Expedia Group Media Solutions
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Overview:

- 200 sites in the Expedia group
- 75 different Countries
- 35 languages
- 7 out of 10 consumers use the Expedia Media Network
- Recently acquired VBRO (vacation rentals)
- ALL OTAS (ONLINE TRAVEL AGENTS) have increasing searches to travel after June 1

CRISIS Strategy:

- Adversity can significantly Impact businesses, Through Loss of Revenue, Lowering Consumer Confidence, Reducing brand visibility.

- Getting you on the road to recovery: rebuild traveler’s confidence, stay top of mind to the customers, and establish a program that can generate and capture demand.

- Understanding Data through Insight: Analyze the research from the traveler’s behaviors before and during the recovery. Recognize their needs going forward.

- Understanding your reporting and Analytics of your campaign:
  - Know who to target and when to target them.
  - Plan an efficient recovery campaign
  - Continue to monitor your results, if changes need to be done to optimize your campaign
  - Summarize your results, keep your key learnings.

- Inspire through a Global Reach and Scale
  - Reach the right audience through great targeting- get to the right customer
  - Inspire with the right messaging. Motivate travelers.
  - Connect at the right time. Reassurance is imperative.

- Leverage targeting to identify the right traveler.
  - Traveler’s behavior tracking it moving forward.
  - Profiling your customers habits with booking travel.

- Communicate the right message
  - Let your message guide the travelers and inform them.
  - Reassure Travelers with the right message.
  - Open to new markets, and don’t let language limit you.