

ITC Grant Summit 2017

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Expedia Global Network of sites:



Expedia.com: Brand Strength

% MARKETING CHANNEL

55%

monthly visits are brand direct searches

14%

through branded/unbranded SEM

31%

through metasearch/affiliate sites

CUSTOMER LOYALTY

30%

of our bookings come from loyal/return customers;
70% from new customers

RETURN VISITORS

35%

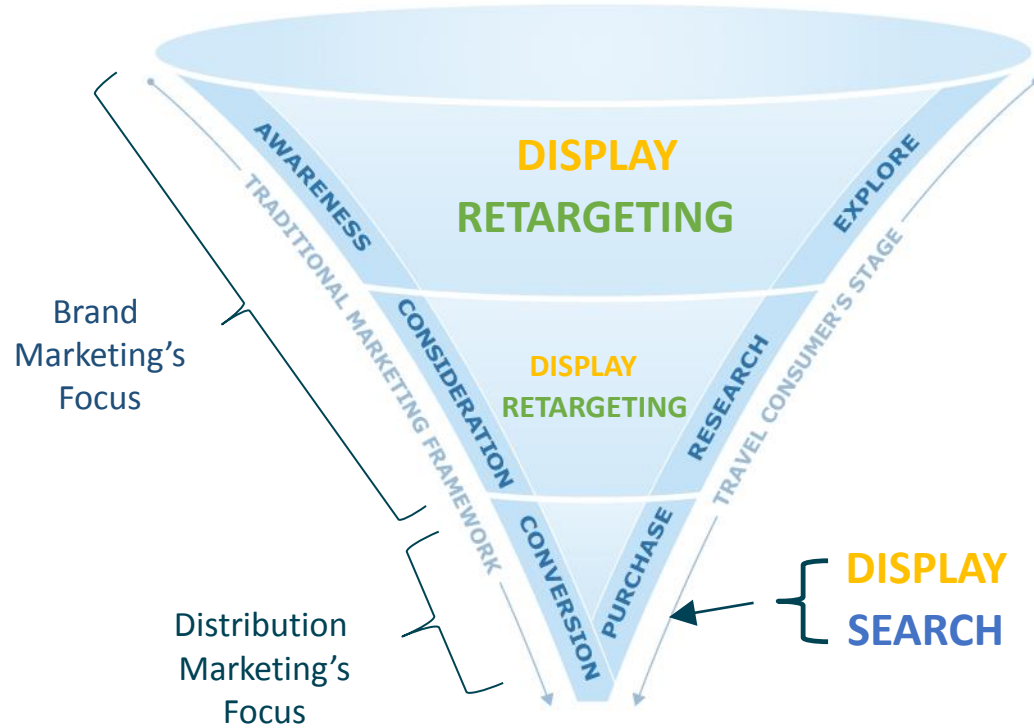
of users come back same day

80%














of users return within a month

Expedia spent \$2.8 Billion in marketing our properties in 2015.

Expedia Conversion Funnel



Expedia Media Solutions: Targeting Capabilities

Travel	Demographic	Behavioral
 Destination	 Gender	In Market For: Luxury Goods, Business to Business, Profiles & Services, Insurance
 Origin	 Age	Interested In: Entertainment, Dining Out, Adventure, Outdoors & More
 Hotel/Air/Car/Cruise	 Household Income	
 Business/Leisure Travelers	 Day of Week & Time of Day	
 Star Rating & Air Class	 IP Geo-targeting	
 Days Until Trip Start	 Browser & Platform	
 Traveling with Children		

Reporting Capabilities

- Track your media spend
- Review creative performance (click through rate, impressions, etc.)
- Quantify landing page engagement

Summary	ROAS	18.4
	Total Attributed Bookings	\$1,218,451
	Media Spend	\$66,146
	Display Impressions Delivered	4,494,477
	Display Clicks Delivered	3,426
	Total Activities	3,539

Details		Results	
BDM		Impressions Delivered	2,594,735
CSM		Impressions (Clickable)	2,594,735
Campaign Dates	4/1/2012 - 11/30/2012	Impression Goal	2,485,557
Days Ran	244	Clicks Delivered	51,187
Days Remaining	0	Click Through Rate	1.97%

Site	Location	Ad Size	Impressions	Clicks	CTR
Expedia.com	Vacation Packages/Holidays/Weekends	992x265	716,692	24,080	3.36%
	Activities	992x265	706,685	16,884	2.39%
	Flights Tab	992x265	605,569	5,298	0.87%
	Hotels Tab	992x265	456,684	4,606	1.01%
	Itinerary	160x600	109,105	319	0.29%
Expedia.com Total			2,594,735	51,187	1.97%

Expedia Match Program

\$25K Proposal

\$25K Proposal Includes: (Best Value Option)

