



Connected TV Advertising for Tourism

Brandon Meyers, Chief Revenue Officer

ADARA Is The World's Travel Data Co-op

Together with **250+ trusted travel brands**,
we are growing the travel industry together

DEC
2019

Our Mission



ADARA Traveler Intelligence Transforms Customer Engagement



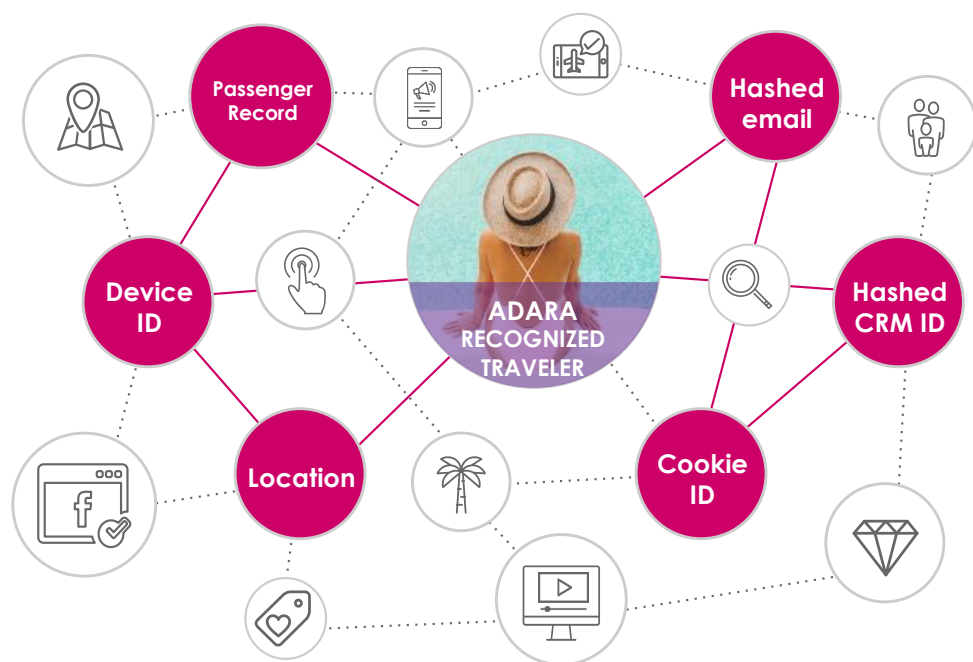
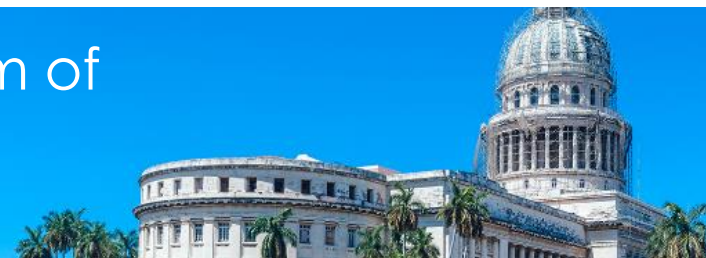
Our data, technology and services deliver **critical intelligence that drives personalization** and relevance throughout the customer journey for sustainable growth.



And we provide the most relevant travel intelligence based on nearly **one billion active travelers'** profiles within **ADARA Data Co-op**, enabling customers to drive brand awareness to future target travelers.



We Combine and Analyze a Diverse Ecosystem of Traveler Data to Create **Recognized Travelers**



TRAVELER RESOLUTION

ADARA resolves identities across channels and devices through a safe, secure combination of pseudonymous identifiers.

