

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:
 - o Know who to target and when to target them.
 - o Plan an efficient recovery campaign
 - o Continue to monitor your results, if changes need to be done to optimize your campaign
 - o Summarize your results, keep your key learnings.
- Inspire through a Global Reach and Scale
 - o Reach the right audience through great targeting- get to the right customer
 - o Inspire with the right messaging. Motivate travelers.
 - o Connect at the right time. Reassurance is imperative.
- Leverage targeting to identify the right traveler.
 - o Traveler's behavior tracking it moving forward.
 - o Profiling your customers habits with booking travel.
- Communicate the right message
 - o Let your message guide the travelers and inform them.
 - o Reassure Travelers with the right message.
 - o Open to new markets, and don't let language limit you.