- Expedia Branded landing page
- Expedia match in Expedia Brand Portfolio (EBP – Expedia, Orbitz, Travelocity, Hotels.com, Hotwire, and Cheaptickets), \$25K value. Client spends \$25K and Expedia matches additional \$25K for a total value of \$50K
- Can include hotels partners promotions into landing page
- End of campaign reporting
- Creative assistance
- Travel Ads can be included: Pay per click self service
 - Minimum \$50 with credit card or \$500 by invoice

\$10K & \$5K Proposals

\$10K Proposal Includes:

- Two month booking periods
- Expedia match in Expedia Brand Portfolio (EBP – Expedia, Orbitz, Travelocity, Hotels.com, Hotwire, and Cheaptickets), \$10K value. Client spends \$10K and Expedia matches additional \$10K for a total value of \$20K
- End of campaign reporting
- Travel Ads can be included: Pay per click self service
 - Minimum \$50 with credit card or \$500 by invoice

\$5K Proposal Includes:

- One month booking period
- Expedia match in Expedia Brand Portfolio (EBP – Expedia, Orbitz, Travelocity, Hotels.com, Hotwire, and Cheaptickets), \$5K value. Client spends \$5K and Expedia matches additional \$5K for a total value of \$10K
- End of campaign reporting
- Travel Ads can be included: Pay per click self service
 - Minimum \$50 with credit card or \$500 by invoice

Example of \$10K & \$5K Proposals

Expedia website showing search results for General Mitchell International Airport (MKE). A red box highlights a promotional banner for "FOUR POINTS GET 40% OFF AT OVER 100 GREAT FOUR POINTS HOTELS".

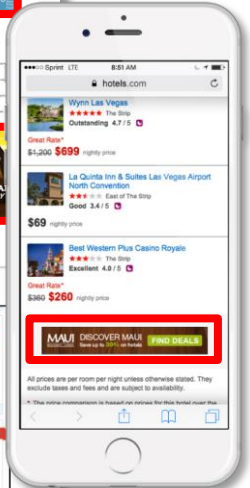
Hotels.com website showing search results for Mysharon Gardens Hotel Newark Airport. A red box highlights a promotional banner for "ME".

Travelocity website showing search results for Park Hyatt Aviara Resort, Spa & Golf Club. A red box highlights a promotional banner for "WINTER GETAWAYS".

Expedia website showing search results for New York: 830 hotels. A red box highlights a promotional banner for "MAJAL DISCOVER MAJAL".

Hotels.com website showing search results for a hotel in New York City. A red box highlights a promotional banner for "SLS RELAX & REENERGIZE".

Hotels.com website showing search results for Boulder Station Hotel and Casino. A red box highlights a promotional banner for "MAJAL DISCOVER MAJAL".





Thank You.

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Appendix

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Expedia Media Solutions: Global Network of Sites



200 Travel Branded Sites in 75 Countries
Worldwide Monthly Unique Users (Millions)



Expedia Media Solutions

Monthly US Unique Users (Millions)



17.2M

Hotels.com™

8.6M



6.1M

hotwire™

6.1M



5M



3.2M

Landing Page

Branded Landing Page

Make a brand impact with curated content, videos, and photos. Organize the page with eye-catching images and stories. Perfect for special offers and brand campaigns.

The screenshot shows the Expedia website's San Diego landing page. The page features a large hero image of a woman and a child at a beach. A search widget is prominently displayed, allowing users to search for flights and hotels. Below the search widget, there are social media follow buttons, a promotional banner for a 'SAN DIEGO BEACH SALE' with hotel rates starting at \$99, and a section titled 'San Diego - Areas to Visit and Things to Do' which includes three featured articles with images and 'See Hotels' buttons.

Captivating Hero Image

Social Follow

Your Logo & Special Offer or Custom Content

Content

Expedia Brands Portfolio

What is Expedia Brands Portfolio?

- 'EBP' allows advertisers to speak to a large, highly valuable, targeted audience
- US points of sale: Expedia, Orbitz, Travelocity, Hotels.com, Cheaptickets, and Hotwire
 - Targeting mirrors our site-specific offerings (Geo, Destination, etc.)
 - IAB Standard* bundle 300x250, 728x90, 160x600

*IAB Standard + Responsive bundle also available, and includes 468x60, 970x90, 300x50 (mobile)

