



State of Nevada: Expedia Group Spring 2023 Co-Op

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Expedia Group
Spring 23 Co-Op



Looking To Maximize Conversions & Minimize Your Ad Spend?

We will strategically partner you with other advertisers who have similar goals and audiences to extend your marketing spend further together.



How It Works For You

Co-Op Campaigns combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while aligning with marketing budgets and business objectives.



Better
Together

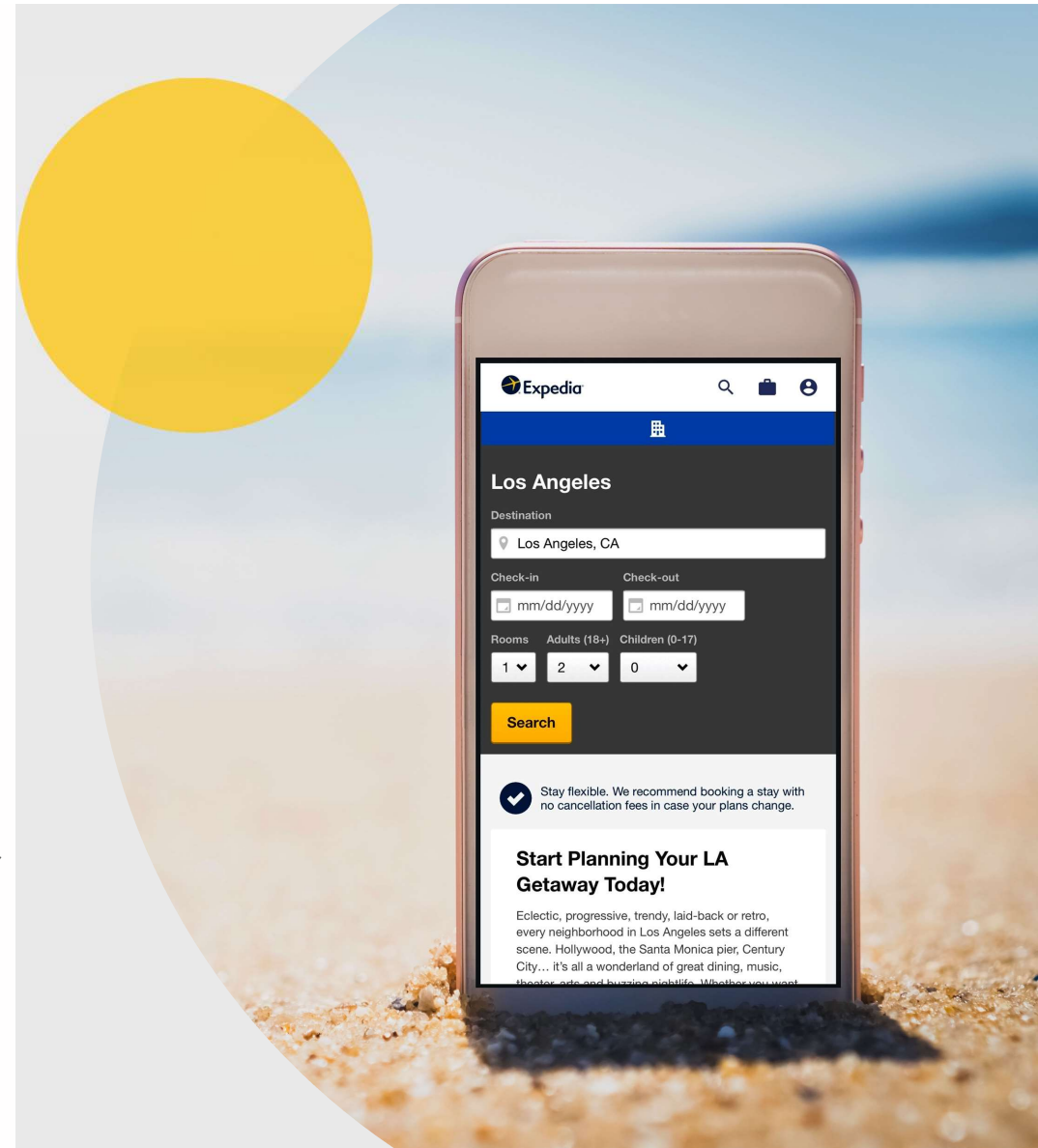


Flexible and
Customizable



Reach Your
Relevant
Audience

expedia group™
media solutions



Travel Nevada Spring 2023 Campaign

As 2023 begins, the State of Nevada has an opportune need to reach its target audience and drive incremental demand and awareness to help capture qualified travel intenders.

OUR SOLUTION

We are inviting our Nevada DMO partners once again to participate in a Co-Op Campaign sponsored by Travel Nevada to amplify Nevada's Share of Voice to Expedia Group's audience of travel intenders.