CONTEXTUAL BEHAVIOR

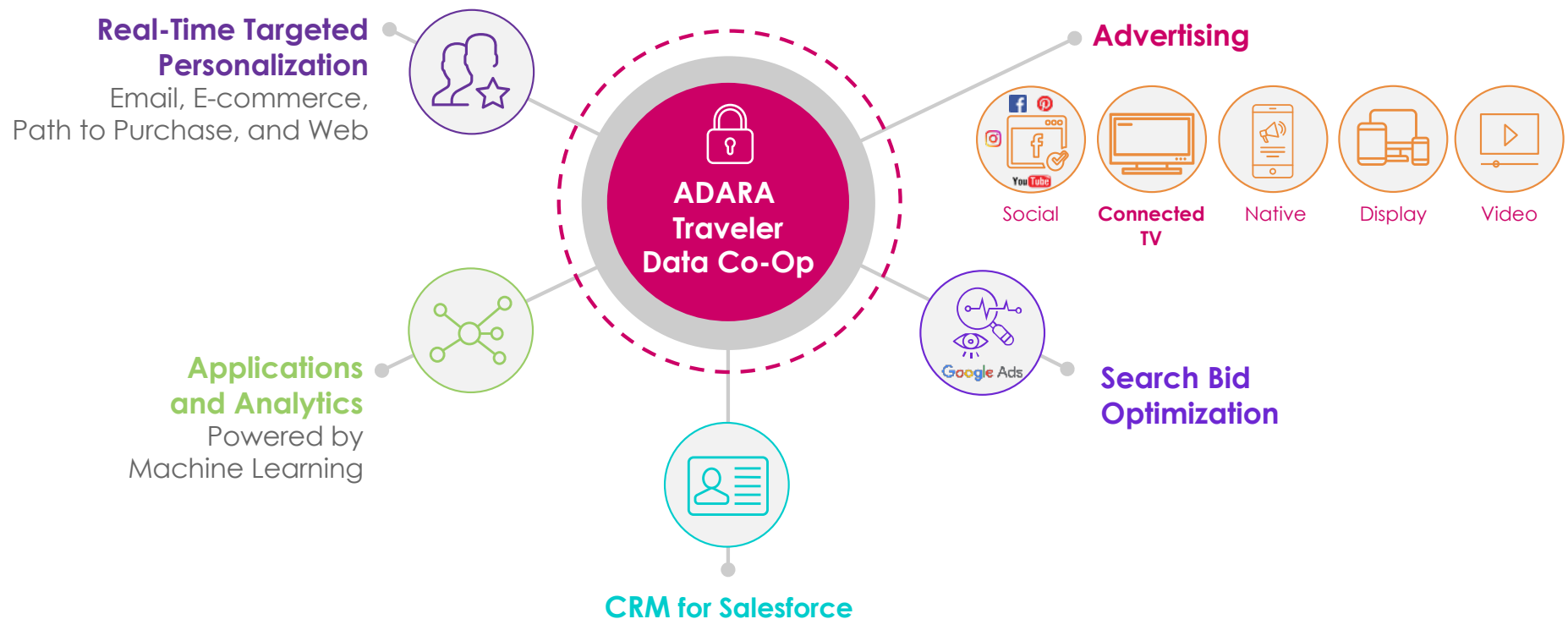
Search, loyalty, and purchase data from ADARA's global travel data co-op creates a unified traveler profile.

ADARA RECOGNIZED TRAVELER

A unified customer view that supports ADARA's wide variety of unique data activations.



The Power of ADARA Predictive Intelligence Drives **Hyper-Personalization** with Intent Data



Special Thank you to Baha Mar
ADARA's 1st Advance TV Customer back in 2017.

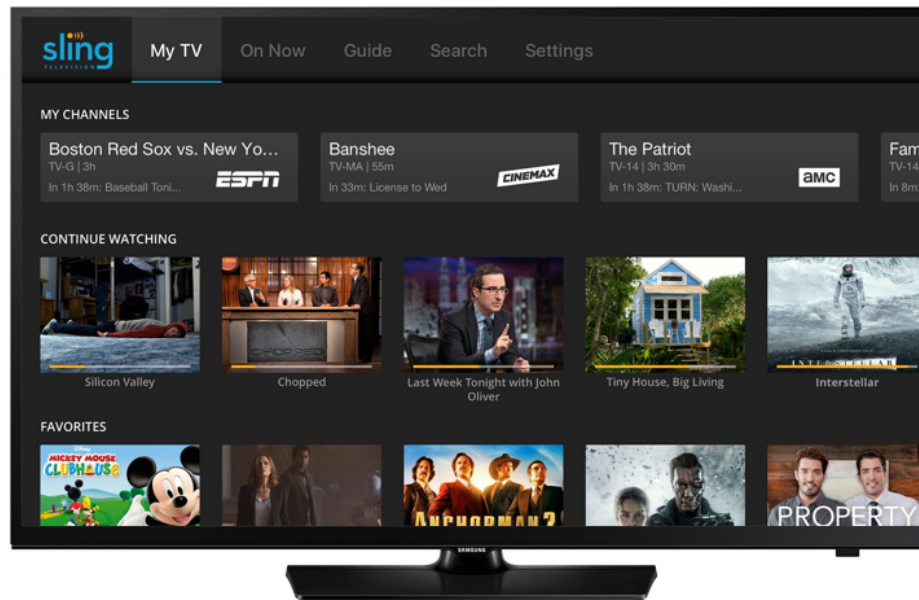


ADARA Connected TV Advertising

- Consumers are rapidly embracing Connected TV.
- Advertisers want to be in front of their targeted audiences.
- Connected TV offers sophisticated digital targeting capabilities.



Connected TV Viewing is THRIVING!



In the U.S., digital video
ad spend is estimated
to reach

\$58.39bn
by 2023

a report by eMarketer
suggested.

