



Emma Price

# Agenda

- Client Brief
  - Audience
  - Challenges
  - Strategy
  - Budget
  - Media Partners
  - Dynamic Creative
  - Programmatic Strategy
  - Measurement
- 
- A solid red horizontal bar spanning the width of the slide, located at the bottom.

# Recap of Client Brief

## Timing

July 2021

## Budget

\$200,000

## KPIs

- Awareness
- Airbnb Experience bookings through mobile app

Objective- Acquire customers for Airbnb experiences, driving a 15% increase in experience purchases through the Airbnb app

# Audience

## Primary: The Social Spender

- 24-35 year old Millennials
- Disposable income
- Social and adventurous
- Love eating out and trying new experiences



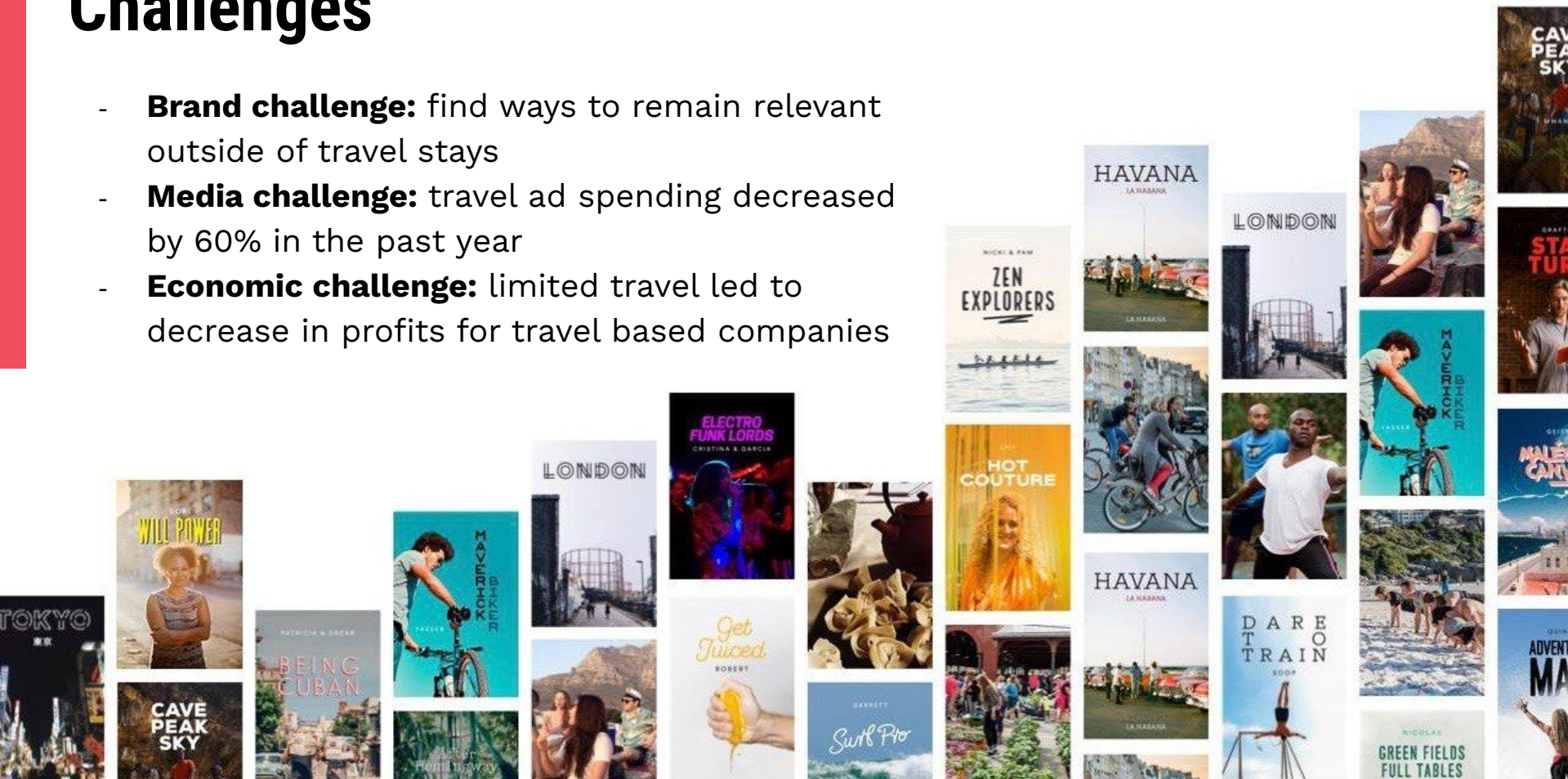
## Secondary: The Modern Parents

- 45-55 year old parents w/ kids
- Upper to middle class
- Travel a lot
- Like to spend quality time with family doing fun activities



# Challenges

- **Brand challenge:** find ways to remain relevant outside of travel stays
- **Media challenge:** travel ad spending decreased by 60% in the past year
- **Economic challenge:** limited travel led to decrease in profits for travel based companies



# Strategy

Objective: Acquire customers for Airbnb experiences, driving a 15% increase in experience purchases through the Airbnb app