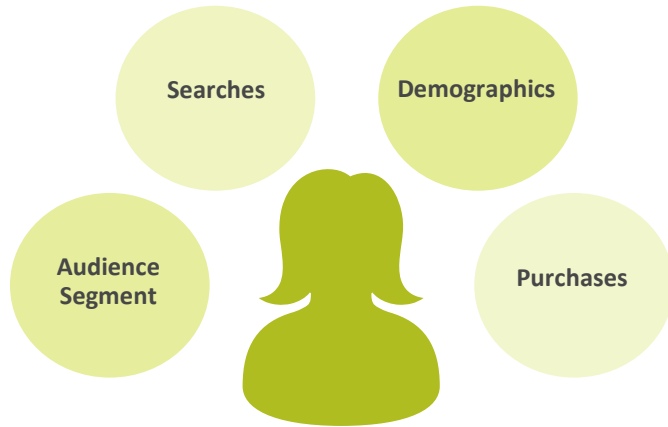


Reach / Expedia Brands Portfolio (EBP)

Leverage our clean, first party data to reach our highly engaged travel shopper onsite across our brands – at scale

1

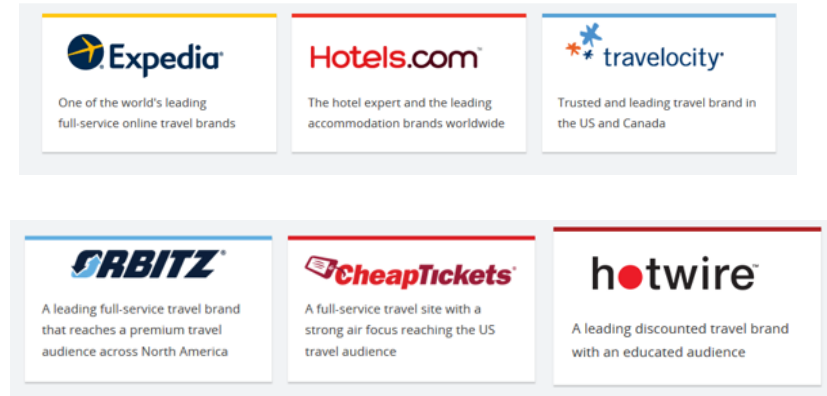
Identify the attributes driving conversion or engagement



Expedia Inc. Shopper

2

Target these users across our brands



Included in EBP: Sample Placements

Expedia website showing hotel search results for Mitchell International Airport (MKE). A red box highlights a promotional banner for "FOUR POINTS GET 40% OFF AT OVER 100 GREAT FOUR POINTS HOTELS".

Hotels.com website showing search results for Wyndham Garden Hotel Newark Airport. A red box highlights a promotional banner for "ME".

Travelocity website showing search results for Park Hyatt Avana Resort, Spa & Golf Club. A red box highlights a promotional banner for "WINTER GETAWAYS".

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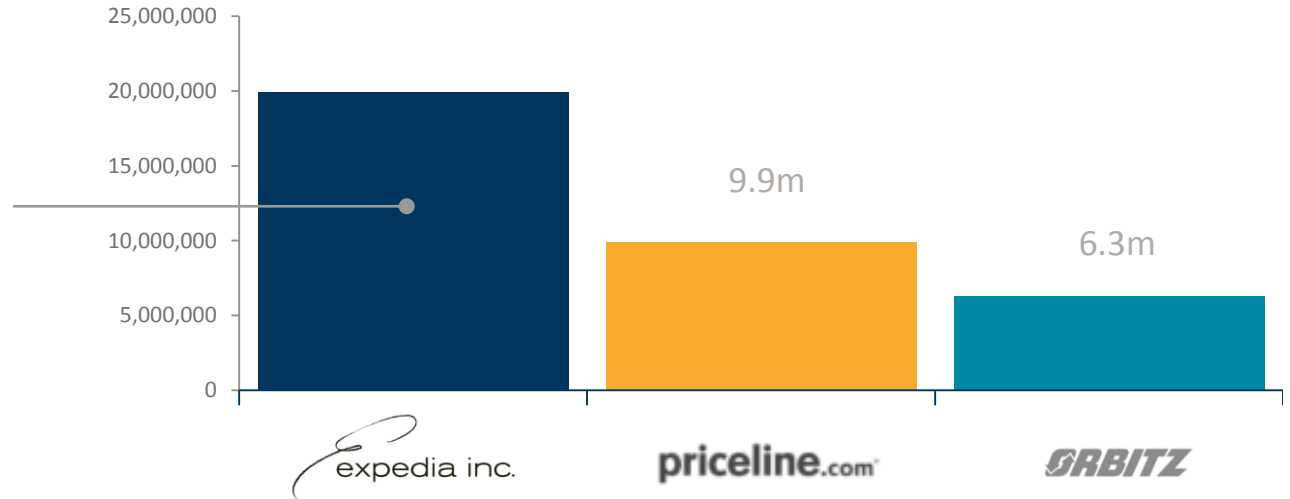
Mobile phone displaying the Expedia app interface. A red box highlights a promotional banner for "MAJI DISCOVER MAJI".

