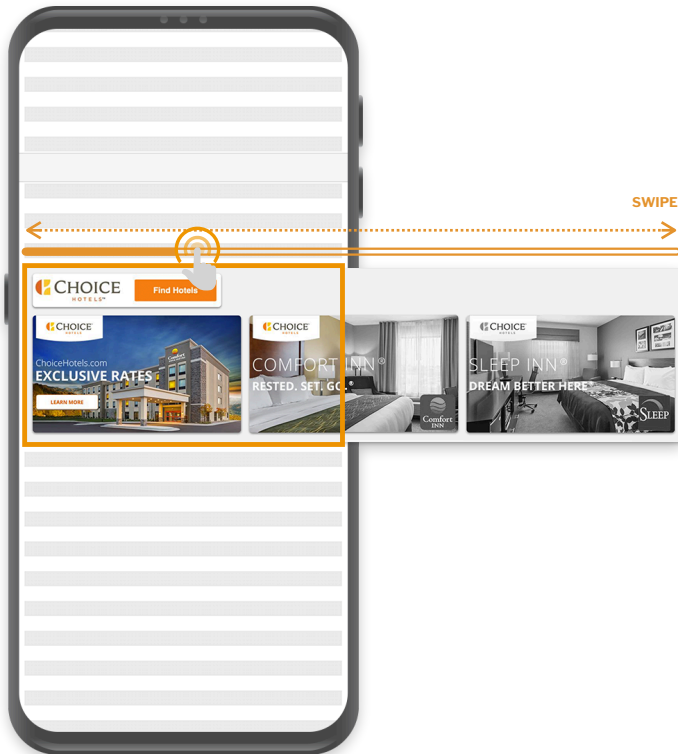


## MID FUNNEL

Our mid-funnel and consideration units, such as our [Carousel](#), are great for highlighting various offers that any travel client may have, such as various flight deals, different cars available for rent, and different homes available for rent. Perfect for KPIs such as site visits, engagement/attention, etc.

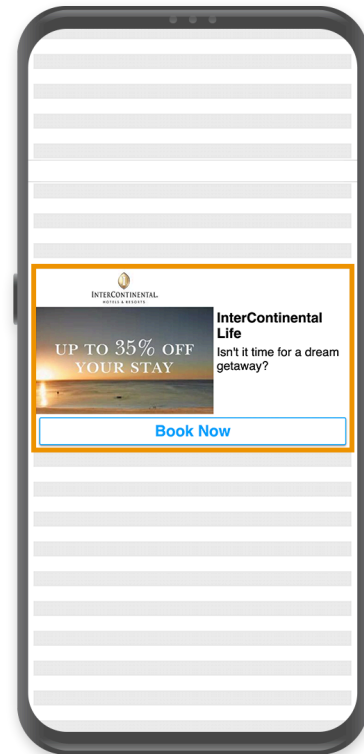
## LOWER FUNNEL

Our [Native](#) and [Standard](#) units drive action through efficient CPMs and strong CTRs, and viewability. When running these units, you can also leverage DCO opportunities by hosting via your DSP to serve location-specific creative.



### CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.



### FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.



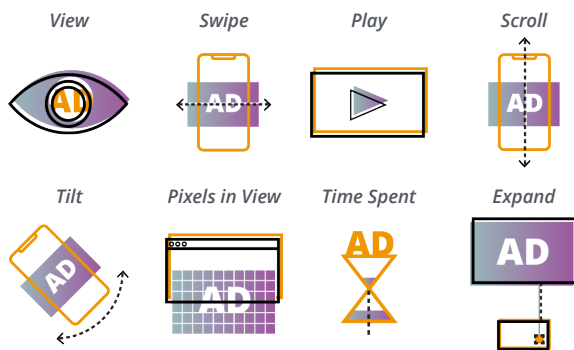
## ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:

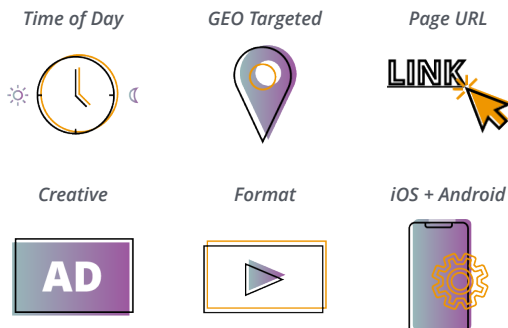
↑ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

### Consumer Attention Signals



### Content and Creative



## NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing; they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signals, which give us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

## SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. The Yieldmo SSP passes better traffic to the DSP - traffic that has been pre-qualified and likely to perform better. We have deep publisher integrations and tech that allows us to understand precisely which impressions will perform better for you. This works with and without cookies - we capture actionable information in the bidstream and the impression to understand page characteristics. We then select the best impressions for our buyers.







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For more information, please reach out to your account manager  
or email [info@yieldmo.com](mailto:info@yieldmo.com).

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