

# PAID MEDIA STRATEGY & FY19 APPROACH

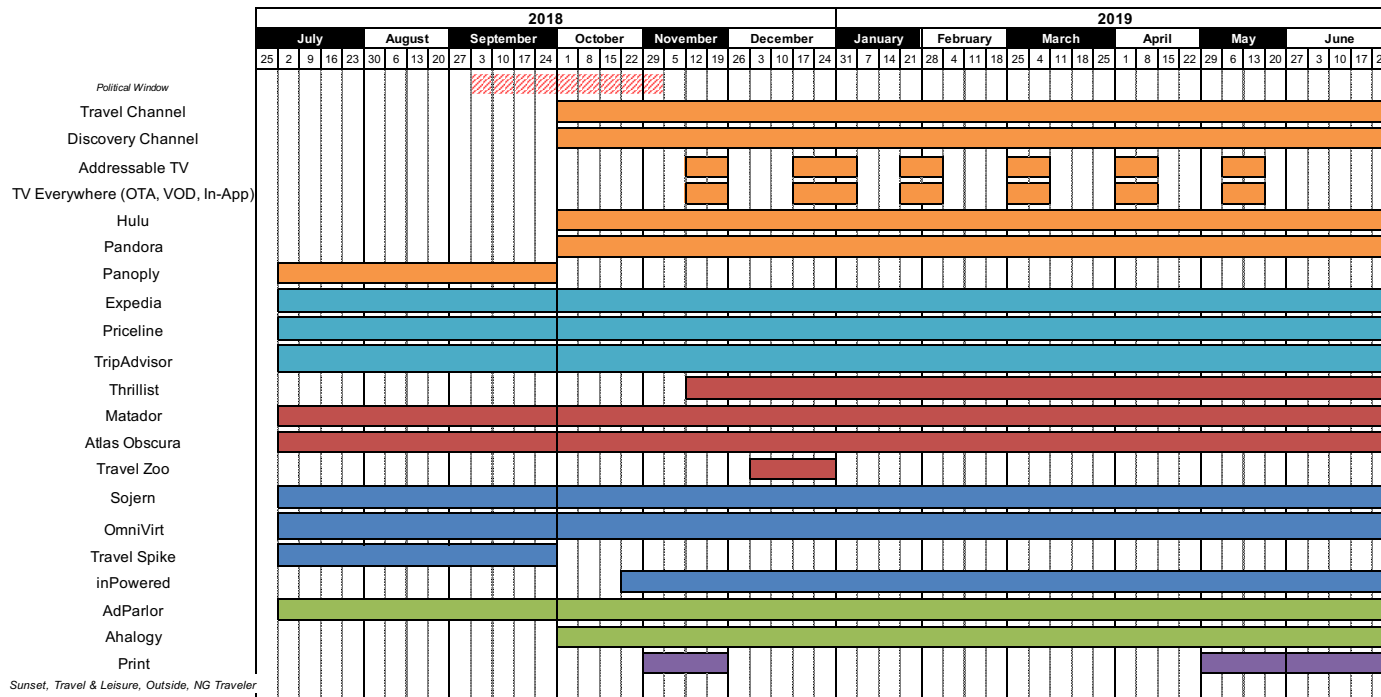


# CONNECTIONS STRATEGY

The over-arching media strategy is to reach consumers when they are in the five stages of the travel planning cycle. The mindset and planning stage of the audience guide the objective, element/placement and corresponding metric.



# “ALWAYS ON” APPROACH



- With the growth of mobile and “micro moments” the dreaming and planning stages are occurring more frequently and less and less within easy-to-label seasons
- It is essential that we are “always on” in our communications with our audience to ensure we are there when they are looking for their next adventure



**Adventure  
Mindset**

**Crave inspiration**

Thirst for adventure

**Culturally Active**

Discover for themselves

**Authenticity is important**

**Confident      Active**

**Social**      Foster and cultivate  
relationships

**Explorer**

Personalization is critical

**Resourceful**





# TARGET AUDIENCE: “ADVENTURE STATE-OF-MIND”

## Mindset:

- Those with a thirst for adventure. They like to discover what’s over the horizon and like vacations that allow them to discover for themselves. They want conveniences (good meal, hot shower, memorable entertainment) but they want memorable adventures as well.

