

Why should advertisers consider travel media networks?

Article

With no shortage of spending options, advertisers weighing whether to invest in TMNs will be considering what travel companies can do better or at a better value than comparable channels. First-party data, captive audiences, and a diverse array of ad inventory are some components of the travel media value proposition.

Most Advertisers Are Interested in Commerce Media Offerings From Verticals Outside of Retail

% of retail media professionals worldwide, Q4 2023

Would like to see retail media-like offerings from verticals beyond retail*



Note: n=365; *e.g., airlines, hotels, and financial services

Source: Criteo, "The Great DeFrag: How commerce media will unite advertising in 2024," Dec 19, 2023

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Thanks to well-developed loyalty programs and a high rate of authenticated users, travel companies have access to rich first-party data. In addition to purchase history data, travel companies have signal data about shoppers that has the potential to be highly valuable to advertisers. With the right targeting, advertisers can work with TMNs to reach desirable audiences with campaign content based on where they will be, when they are going, how many people they generally travel with, and the type of trip they are taking. Examples include:

- **Ride-hailing apps leveraging seat-back screens** in cars or mobile apps to serve ads relevant to the passenger's trip, e.g., promotions from quick-service restaurants (QSRs) in geographic proximity to the passenger's destination.
- **Airlines leveraging digital surfaces** in airport lounges or seat-back screens on planes to reach passengers based on ticket status or destination, e.g., luxury goods advertised to first-class passengers during a flight.
- **OTA websites creating audience segments** for on- or off-site advertising based on signal data, e.g., retailers or brands promoting luggage and swimwear to shoppers who are researching and planning summer family vacations.

Travel companies can offer advertisers the chance to reach consumers across multiple digital touchpoints and captive audiences. Travel purchases often involve multiple digital touchpoints—research, booking/purchasing, during trip and post-trip—which in turn represent opportunities for advertisers to reach travelers with relevant digital campaign content. Seat-back screens, branded apps for booking, airport lounges, loyalty-focused booking apps, and even hotel entertainment systems represent a diverse set of digital ad inventory. Customers waiting in the airport, traveling on flights, or sitting in cars during ride-hailing trips are a captive audience.

Read the full report, [The Travel Media Network Explainer 2024](#).

Report by Sarah Marzano Oct 22, 2024

The Travel Media Network Explainer 2024

