OTT ADVERTISING
IS TRANSFORMING THE TRAVEL INDUSTRY

As more people cut the cord and move to streaming, it's time to pack your bags and meet them where they're at!

Over-The-Top (OTT) ads are streaming ads that reach consumers on TVs, tablets, computers, and smartphones. Our team of experts cater each plan to the unique needs of our travel clients. This means looking at your strategy and developing data sets, geographic targets, and contextual inventory sources to refine your ads to the most valuable audience.

Why OTT versus a cable campaign?

Cable is bought using a demographic skew and contextual audiences, making it less targeted than a digital campaign. It also has a higher CPM (cost per thousand impressions) than OTT. OTT provides more granular targeting, reducing ad waste in addition to the lower cost to reach your target audience.

Why OTT versus radio?

Similar to cable, radio is bought using a demographic skew. The CPMs for radio can be lower than OTT but the cost to reach your target customer can be higher. Because radio is typically bought by market (MSA), it does not provide any targeted geographical options.

Why OTT versus online video?

While online video (OLV) provides the same targeting options and is cheaper than OTT on a CPM basis, the cost per completed view may be higher. OTT provides a larger screen for viewing and, in many cases, co-viewing of TV makes these ads more efficient. However, we love OLV for remarketing interested consumers!

In the U.S., Americans watched **more than 19 million years'** worth of streaming content in 2022, according to Nielsen.

85%
of US households have a streaming video subscription.

*Kantar

TRAVEL PERSONAS

There are many ways to build valuable audiences for the travel industry. Below is a sample of the kinds of audiences we can develop.

Budget Travelers • Family Travelers • Luxury Travelers • Adventure Seekers • Staycationers • Honeymooners
Regional Travelers • International Travelers • Summer Travelers • Winter Travelers • Senior Travelers
Romantic Getaways • Spring Break Travelers • Girls' Trips • Sustainable Travelers • Solo Travelers • Off-Grid Travelers

How much does OTT cost?

Every advertiser has unique needs that factor in to our recommended budget. We will develop a plan based on your specific objectives, but you can anticipate a minimum campaign spend of $10,000.

CPMs (cost per thousand impressions) can fluctuate between $35-$60 depending on inventory sources.

ATTRIBUTION

Attribution in OTT advertising can be achieved through cross-device tracking, unique identifiers, attribution modeling, and geo-targeting. By measuring the impact of ads on specific viewer behavior, advertisers can optimize their campaigns for maximum effectiveness. Some popular forms of attribution include website visits, foot traffic, return on ad spend, and brand lift.

*Attribution data may be subject to spend minimums.

How do we use data to target specific audiences?

DSPs (demand-side platforms) allow precise customer targeting by leveraging various data sources to gain insights into customer behavior specific to the travel industry. This allows us to serve ads to users who are most likely to be interested in a particular type of travel.

Here are some of the ways that DSPs use data to target specific customers:

AUDIENCE DATA

Targets specific segments of customers based on their interests, behaviors, demographics, and other characteristics. This data can be sourced from a variety of third-party providers, including data management platforms (DMPs), publishers, and ad networks.

CONTEXTUAL DATA

Targets ads to users who are viewing content that is relevant to the advertiser. This data is often derived from page-level data, such as the content of the media or webpage, keywords, and other contextual factors.

DEVICE DATA

Targets ads to users based on the type of device they are using, such as a smartphone, tablet, or connected TV. This data can also be used to target specific device models, operating systems, multiple devices within the same household, and other device-level attributes.

LOCATION DATA

Targets ads to users based on their physical location, such as their zip code, city, or region. This data can be sourced from GPS data, IP addresses, and other location-based technologies.

FIRST-PARTY DATA

Targets users who have interacted with a particular brand or website. This data can be sourced from website analytics, customer relationship management (CRM) systems, and other internal sources.

Sample Inventory Sources
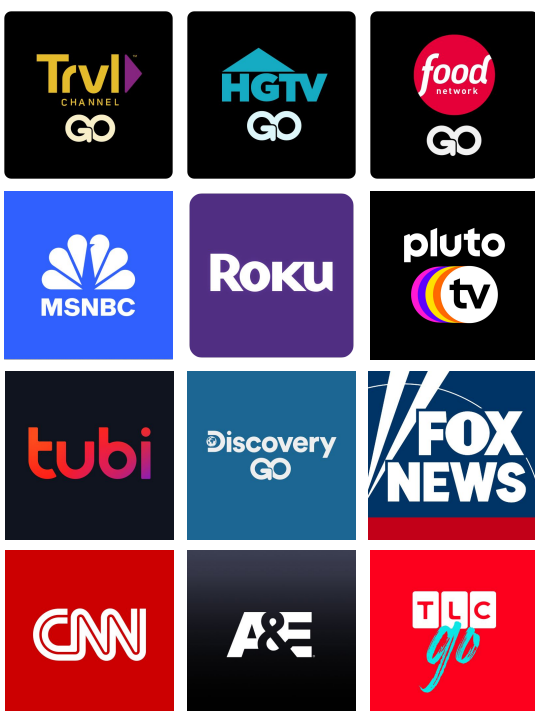
Glossary

AVOD: Ad supported video-on-demand

CPM: The cost to serve a thousand impressions on a platform

DSP: Demand-side platform. Software that automates the sale of online ads in real time

FAST Channel: Free ad supported streaming (more like linear tv vs. AVOD)

Frequency: The number of times an average individual saw your ad on a platform

Programmatic: Ads that are purchased through a marketplace of available inventory through a bidding structure, often using data to target a desired audience

Reach: The unique amount of individuals who were served your ad on a platform

Retargeting: Serving an ad to someone who has previously engaged with your site or product

vMVPD: Virtual multichannel video programming distributor

OLV: Online video. Ads that run before, during, or after video content on websites