TRAVEL

Engagement Equation

The right data can mean the difference between reaching an engaged audience and spending your ad investment in the wrong place.

In this series, we tap into our own data to analyse audience engagement with ads across each industry — giving you actionable insights and tips to help make your ad campaigns more impactful.

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Who are travel audiences?

Gymgoers and fast food fanatics: This audience isn't as straightforward as you may think.

Compared to the general population, consumers who engage most with travel-related ads are:

2x as likely to be into health, fitness, sports, and the Olympic Games

2x as likely to buy North Face clothing

2x as likely to eat at McDonald's and spend a weekend at a music festival

TAKEAWAYS AND TIPS

There's no such thing as a "typical" consumer. Compared to the general population, we found that consumers who engage most with travel-related ads are twice as likely to be into health, fitness, and sports, and buy North Face clothing. But they're also twice as likely to eat at McDonald's or spend a weekend at a music festival, suggesting travel fans don't live a totally virtuous lifestyle.

• Access the right data to ensure you're targeting the most appropriate audience.

• Use lookalike modeling to identify receptive users who might not be obvious candidates.

• Shift spend to the right audiences automatically with Koa, our powerful AI tool.

When do they engage?

Travelers are most responsive during sunny spring and the start of autumn.

We find that travel ads perform best during these times:

Month
Viewability:
Oct, May, Jun
Completion Rate:
Mar, May

Day of the Week
Viewability:
Mon
Completion Rate:
Thu, Fri

Time of Day
Viewability:
7am – 2pm
Completion Rate:
10am and 1pm

TAKEAWAYS AND TIPS

Reach your audience when travel is top of mind. Our data suggests that spring sunshine inspires consumers to start thinking about their next holiday. Completion rates are highest in March and May, while viewability peaks in May and June, with another spike in October. As for time of day, 10am and 1pm are best for completion rates, while 7am to 2pm is optimal for viewability.

• Up your spend during optimal moments using our "Time of Day" and "Day of Week" vectors.

• Plan campaign flights for when engagement is highest – May is big for both viewability & completion rate.

• Target by temperature in real time – after all, travel and weather go hand in hand.

TOP TIP
For viewability, focus on Mondays at 8am. For completion rate, Fridays at 1pm.

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Where are they most responsive?

Travelers may prefer being on the move, but PC and Connected TV (CTV) should still be top priorities.

PC Display Ads
Viewability is highest from May to July

CTV
Completion rates peak in November

Mobile Ads
Viewability rates well throughout the year

TAKEAWAYS AND TIPS

Choose the right media mix for your brand. We found that travel lovers view ads predominantly on a PC, with video ads ranking high for both viewability and completion rates, particularly when the cold weather leaves consumers longing for sunshine. For viewability, mobile travel ads are successful throughout the year. Completion rates for Connected TV peak in November, when consumers are often inside watching their favourite TV shows.

- Adapt your strategy based on the weather. If it's cold outside, consumers are more likely to be on PC or CTV.

- Reach audiences that have already seen your content, across different devices, with Player Event Retargeting.

- Prioritise video content throughout the year, but adapt your device strategy for seasonal changes.

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