A Big Screen Experience With Precision Customer Targeting

CTV allows for more cross-platform data and better targeting opportunities, resulting in higher conversion for marketers.

NETFLIX

6 months after Maria
over 85%
of hotels were back online
and open for business.

A/B tests on CTV proved that
exposed consumers were
67% more likely
to agree PR was open
for business.

An Advanced Media Ad Campaign For Puerto Rico Tourism



Brad Adgate Contributor @
Media

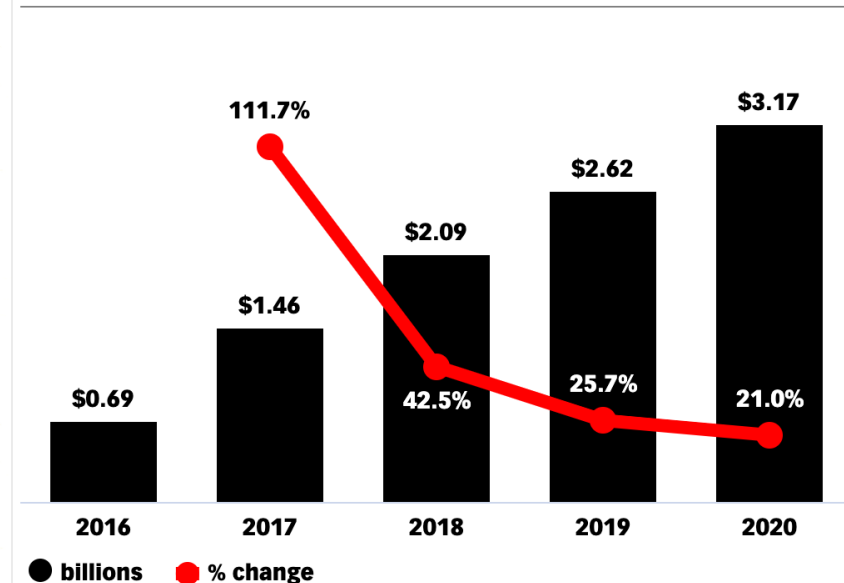
Brad Adgate is an Independent Media Consultant



Travel Industry is making
big investments in
Video Advertisement

Travel Industry Video Ad Spending

US, 2016-2020



Source: eMarketer, May 2019

www.eMarketer.com

Travel and Digital Content have never been closer


Los Angeles Times

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COMPANY TOWN

Disney's massive streaming gamble has arrived. It may change the TV industry forever



ADVERTISEMENT



Pedro Pascal is the Mandalorian in the Disney+ series "The Mandalorian." (Lucasfilm Ltd.)

Growing Channel Diversity



Premium Distributors

Crackle
DirecTV Now
Fubo.TV
Hulu
Newsy
PlutoTV
Roku
SambaTV
SlingTV
TubiTV (AdRise)
Vudu
Xumo

Major Networks (Needs Contract)

CBS
AMC Networks
CW
Turner
Viacom

Major Networks (Always On)

A&E
Bloomberg
CBS Interactive
CBS News
Cooking Channel
Discovery Communications
DIY Network
ESPN
Food Network
Fox Networks
HGTV
History
Lifetime
NBC Universal
PBS
Telemundo
Travel Channel
Univision

TV Content (Apps)

495 Communications
7Live
9Now
AOL On
Bonnier Corporation
BrightRoll
CBS Interactive
Crunchyroll
DailyMotion
Defy Media
Drama Fever
E.W. Scripps
Freewheel
Genesis
Google AdX

LeEco
Major League Gaming
My Kitchen Rules
Network Ten
OVGuide
PBS
Popcorn Flix
Sky News
SnagFilms
Twitch.TV
Vevo
Vidillion
Viki
Weather Nation
Young Hollywood

Why Does it matter?



- TV advertising can be accountable – What is the Impact of my TV budget?

- Rapidly expanding
0 - 30 UK Households;
72 Million US Household
today – 2x in 2 years.

- Ability to tell a story to the right consumer.

- Eliminate ad waste.

ADARA Connected TV Is So Easy to Use



1

We develop an optimized campaign strategy through the CTV forecasting tool based on your campaign goals and audiences.

2

Size the audience and segment to create targeted ADARA traveler data sets.

3

Send this information to The Trade Desk and launch the campaign.

4

Results: See key metrics with the same granularity as digital video, including geo, PMP deal, and data segment.