## Core Geography:

- DMAs: Los Angeles, San Francisco, Phoenix, Salt Lake City, Boise, Dallas, Portland, Sacramento, San Diego

## Adventure means many things to many people

- It could mean a road trip to somewhere new
- It could mean extreme rock climbing



# FY19 CAMPAIGN OVERVIEW



# FY19 MEDIA PARTNERS & HIGHLIGHTS

Video/Audio



Content



Social & Influencers



Programmatic



OTAs



# OVERALL PERFORMANCE HIGHLIGHTS

- Partners that drive the **highest awareness and reach** continue to be the OTAs and Omnivirt
- Native efforts continue to drive the **highest volume of traffic** in terms of sessions
- Despite the campaign ending in September – Travel Spike efforts **continue to drive incremental clicks, sessions and on-site conversions** (up 9 conversions since December)
- TravelZoo launched in full in January - showing significant uptick in sessions since December (from 1,457 to 9,719) and garnering a **significant increase in travel guide conversions** (from 53 through December to 326 through January)
- Social efforts continue to produce both reach and strong on-site engagement, with AdParlor continuing to drive the highest volume of on-site engagements, **accounting for 90% of all campaign eNewsletter conversions**



# CAMPAIGN SITE TRAFFIC (YOY COMPARISON)

Jul 1, 2018 - Jan 31, 2019: ● Users

Jul 1, 2017 - Jan 31, 2018: ● Users

6,000



|                                       |                          |
|---------------------------------------|--------------------------|
| Site Sessions                         | ↑ 30%                    |
| New Users                             | ↑ 35%                    |
| Bounce Rate                           | ↓ 10%                    |
| Avg. Time on Page                     | ↓ 8% (1:52 vs 2:02)      |
| eNewsletter Sign-Ups                  | ↑ 89% (1,730 vs. 916)    |
| Travel Guide Views/Requests/Downloads | ↑ 2% (18,828 vs. 18,395) |
| Account Creations                     | ↓ 4% (24 vs. 25)         |



# CONTENT FEATURE – MATADOR VIDEO



**Matador Network**

Like This Page · Paid Partnership · January 19 ·



**Love Nest: Airstream adventure on Nevada's Free Range Art Highway**  
On your next trip, would you renew your vows and have a second honeymoon?

172,015 Views

👍❤️👍 652

41 Comments 230 Shares



Like



Comment



Share



Most Relevant ▾



**Jesse Hon** The both of you are amazing. Beautifully done.

Like · Reply · 5w



**Scott Brannon** Nevada's got road trip game like no other state.



Write a comment...



# SOCIAL FEATURE – FACEBOOK CANVAS ADS

## The Burner Byway

16.90 Sec.  
Average View Time

A screenshot of a Facebook Canvas Ad for 'TravelNevada'. The ad features a vertical stack of four signs on a post. The top sign is a green arrow pointing right with the word 'EXPLORE' in white. Below it is a diamond-shaped sign with a person's face. The third sign is a horizontal rectangular sign showing a person sitting on a rock in a desert landscape. The bottom sign is a yellow rectangular sign with the text 'THE BURNER'. The background is a dark, textured gradient. The ad is displayed on a mobile phone screen with a purple status bar showing AT&T, 5:22 PM, and 41% battery.

**TravelNevada**  
Sponsored (demo)

Black Rock City's spirit burns year-round — both on and off the legendary Playa! Road trip this eclectic, art-studded, naturally splendorous pilgrimage route from Reno to the Black Rock Desert... and beyond.

## Parks Adventure

24.26 Sec.  
Average View Time

A screenshot of a Facebook Canvas Ad for 'TravelNevada'. The ad features a vertical video of a scenic lake with clear turquoise water, surrounded by green trees and mountains. Several people are seen kayaking or canoeing on the water. The ad is displayed on a mobile phone screen with a red status bar showing AT&T, 5:35 PM, and 100% battery.

**TravelNevada**  
Sponsored (demo)

Nevada has some of the most under-the-radar state parks in the lower 48—filled with unrivaled beauty, adventure and historic treasures.

Explore the real Nevada for yourself!