Expedia Sites Reach More Unique Users Than Orbitz and Priceline Combined

Expedia Sites Total
Monthly Uniques



US Unique Visitors (000)

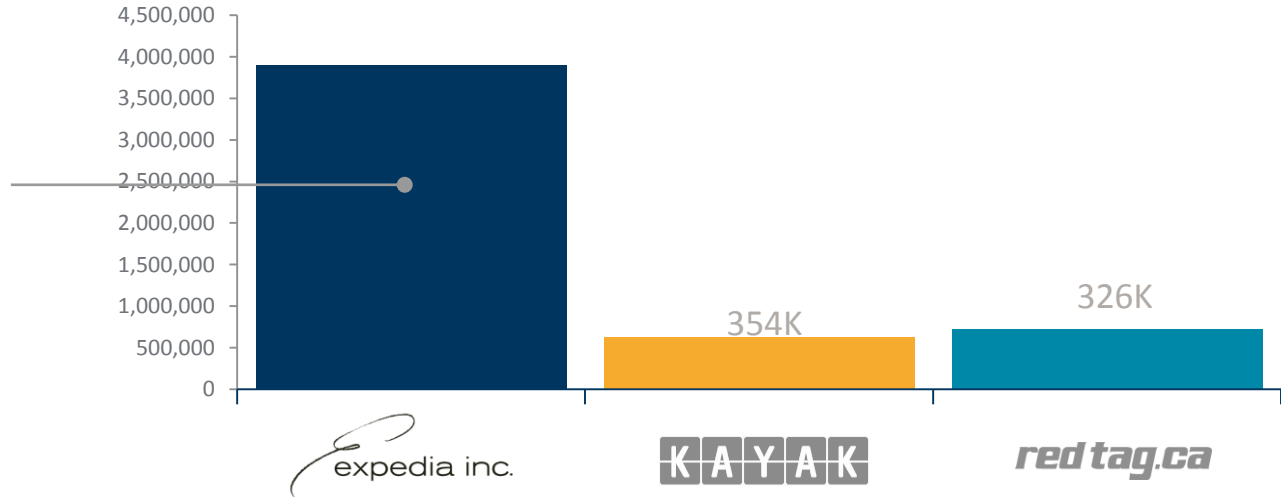


Expedia Sites Reach More Unique Users Than Kayak and Redtag Combined

Expedia Sites Total Monthly Uniques

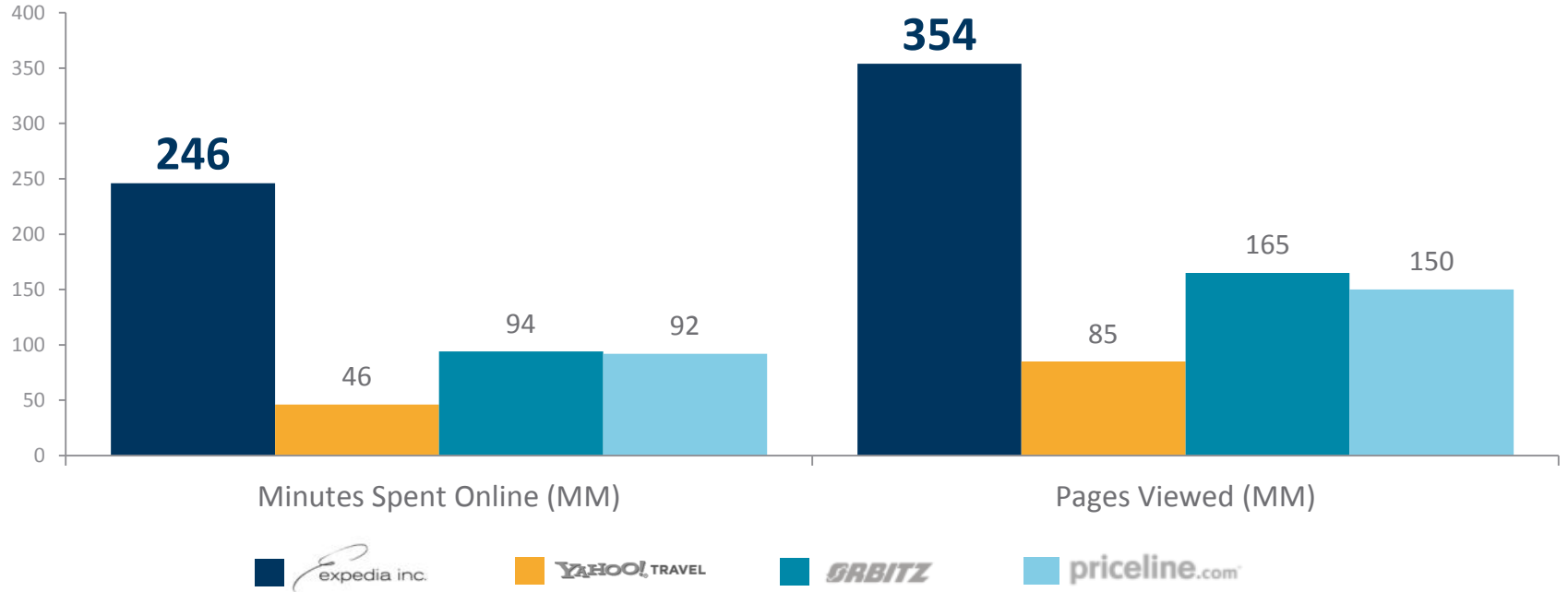


Canada Unique Visitors (000)



