



TripAdvisor Overview |  
ITC Grant Summit 2016



# TRUST IN ONLINE ADS IS ERODING

## Viewability Rising As Programmatic Dominates & Fraud Proliferates

As programmatic display has taken hold of the industry, fraudsters are tapping into the dollars flowing in that direction. Could viewability address the problem?

James Green on August 11, 2014 at 10:30 am

20 JULY 2015 - 2:09PM | POSTED BY RONAN SHIELDS

### Programmatic surges but viewability rates in decline

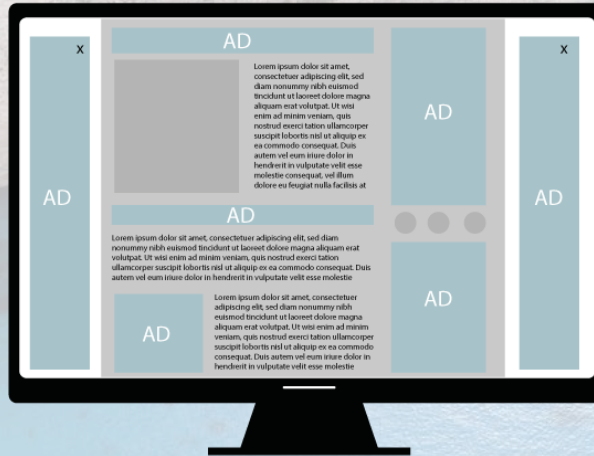
#### PROGRAMMATIC RISES, AD VIEWABILITY FALLS



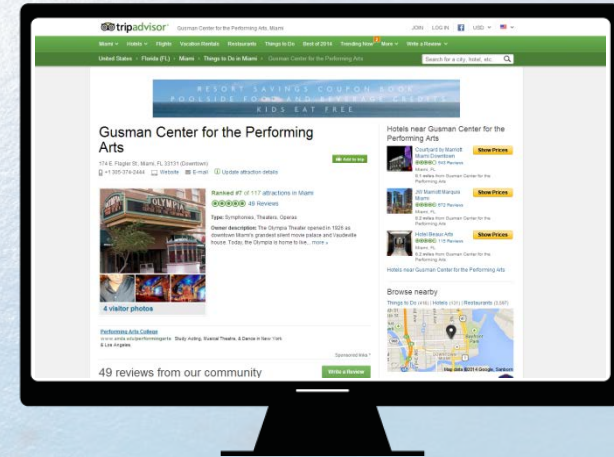
July 27, 2015 Tags: [digital advertising](#), [Programmatic](#), [viewability](#)

Adform, a Danish digital advertising insights firm, reported that [ad space bought via programmatic](#) trading increased 76% year-on-year to April 2015, driven to a large extent by a 333% rise in spend on branding ad formats. However, despite brand advertisers paying more attention to programmatic, ad viewability across Europe declined 0.7% to 55% over the past year.

**Exchange:**  
21% have more than 4 ads on a page



**TripAdvisor:**  
Average of only 1.4 ads per page



## Ad Clutter Consumer Experience - Online

**69%** *"I'm more likely to pay attention to ads relevant to the content I'm reading"*

**62%** *"I have a more favorable impression of brands when ads are relevant to the content"*

Ads placed on clutter-free web pages were nearly **200%** more likely to be seen, and were noticed **300%** faster.

Check availability

Special offers in Charleston

Check-in mm/dd/yyyy

Check-out mm/dd/yyyy

Adults 2

Search

Refine search

Price per night

Property type

Neighborhood

Traveler rating

Hotel class

Property name

Hotel brand

Even on a cloudy night

Charleston Place by Orient-Express

Special offer Spring Selections

Comfort Suites West of the Ashley

Special offer \$89 (USD) + Taxes

View all special offers in Charleston (27)

Hotels travelers recommend

52 of 52 hotels shown

Sorted by Ranking

List view | Large map

French Quarter Inn

Ranked #1 of 52 hotels in Charleston

Travelers' Choice® 2013 Winner Top

\$280 and up \*

Wentworth Mansion

Ranked #2 of 52 hotels in Charleston

Travelers' Choice® 2013 Winner Luxury | Small Hotels | Best Service

\$407 and up \*

The Restoration on King

Ranked #3 of 52 hotels in Charleston

Travelers' Choice® 2013 Winner Small Hotels

\$330 and up \*

Harbourview Inn

Ranked #4 of 52 hotels in Charleston

Special Price Enjoy 20% off

Planters Inn

Ranked #5 of 52 hotels in Charleston

Offers & Announcements Served With Style

\$269 and up \*

John Rutledge House Inn

Ranked #6 of 52 hotels in Charleston

\$259 and up \*

Search by location

Search by address or point of interest

Map of Charleston, SC

Recommended for you...