Travel Nevada Spring 2022 Expedia Co-Op

- Sponsored by Travel Nevada
- Campaign dates: February 15, 2023–May 14, 2023
- Sign up deadline: 1/15/23.
- To sign up, email Mary Elizabeth Mosby (mamosby@expediagroup.com).

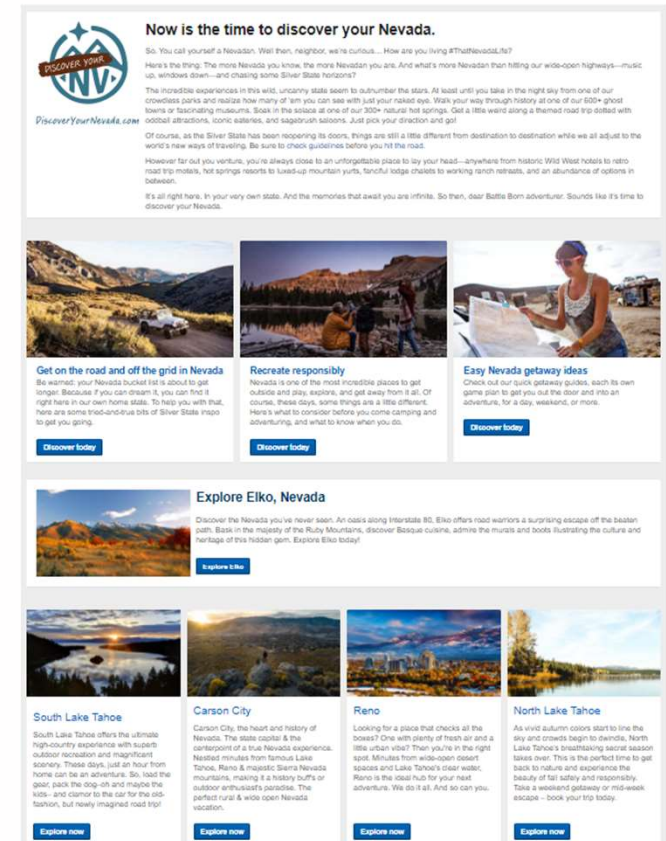
Nevada Travel Intender Re-targeting and Competitive Conquesting of NV CompSet Travel Intenders

Dedicated landing page created & shared messaging for all participants.

Affordable, targeted, high exposure display campaign that will run across Expedia Group Media Solutions brands.

Cost effective solution that offers multiple levels of exposure for advertisers.

Reporting provided at the composite campaign level at the end of the campaign.



Landing Page Elements

The Traditional Co-Op Campaign is comprised of three tiers of advertisers: **Presenting**, **Featured**, & **Standard**.

Tiers are based on marketing spend and each tier has unique components designed to help achieve marketing goals.

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Presenting Tier

- Available for most exposure on landing page and influences the hero image behind the search bar
- Sponsored by Travel Nevada
- **Cost: \$25k**

Featured Tier

- Available for high exposure on landing page
- Up to 8 advertisers
- **Cost: \$10k**

Standard Tier

- Available for most efficient exposure on landing page
- Up to 15 advertisers
- **Cost: \$5k**

Let's Get Started



TO ENROLL:

- Mary Elizabeth Mosby (mamosby@expediagroup.com) will prepare an **insertion order** based on your sign up information and send it to you for signature.



CO-OP DETAILS:

- Space is limited and positioning is determined in order of sign up.
- Current media campaigns may not be altered to be included in this buy.
- Creative and Campaign strategies can be optimized as emergencies and government regulations develop.
- Billing terms are Pre-Bill.



CO-OP PARTICIPANTS WILL RECEIVE:

- Share in collective Co-Op media exposure on our network of brands.
- All creative development and **post-campaign composite reporting**.

ADDENDUM



FAQ:

When will I receive my invoice?

You can choose to receive the invoice at the start or end of the campaign. You will receive ONE invoice for the full amount of your contribution. Invoices can be paid via check or wire transfer only.

How often will I receive reporting?

You will receive ONE REPORT for the campaign- at the end of the campaign. Reported data will include: *Gross Revenue, ADR, LOS, Number of Room Nights Sold.*

Can I choose my position on the landing page?

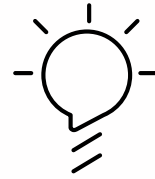
Placements on the landing page will be determined by the order in which we receive your enrollment form. Spots are sold on a first come, first serve basis

Can I change the content on my placement?

Once the pages are live we will not be able to change the messaging. If there are urgent / special circumstances, we can assess on a case by case basis

Reporting Throughout The Co-Op Campaign

To help optimize the campaign and produce actionable insights, our experts analyze data, especially at the pre and post-campaign stage.