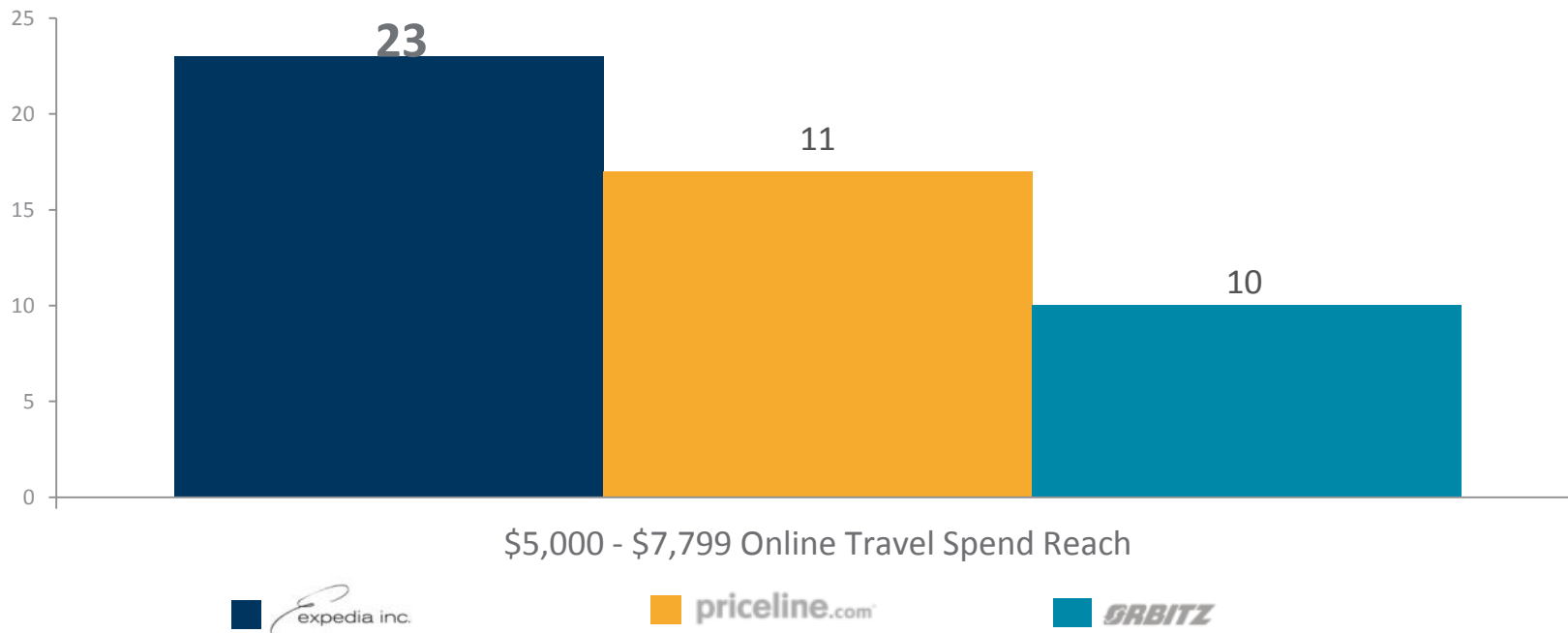
An Engaged Audience

Expedia users spend over 5 minutes on the site per session



An Affluent Audience

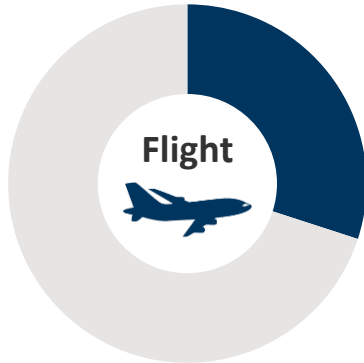
Expedia reaches almost one in four travelers that have spent \$5K - \$7.5K on travel in the past six months



Expedia, Inc. Booking Share Vs. Online Travel Agencies



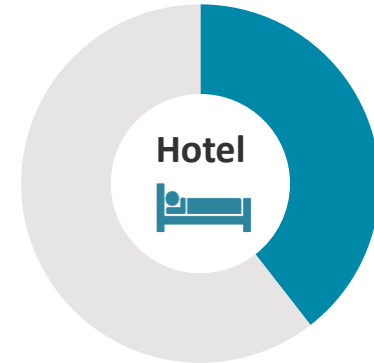
30%



64%



46%



Every 2nd Booking Went to Expedia!