# Mock Budget

Media Channel	Channel	Spend	SOI
Social	Snapchat	\$50K	25%
Biddable	Programmatic, search, Teads	\$90K	45%
Video	YouTube	\$60K	30%
Total		\$200K	100%

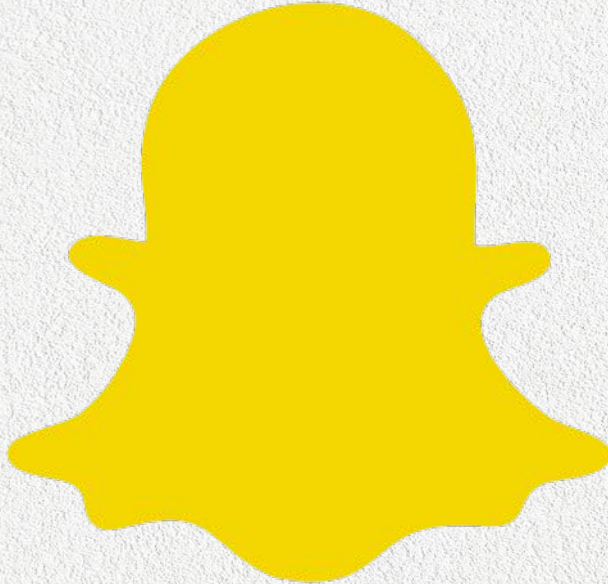
# Media Partner #1: SnapChat

## Reach

- audience of 229 million people who use Snapchat every day
- Snapchat reaches 75% of millennials and Gen Z

## Data

- Location based data from SnapMaps, demographic, and behavioral usage
- Soon to be shopping data from Screenshop
- Snapchat Pixel to track users actions



## Offerings

- AR and VR technology for immersive experiences
- Range of static, video, and interactive ads
- Ad manager to track your campaign progress
- Discover page articles relevant for travel content
- Social app where people can share interesting content with friends

# Media Partner #2: Teads

## Reach

- Similar scale to YouTube and Facebook
- distributes advertising to 1.9 billion people every month across best publishers like VICE, Vogue, Forbes, and ESPN

## Data

- Geolocation, Audience, context, date and time
- Based on dynamic signals
- context like hotel bookings to provide Airbnb experience ads

## Offerings

- In feed video
- Precise targeting
- Average view time of 11.3 seconds
- Curated audiences without use of cookies

# Media Partner #3: YouTube

## Reach

- 1 billion users each month, #1 video platform globally
- About 50% of YouTube users check YouTube every week

## Data

- Powerful behavior data based on videos users watch about their hobbies and interests
- Provides demographic and geography of where your most watched videos are

## Offerings

- Engaging video marketing
- Display ads- clickable content next to video
- Overlay ads- pop up while viewer is watching video
- 3-5 second Skippable video ads with accompanying banner ads
- Non-skipable ads



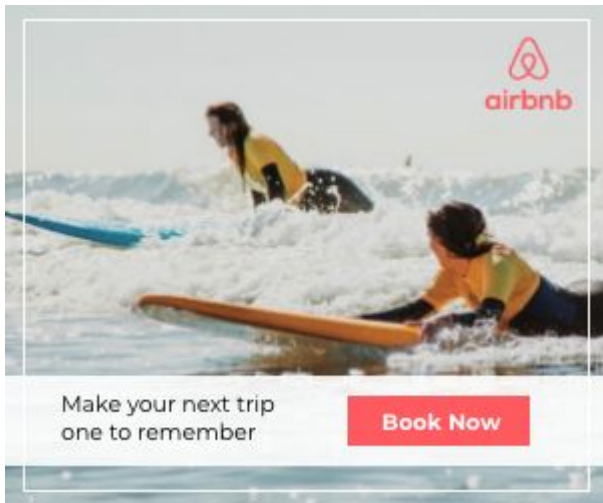
# Dynamic Creative

## Target based on geolocation

- Warm weather- outdoor activities
- Cold weather- Online experiences and experiences like skiing

## Target based on context

- Travel booking site, serve experience ads for the area
- Cooking classes, yoga, etc based on user activity



# Programmatic Strategy

Goal: increase sales of Airbnb experiences

Audience segment to bid on: Millennials living in Chicago, New York, LA, San Francisco, Boston, and Atlanta who spend time on travel sites, activities/reservation sites like Eventbrite and OpenTable

Partner with Smarty Ads DSP to deliver

- Push, Video, Banner, Native, Rich Media, CTV, Rewarded video, Playable, and Pop-up ads
- Use Smartyads targeting capabilities of GEO, OS, Mobile carrier, Browser & Language, Dayparting, Frequency capping, Retargeting



# Measurement

- effectiveness of media partners ability to build awareness and drive airbnb experience app traffic based on following chart

Media Partner	Primary KPI	Optimization Metric	Secondary KPI
Snapchat	App traffic	CPM	Impressions
Teads	Reach	CPM	Awareness
Youtube	Awareness	Cost per video view	Video Completion rate

# Sources

<https://adage.com/article/datacenter/how-travel-ad-spending-and-revenue-tumbled-more-60-2020-and-why-industry-sees-recovery-horizon/2322166>

<https://smartyads.com/blog/10-best-dsps-that-define-programmatic-buying/>

<https://drive.google.com/file/d/1NUst1ox6TDGLWYiRpSfWhSMwWYoailqc/view>