Wentworth Mansion

Venue Inn

Harbourview Inn

Free Guide to Charleston

Get your guide to the top local hotels, restaurants and things to do

Get the 2013 GUIDE

Savor the Sounds of TENNESSEE

Winter

Enter THE SWEEPS to Win

vacation.com

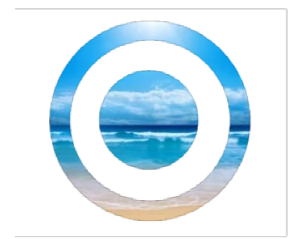
Reach Vacations in SC

Charleston, SC Hotels

Holiday Inn Express Hotel

Charleston Hotel Deals

Free weeks

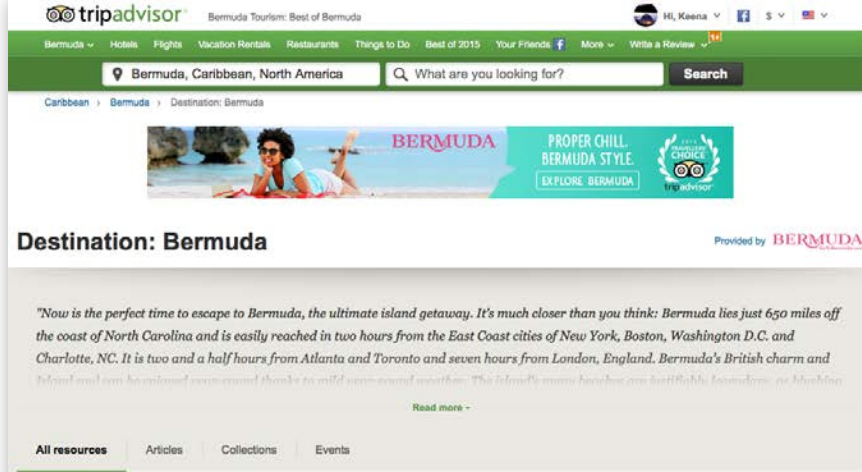


# Special Capabilities: Delayed Ad Call

Ad serving technology used to improve viewing of below the fold ad unit

## Viewable Impression:

- An impression is viewable if at least half the ad is viewed in a browser for at least 1 sec.
- TripAdvisor ad call does not fire until at least 1 pixel of the ad appears on users computer screen
- Impression does not get registered until this happens



# Premium Destination Partnership

New Destination Page Dedicated Exclusively to DMO Content

Increases content integration, reach and relevancy to qualified audiences across *all* of TripAdvisor – Tourism, Forums, Restaurants, Attractions, Email, Mobile and more!

Offers 100% SOV for all media placements on dedicated pages

Aligns DMO content directly alongside the trust and authenticity of TripAdvisor content

Port Royal Golf Course  
Read more details

ARTICLE  
**5 Must-See Forts in Bermuda**  
*Although it's hard to imagine, Bermuda wasn't always a vacationer's paradise. Throughout most of its history, the island was actually a strategic naval centre that...*  
Read full article

ARTICLE  
**Bermuda's Beginner's Guide To Cricket**  
*With origins dating back to the emancipation of slavery on Bermuda in the 19th century, the two-day Cup Match has evolved into a two-day celebration with food, drink,...*  
Read full article

ARTICLE  
**In Bermuda, It's Never Too Late To...**  
*One of the many great things about Bermuda is that it's so close (just two hours from most major US east coast airports), yet feels so far away. So consider a trip to...*  
Read full article

Endless blue sky. There's really nowhere else in the world that has beaches like Bermuda, an island paradise...  
Read full article

COLLECTION  
**Swizzle, Dark n' Stormy & Other...**  
You're never far from a finely made cocktail in Bermuda. Whether at a local pub, on the terrace of a chic restaurant or...  
View collection

COLLECTION  
**Proper Family Fun**  
Don't miss the animals and sea life at the Aquarium and Zoo, nor the kid-friendly beaches at Shelly Bay and Snorkel...  
View collection