The Billboard Effect



- 1 Bookings on Expedia, Inc. websites
- 2 Visits to Supplier.com
- 3 Bookings on Supplier.com

44-54%

of online shoppers retained by **OTAs**

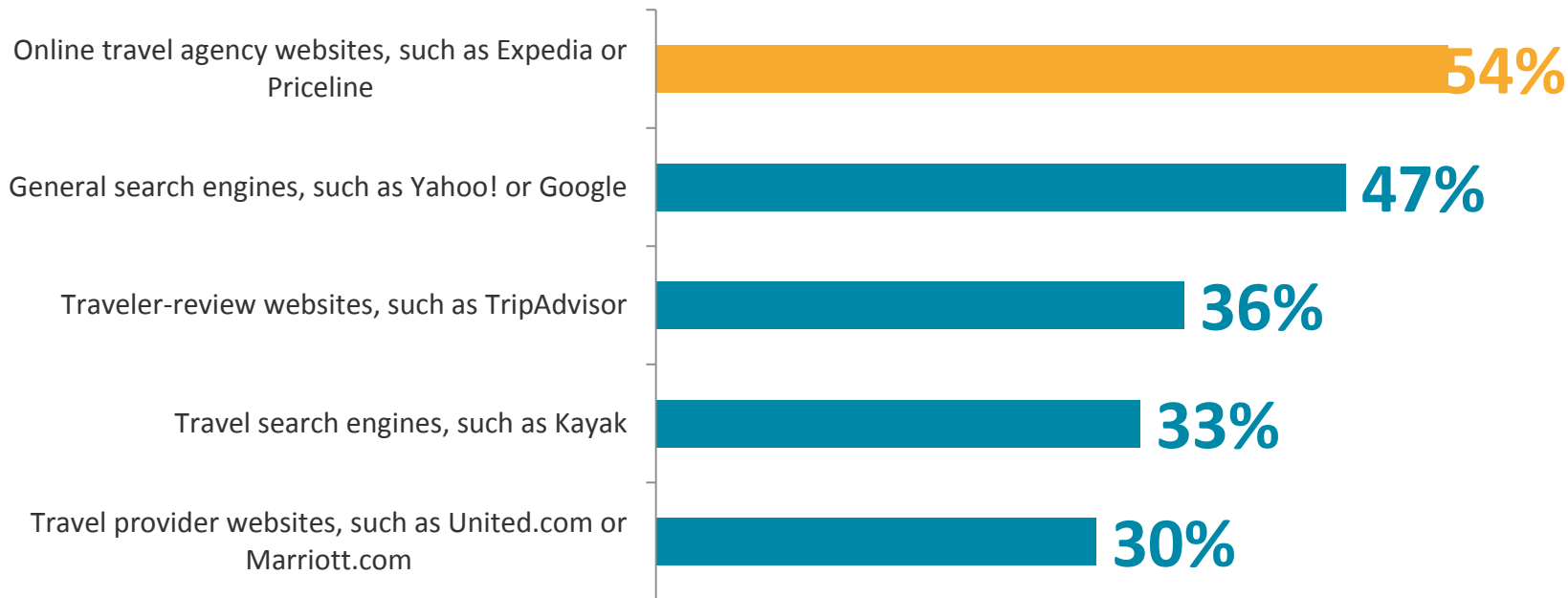
27-33%

of OTA shoppers book with **Supplier.com**

Online Travel Shopping Behavior

The majority of people researching travel look at an online travel agency like Expedia

Websites Used For Shopping Online



Travel's Path to Purchase



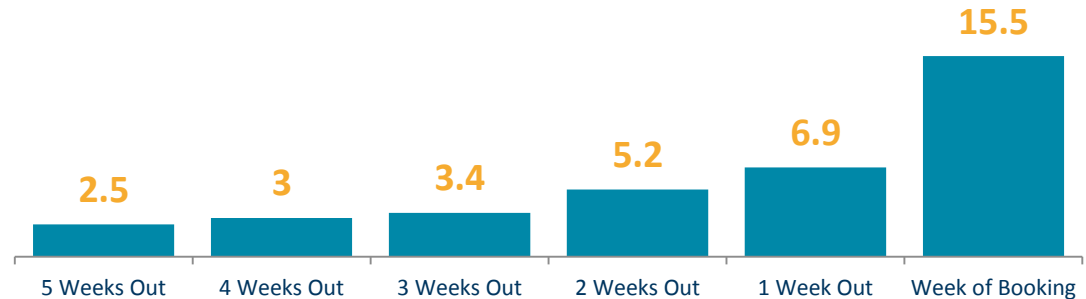
Package Bookers Consume a Lot of Travel Content, Especially the Week of Booking