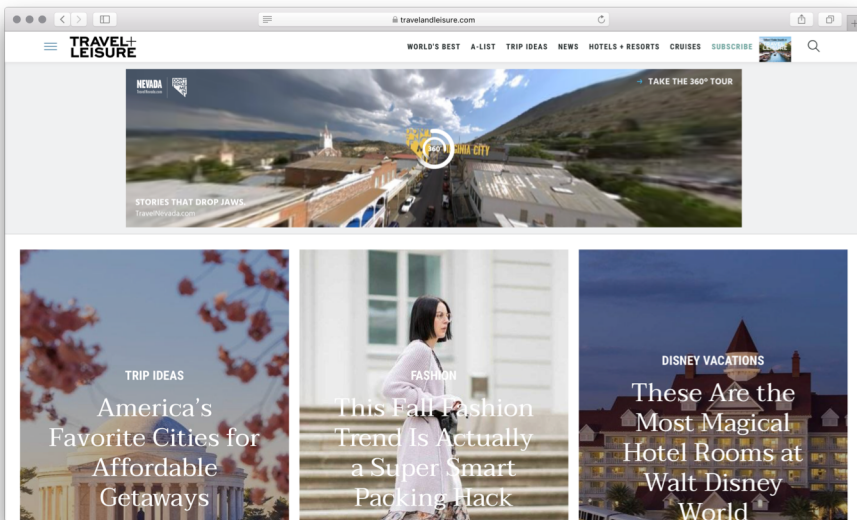
👍❤️👍 587    39 Comments    147 Shares

👍 Like    💬 Comment    ➦ Share





# 360° VIDEO FEATURE – OMNIVIRT EXTENSION



**360° Video Banners**



**360° Opal Video Experience  
San Jose Airport**



# CONTENT FEATURE – TRAVELZOO

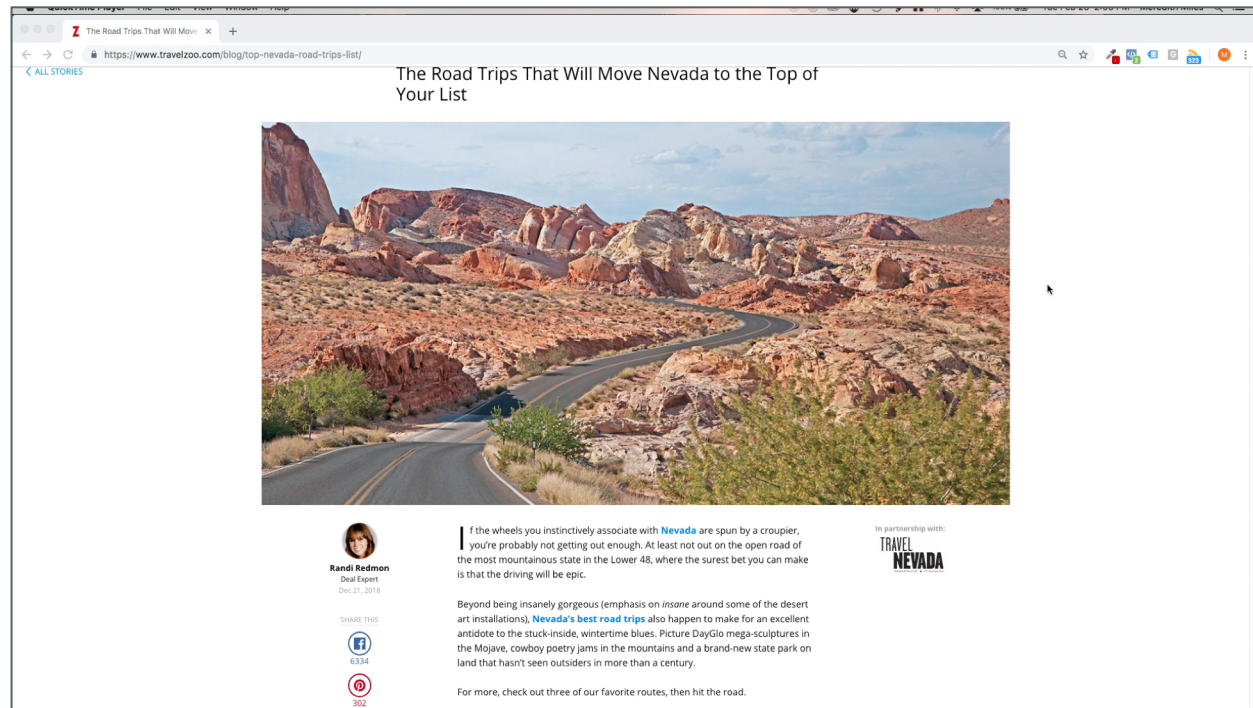
**95,959**  
Pageviews

**5:32**  
Avg. Time on Site

**10,823**  
Clicks From Story  
(to outbound links)

**11.30%**  
CTR  
(from story to links)

**Free-Range Art Highway  
Nevada Road Trips  
Rhyolite Ghost Town**  
Top 3 Outbound Links



The screenshot shows a web browser displaying an article on the Travelzoo website. The article title is "The Road Trips That Will Move Nevada to the Top of Your List". The main image is a scenic view of a winding road through a desert landscape with red rock formations. Below the image, there is a byline for "Randi Redmon, Deal Expert, Dec 21, 2018". The article text begins with "If the wheels you instinctively associate with Nevada are spun by a croupier, you're probably not getting out enough. At least not out on the open road of the most mountainous state in the Lower 48, where the surest bet you can make is that the driving will be epic." There is also a "SHARE THIS" section with social media icons for Facebook (6334) and Pinterest (302). A "TRAVEL NEVADA" logo is visible in the bottom right corner of the article content.