ARTICLE  
**8 Great Moments in Bermuda's Sailing...**  
*The romance and adventure of sailing are an essential part of Bermuda's DNA. For more than 400 years, seafarers have been drawn to the island, resulting in a rich...*  
Read full article

Ceremony  
*Enjoy military displays and festive activities as you watch the freemasons pay their annual rent of a single peppercorn. Watch history come to life at the...*  
March 4, 2016  
The Town of St. George  
Read more details

EVENT  
**Cup Match Cricket Festival**  
Bermuda's ultimate summer event, Cup Match Summer Splash kicks off with a series of signature concerts followed by rich local cultural traditions and non-stop...  
July 28, 2016 - July 29, 2016  
Somerset Cricket Club  
Read more details

COLLECTION  
**Unique Shopping Paradise**  
Return with something unique from Bermuda that will evoke memories of your visit. Rum or perfume, Bermuda shorts or...  
View collection

EVENT  
**Bermuda Heroes Weekend**  
Come play with us and some of the top celebrities in the world of Soca music for Bermuda's carnival event during Heroes' Weekend. From live stage performances...  
May 6, 2017 - August 6, 2017  
Bermuda  
Read more details

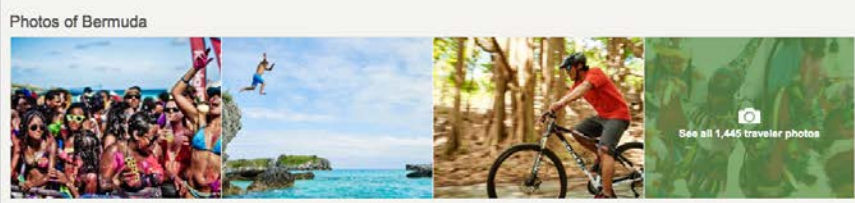
ARTICLE  
**From the Ice Age to the Fraggie Age...**  
*Not many stories involve ancient caves, cricket, Mark Twain and Fraggie Rock ... but this one does. Read on to discover the tangled tale of Bermuda's Crystal Caves.*  
Read full article

ARTICLE  
**My Own Private Island: Five of...**  
*At just 21 square miles, Bermuda isn't big. But the island's art world is sprawling, with museums, galleries and attractions all highlighting the creative inspiration...*  
Read full article

Reaches users throughout all stages of the travel planning process to ensure DMO's remain top of mind every step of the way

Provides robust reporting capabilities to prove ROI

Utilizes self-service platform – DMO controls all of their content on TripAdvisor!