- Travel content consumption the week of a package booking more than doubles the prior week's volume
- **Number of visits to travel sites** made by package bookers 45 days before booking:

38

Average Travel Site Visits per Week

(Number of travel sites visited per week by the average segment member, Oct'12-Mar'13 aggregate)

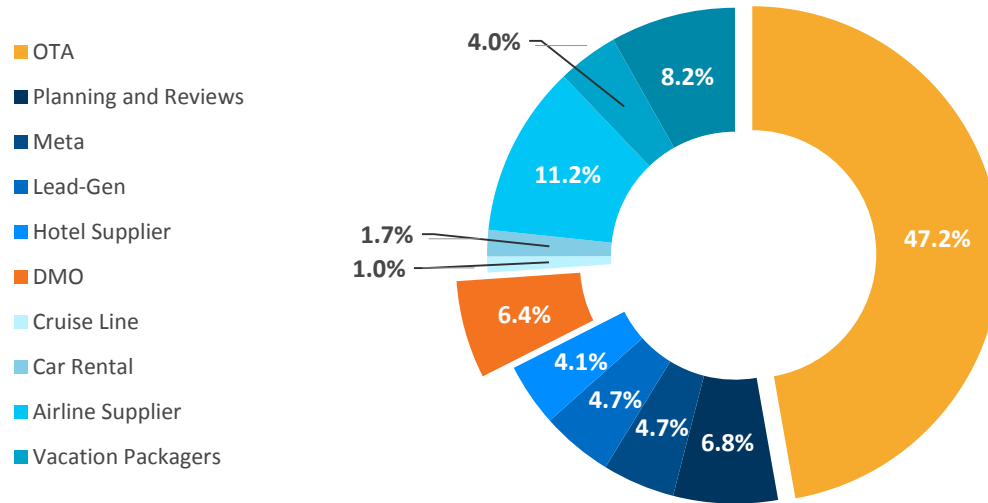


Read as: The average segment member makes 15.5 visits to travel sites in the week leading up to the package booking

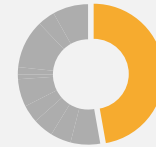
Package Bookers Visit OTAs More Often than Other Travel Sites

Share of Visits by Travel Category

(Share of segment's total travel visits claimed by each travel category, Oct'12-Mar'13 aggregate)



- While OTAs dominate the pre-booking research landscape, DMO share of travel visits has jumped 30% since 2010 (to 6.4% in recent months)

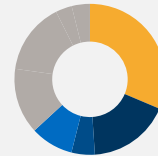
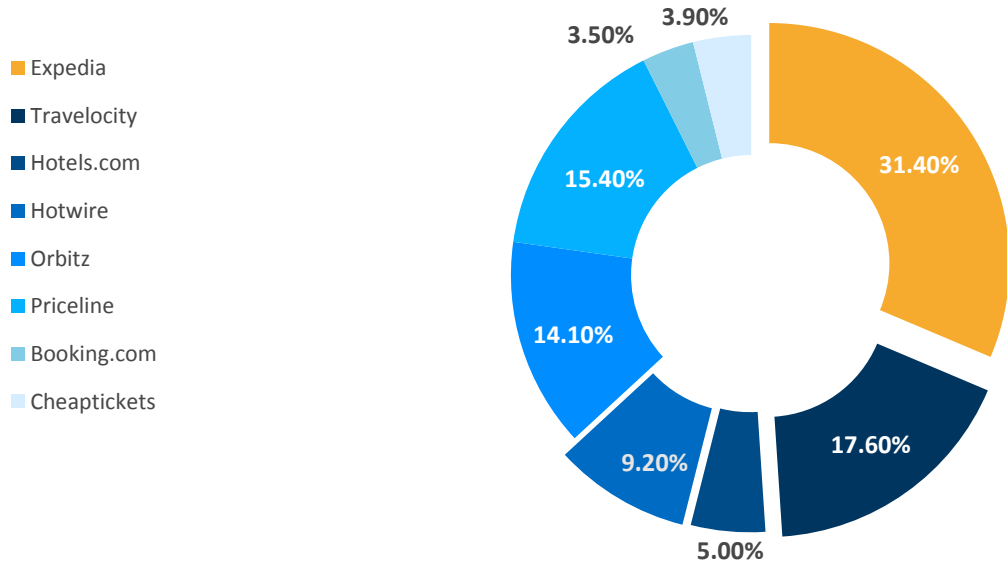


Read as: 47% of all visits to Travel Sites made by segment members were attributed to OTAs

