

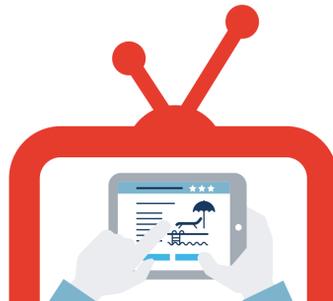
Industry Insights: Hospitality

Target, Measure & Optimize TV

The global travel industry is expected to reach \$2.7 trillion by 2019, and half of all households will be able to afford to travel by 2025. For hospitality, taking advantage of this growth means adapting to a buyer's market driven by mobile, the sharing economy, unique Millennial demands and pressure to increase direct bookings.

TV has always been a highly effective marketing channel for hotels, with 2016 ad spend reaching \$249 million in the U.S. alone. To ensure ongoing success in a rapidly transforming industry, hotels are thinking differently about how to use TV to reach the right people, in the places and times they're most likely to engage – and leverage TV's proven "kicker effect" to drive online response.

Data from Visa and iSpot.tv



CUSTOMER VALUE

20-80%

Improvement in TV efficiency

Providing same-day campaign performance analytics, TVSquared helps hotels target, measure and optimize TV:

Measure Short-Term Impact

Identify spots generating response globally, nationally, locally or by brand – whether it's online or telephone bookings, search, website visits or app activity.

Improve Performance

Make in-flight changes to days, dayparts, networks, programs, genres or creatives to improve the efficiency of on-air campaigns.

Understand the Customer Journey

Identify customer viewing habits in every target market, and track TV's cross-channel influence on the traveler's journey, even weeks or months after initial exposure.



Millennials account for 22% of all travelers and travel more often than any other generation, but Baby Boomers will be the fastest growing segment of the traveling population through 2025.

(AdWeek and Expedia)



Up to 87% of viewers use second-screen devices when watching TV, and a recent survey found that 56% of respondents used smartphones to look for travel information while viewing. *(Accenture and Google)*



Justify/Optimize Spend

Prove TV's impact on ROI, find the best media buys and ensure the effectiveness of every dollar spent in a TV budget.

Inform Planning

See how TV and marketing investments will perform in the future, and design impactful plans and mix strategies to target new and existing customers.

Realize Long-Term Impact

Uncover TV's relationship across online and offline channels, quantify its impact on KPIs and identify externalities affecting performance.

+ Advantage

Get the "who, what, when and where" of TV spot performance

+ Predict

Generate actionable media-buy recommendations and optimize spend

+ Halo

Understand the total impact of TV across all online and offline channels at the local level

Contact TVSquared to learn how you can target, measure and optimize TV:

Edinburgh, London, NYC, LA www.tvsquared.com ☎ +1 212 500 1195 ☎ +44 (0)131 290 2333 ✉ info@tvsquared.com