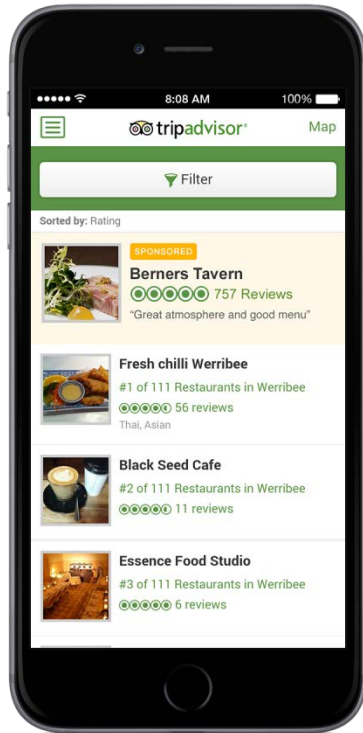




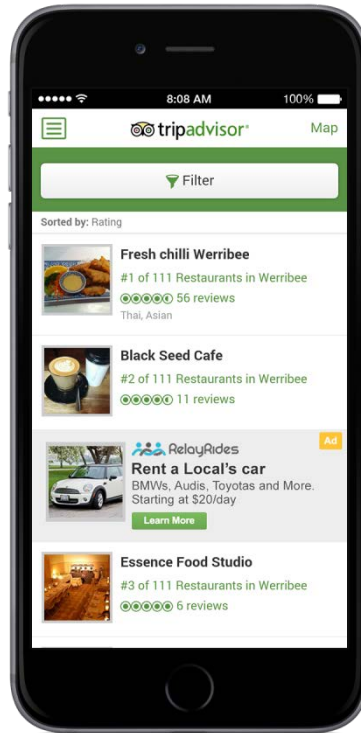
# TripAdvisor Mobile Solutions

A growing solution set to drive your business objectives

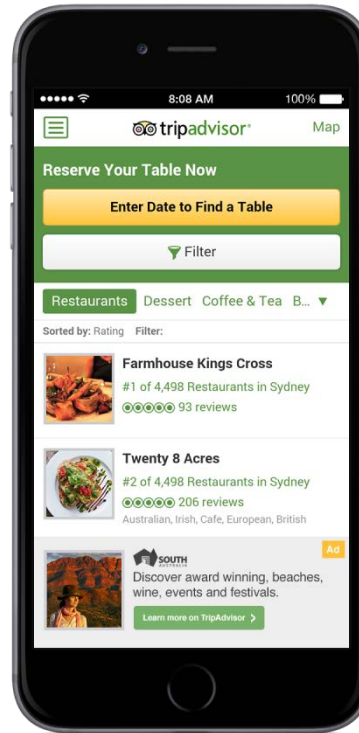
## Native Content Listing



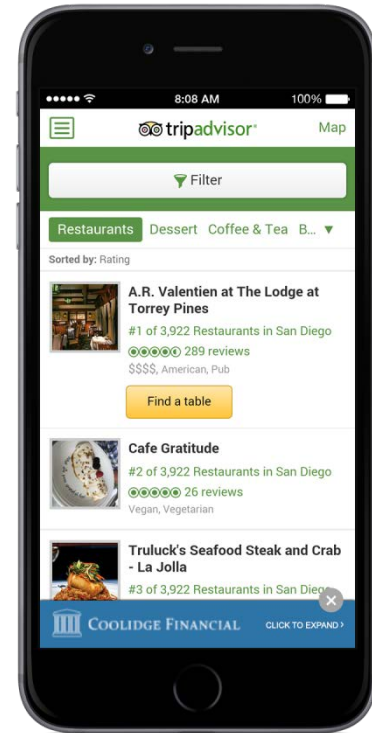
## Native Ad: External Linking



## Native Ad: Traffic Driver



## Adhesion



PLATFORMS    



CONTENT TYPES:

- Attraction List Page
- Restaurant List Page

- Attraction List Page
- Restaurant List Page
- *Coming Soon:* Hotel List Page

- Attraction List Page
- Restaurant List Page
- *Coming Soon:* Hotel List Page

- Attraction Pages / Reviews / Lists
- Restaurant Pages / Reviews / Lists
- Forum Pages (specific forum strings only)
- Tourism Pages\*



# TripAdvisor video advertising solutions

NEW!

## Native Video

## Pre-Roll

## In-Banner

## Video Audience Extension





# Use Case for DMO Page

## Entry Point for Native Video

tripadvisor® Miami Tourism: Best of Miami

JOIN LOG IN USD US TripSaver

Miami Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2015 Your Friends More Write a Review

Miami, Florida, United States What are you looking for? Search

United States > Florida (FL) > Miami Tourism

**TripAdvisor Miami Florida**  
208,664 reviews and opinions  
22,776 candid traveler photos

Hotels (113)  
71,448 Reviews

Vacation Rentals (643)  
451 Reviews

Flights  
from \$187

Things to Do (527)  
47,434 Reviews

Restaurants (3,765)  
76,231 Reviews

Forum  
12,896 Posts

Travel Guides  
18 Guides

Miami is hot hot hot! And it's not just the sultry weather. Here, the nightlife is scorching, thanks to a strong Latin influence and spicy salsa culture. Dance the noche away in a nightclub, or indulge in a fancy meal at one of the city's celebrity-owned restaurants. By day, hit the beach of course, or have yourself a walkabout, taking in Miami's colorful art deco...

See what your friends say about Miami

Log in with Facebook

Don't miss the best of Miami

Museum Guide for Miami

Read more



# Use Case for DMO Page

## Native Video Flow

See all 16 albums

Find Hotels in Miami

Check In  Check Out

Find Hotels

Book with TripAdvisor and save up to 30% on your hotel room.