Expedia Continues to Lead the OTA Set in Share of Visits

Share of OTA Visits by Brand

(Within competitive set, share of segment's OTA visits captured by each brand, Oct'12-Mar'13 aggregate)



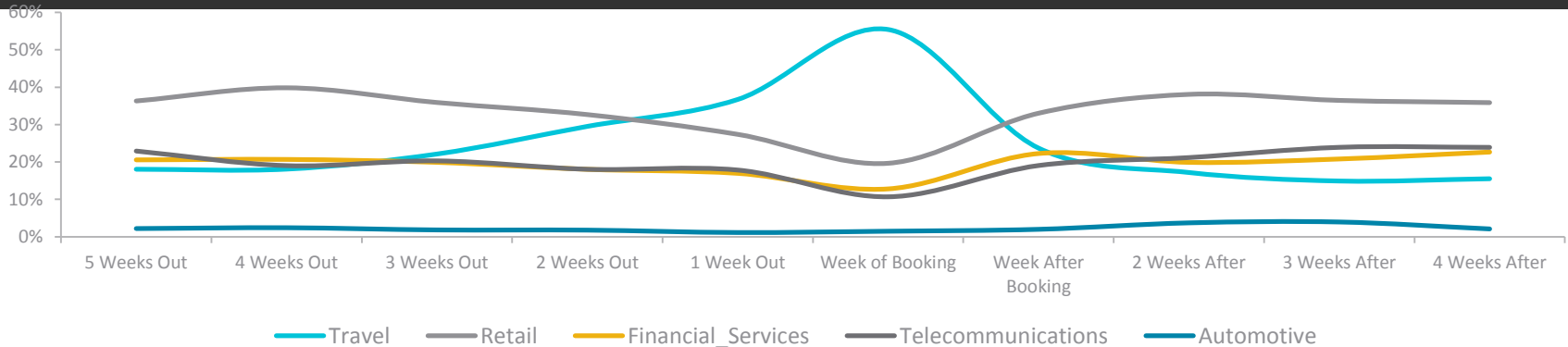
The Expedia portfolio of brands accounts for 63% of all OTA visits and 30% of all travel site visits.

Despite Consistently Strong Retail Visitation, No Category Touches Travel in the Days Leading Up to the Booking

- Amongst the monitored categories, Retail dominates the set up to about 3 weeks prior to booking

Category Visit Intensity Over Time

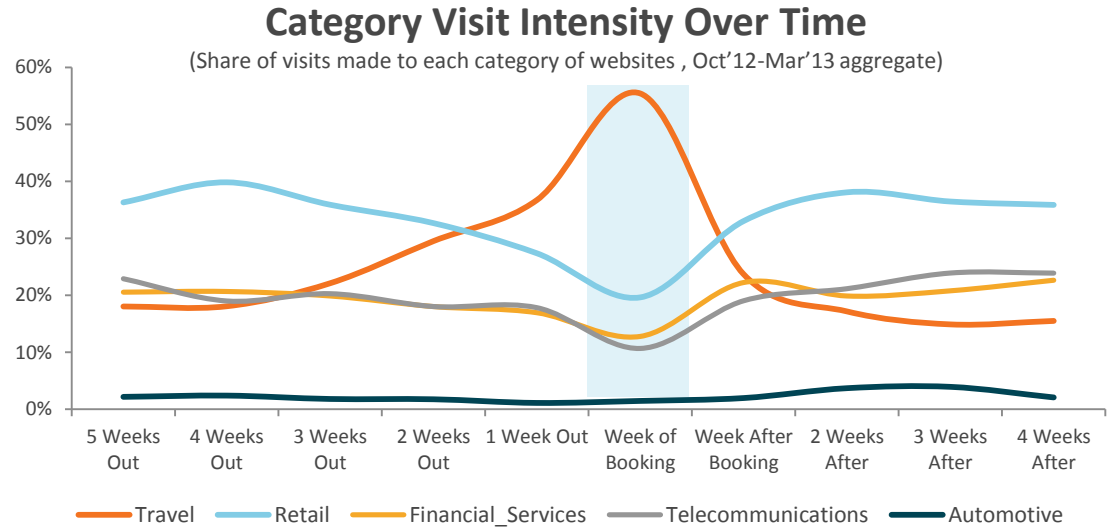
(Share of visits made to each category of websites, Oct'12-Mar'13 aggregate)



Read as: In the week leading up to the package booking, Travel sites account for 55% of visits to the list of comparison site categories

Despite Consistently Strong Retail Visitation, No Category Touches Travel in the Days Leading Up to the Booking

- Amongst the monitored categories, Retail dominates the set up to about 3 weeks prior to booking
- **Travel consumption spikes at the same time and doesn't let up**



Read as: In the week leading up to the package booking, Travel sites account for 55% of visits to the list of comparison site categories