Caribbean Traveler Trends

Top U.S. Origin Markets to the Caribbean: Flights



TOP 10 ORIGIN

1	New York, NY
2	Miami, FL
3	Fort Lauderdale, FL
4	Orlando, FL
5	Boston, MA
6	Newark, NJ
7	Philadelphia, PA
8	Dallas-Fort Worth, TX
9	Chicago, IL
10	Washington, DC

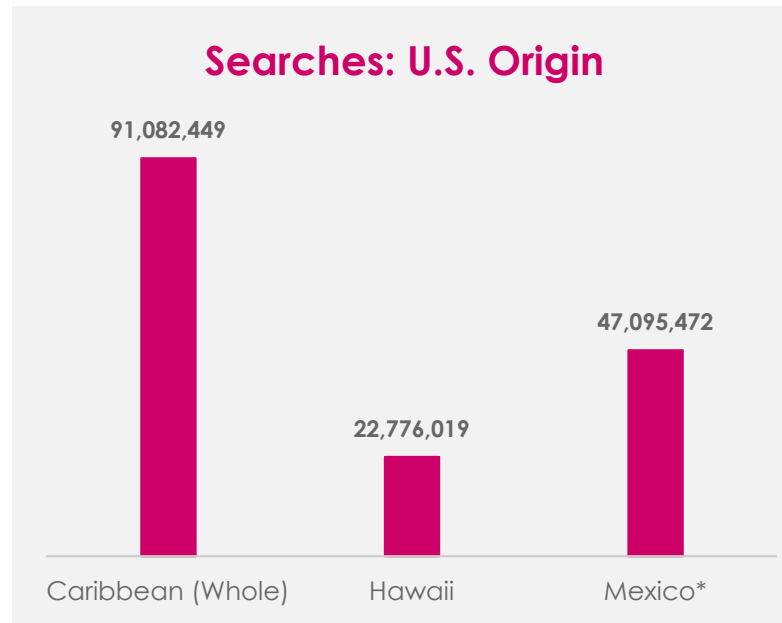
TOP 10 GROWING MARKETS

1	Charlotte, NC
2	Tampa, FL
3	Houston, TX
4	Los Angeles, CA
5	Baltimore, MD
6	Hartford, CT
7	Atlanta, GA
8	Raleigh/Durham, NC
9	San Francisco, CA
10	Denver, CO

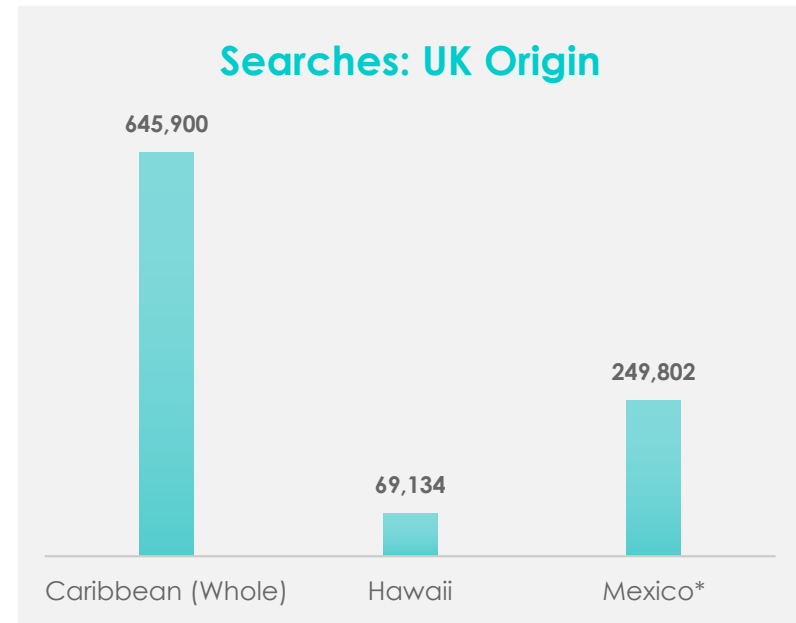
Searches



Searches: U.S. Origin



Searches: UK Origin



*Includes Acapulco, Cancun, Cozumel, Los Cabos, Mexico City, Oaxaca, and Puerto Vallarta

Total Nights and Average Search to Bookings



Origin	Country	Total Nights	Avg. Search to Booking Window
US	Caribbean (Whole)	28,564,801	8.27
	Hawaii	7,566,071	8.73
	Mexico*	9,188,589	7.95
UK	Caribbean (Whole)	256,722	8.37
	Hawaii	19,213	7.76
	Mexico*	142,784	9.03

*Includes Acapulco, Cancun, Cozumel, Los Cabos, Mexico City, Oaxaca, and Puerto Vallarta

Advance Purchase



Origin	Country	Avg. AP
US	Caribbean (Whole)	65.43
	Hawaii	86.88
	Mexico*	71.57
UK	Caribbean (Whole)	67.70
	Hawaii	107.52
	Mexico*	102.48

*Includes Acapulco, Cancun, Cozumel, Los Cabos, Mexico City, Oaxaca, and Puerto Vallarta

Thank You!



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Visit us at **www.adara.com**



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