



Sales Reps Digital
Targeting Strategies for the
Hospitality Industry



AUDIENCE EXTENSION

Multi-Platform Targeting

Right Audience Across All Screens

Frequently Used Targeting Mix / Options

General Population

- Run of network within target zip codes of your direct market area

Email

- Target potential travelers for upcoming events/specials

Sample Behavior Targeting Options

- Travel, Food, and Dining Business

- Use same psycho-demographics with behavioral display to target similar segmentations

Frequently Used Demographic Targeting Options

- Hotel Travellers
- Luxury Hotel Intenders (4-star rating or higher)
- Travel Destinations (Cities, Landmarks, Attractions, etc.)

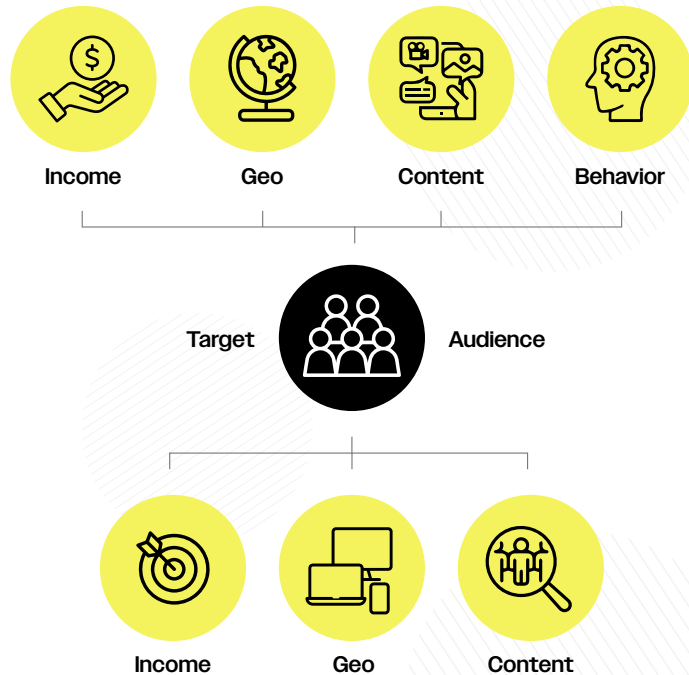
- Length of Stay (1-14 days)
- Hotel Brands (Hilton, Marriot, Ramada, Days Inn, etc.)
- Frequent Business Travellers
- Tourists & Tourism

We'll optimize across content targets, data sets & platforms based on performance.

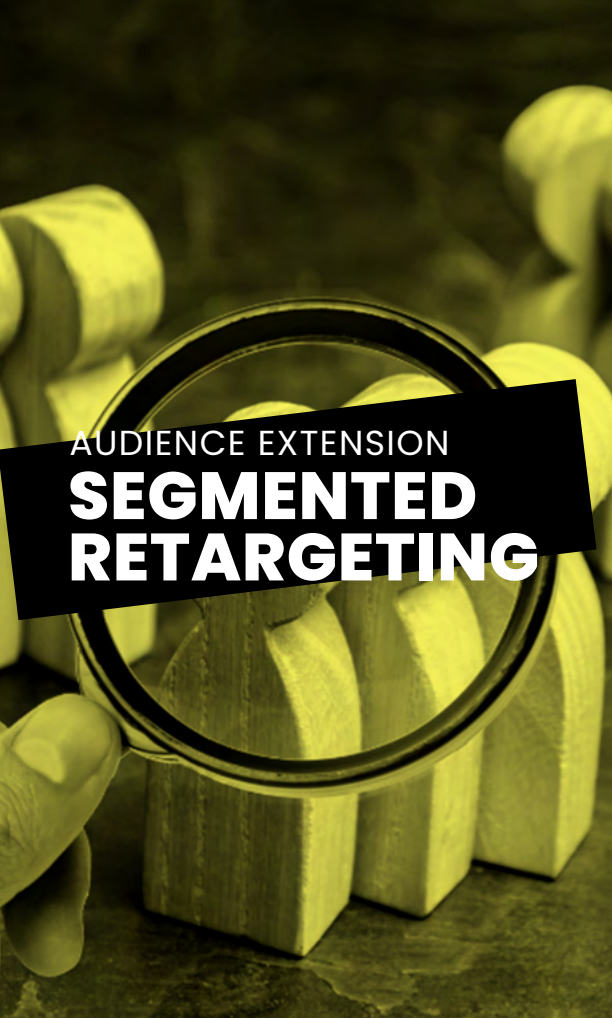


AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY

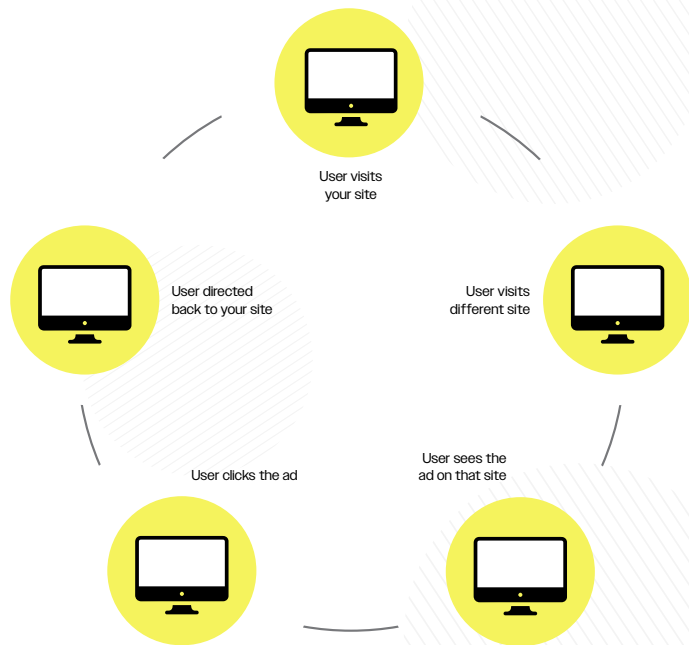


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



AUDIENCE EXTENSION
**SEGMENTED
RETARGETING**

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

Case Study

Digital Marketing

Company Overview

This hotel was getting a lot of bookings from OTA's (online travel agencies) like Expedia. They had to pay Expedia for every booking. In addition, OTA's were unwilling to share customer data with them, which eliminated the possibility of direct marketing to existing customers.

The Challenge

Drive in-market travelers, both for business and recreation, to the hotel's online reservation system so they could harvest customer data and directly market to them with future offers. In addition, they wanted to drive lunch reservations to their in hotel restaurant, which featured different daily specials.

The Plan

By using behavioral targeting, we were able to build an entire funnel solution by focusing on frequent travelers, and those in market for travel to the hotel's city. By driving visitors to their reservation fulfillment page, they harvested leads, and reduced how much they were paying out to OTA's for bookings. In addition, targeted business people who worked in the area, and were frequent lunch diners.

The Results

Over the last 2 months, the client was able to reduce spend to OTA's by more than \$1,000, and were able to generate 30+ hotel bookings, all while securing the data the travelers provided. They plan to use this data to email and retarget with travel deals, and newsletters.

The Results

- 421K Impressions
- .12% CTR
- 478 Clicks
- 26 form fills
- \$1,500/mo investment



Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- Extensive Reach
- Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.





To learn more about Adfuel and our advanced marketing solutions
please visit us online at: www.DigitalAdvertisingDirect.com