# MEDIA DRIVERS – TRAVELZOO

The Road Trips That Will Move Nevada to the Top of Your List

**Travelzoo** [top20deals@email.travelzoo.com] <top20deals@email.travelzoo.com>  
 northamerica  
 Sunday, January 6, 2019 at 11:00 AM  
[Show Details](#)

**TRAVELZOO**

**The Road Trips That Will Move Nevada to the Top of Your List**  
 By Randi Redmon

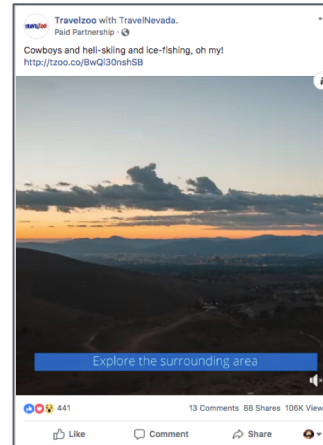
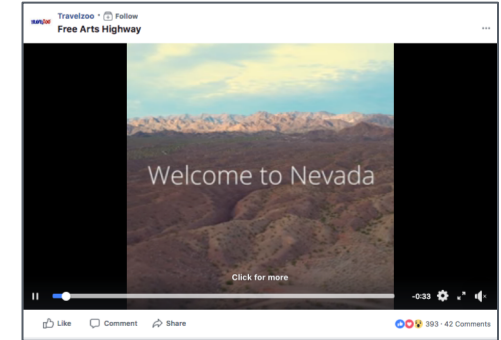


If the wheels you instinctively associate with Nevada are spun by a croupier, you're probably not getting out enough. At least not out on the open road of the most mountainous state in the Lower 48, where the surest bet you can make is that the driving will be epic.

Picture DayGlo mega-sculptures in the Mojave, cowboy poetry jams in the mountains and a brand-new state park on land that hasn't seen outsiders in more than a century. For our favorite routes, read on.

[Read More >](#)

**15,958,446**  
 Emails Delivered

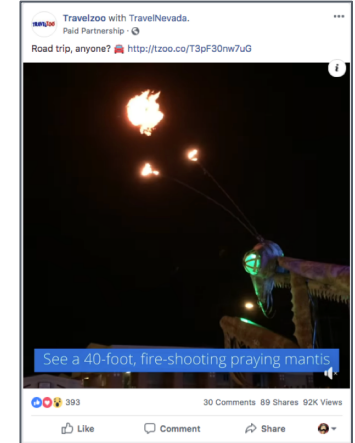


**1,219,767**  
 Social Post Impressions

**20,868**  
 Social Actions

**198,663**  
 Video Views

**48,060**  
 Minutes Viewed



# FY20 PLANNING



# KEY CONSIDERATIONS