Thumbnails

- 1
- 2
- 3
- 4
- 5



# Use Case for DMO Page

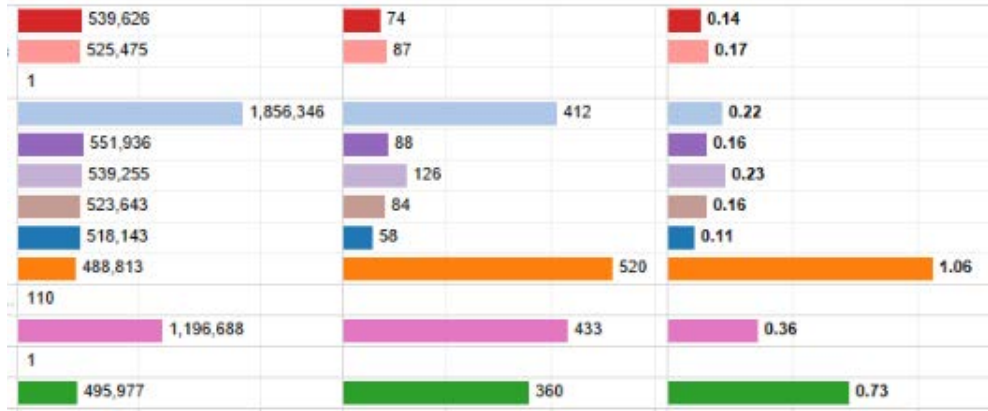
## Native Video Flow



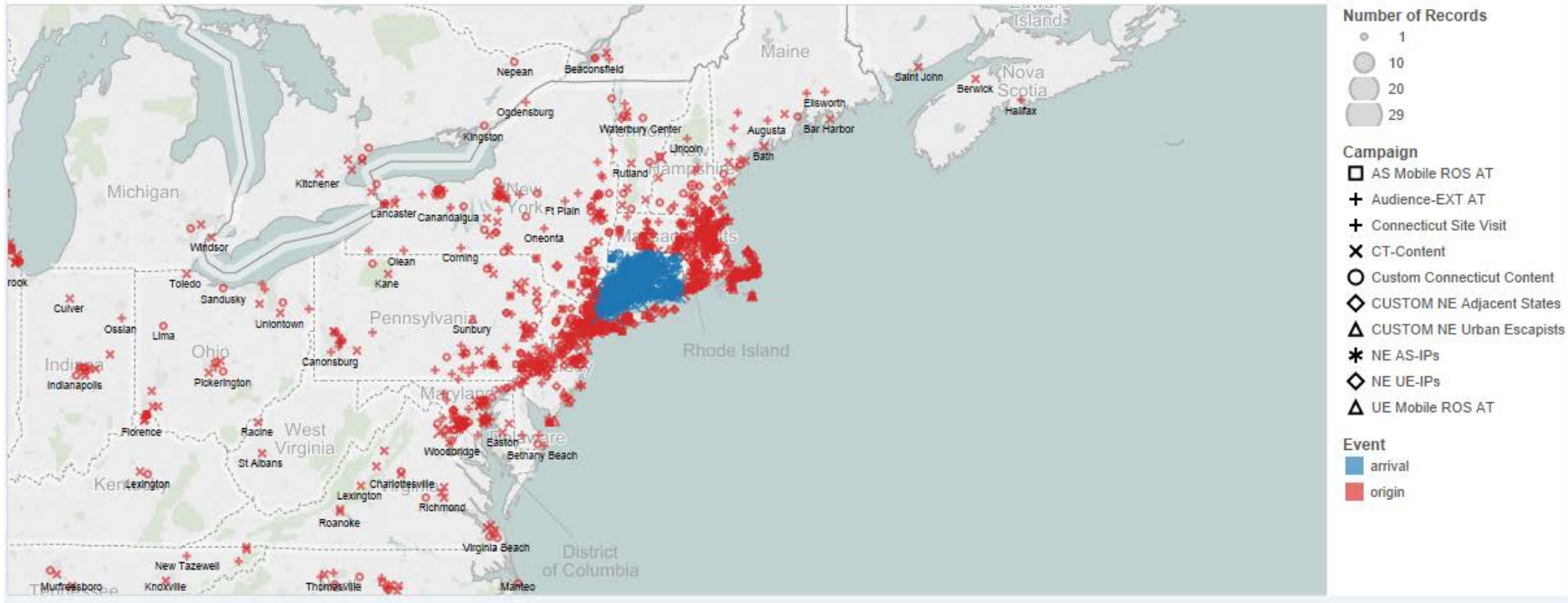
# TripAdvisor's Arrivallift Program



Measuring the impact Gettysburg's online advertising has on **influencing the user to visit** Gettysburg.



## 4 - Origin Markets





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- Northwest

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