Pre-Campaign

- Gain insights from our exclusive first-party data and research to set campaign strategy
- Create an effective targeting approach
- Determine which sites will feature your Co-Op Campaign messaging
- Establish goals for your campaign

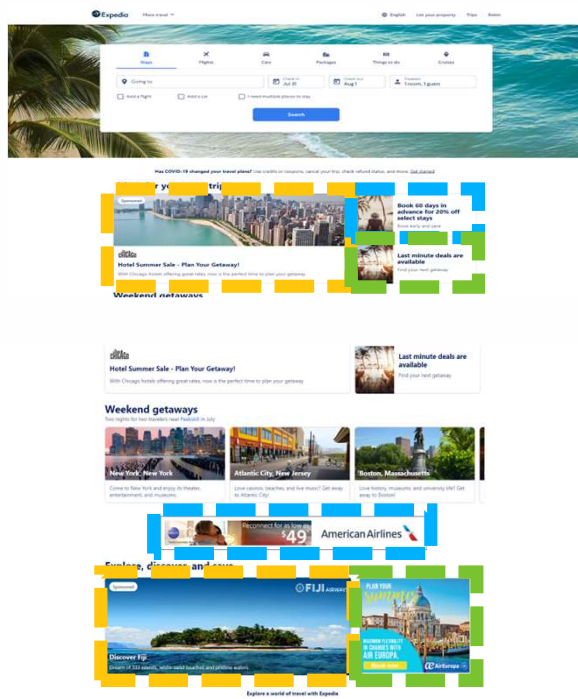


Post-Campaign

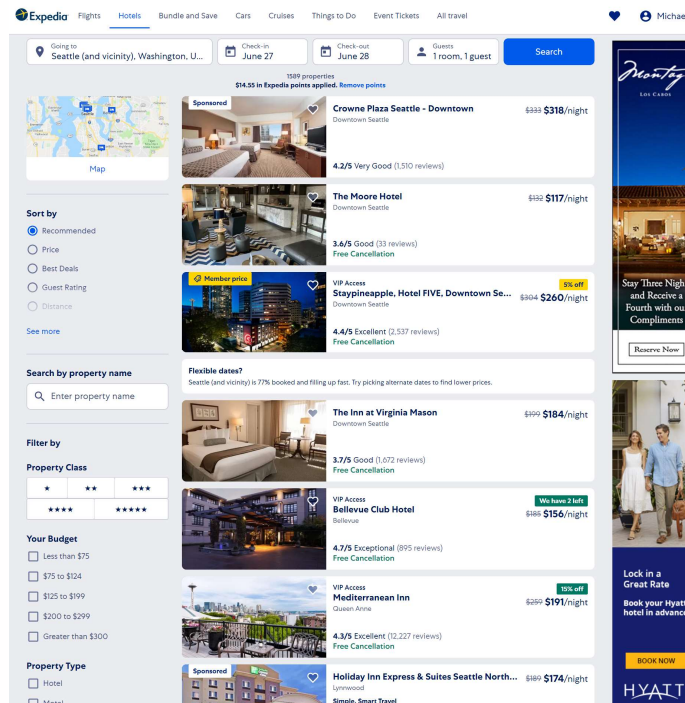
- Report on delivery and engagement
- Evaluate conversions and performance against established goals
- Determine end-of-campaign insights and learnings and next steps

DISPLAY ADVERTISING WITH EXPEDIA GROUP

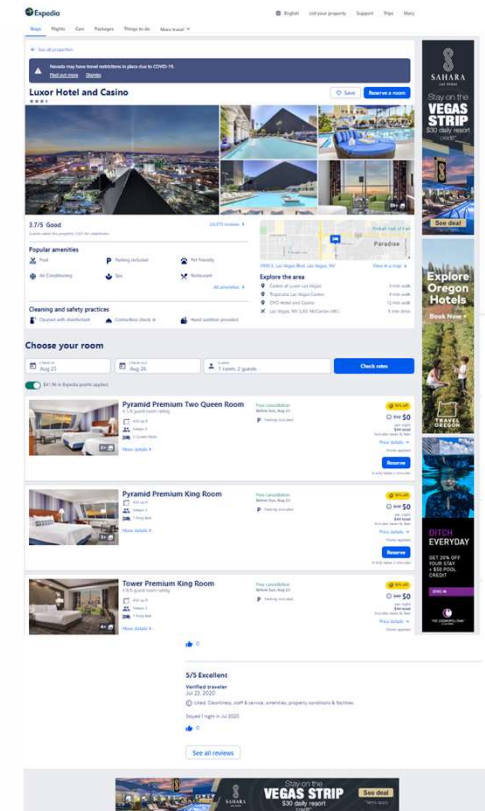
RESPONSIVE HOMEPAGE



SEARCH RESULTS



DETAIL PAGES





THANK YOU

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