

ONE FOR TRAVEL.



Jump Aboard with The Exchange Lab



THE CHALLENGE

In an ideal world, a consumer journey from the first moments of wanderlust, through to making a purchase would be seamless. Truth is, the landscape has changed and visiting the local travel agent to book that mini-break or dream holiday is becoming a thing of the past. Today, the consumer is in control, influenced and empowered by a mix of media channels, digital touch points and referrals.

SO HOW DO YOU NAVIGATE THIS FRAGMENTED JOURNEY WHILE STILL PUTTING YOUR CUSTOMER FIRST?

In a constantly evolving travel landscape, agility and a data-driven approach are essential for brands to stand out and engage their audience, drive ROI and build customer loyalty.

What's in it for you?

We take a consultative approach; each strategy is bespoke – we put you first so you can put your customers first. We combine industry innovators with market-leading technology across multiple devices and channels – during the crucial consumer consideration period – all in real-time. These customer success stories demonstrate how we can help you:

ACQUIRE NEW CUSTOMERS AND RETAIN THEM

Through the combination of Proteus, first party data and industry insights, a **major airline client** with high value transactions saw better performance for DMP segments verses 3rd party data segments:

38% MORE EFFICIENT ECPA

37% HIGHER CONVERSION RATE

STAND OUT AGAINST THE COMPETITION

The year review of a **major hotel chain** applying Dynamic Creative Optimisation (DCO) showed that the eCPA was 75% of standard retargeting

Client Testimonial

“We partnered with the Exchange Lab for their in-depth insights and great service. The trading and campaign management teams have been integral to forming our strategy, so much so that our programmatic partnership is becoming a core focus to replicate the same success we have seen over the past 10 months. The ad operations team give us a wealth of insights and intelligence, helping to build our internal programmatic team’s knowledge with their own expertise.”

FABRIZIO DI MARTINO

Director, Digital Marketing Europe
IHG

DID YOU KNOW?



Generate a **29% increase** in performance by leveraging three DSPs for the Travel sector, compared to just one – **the power of Proteus**



Think global, act local with Proteus geo flexibility. **Target and build** on the increase in travelers from specific outbound markets including China, South Korea and North America from one central hub



Reach an **additional 32%** of your target audience when using four DSPs simultaneously, as independently validated by a client DMP



Access the world from your pocket – mobile devices are forecasted to account for **70%** of bookings by 2019*

THE POWER OF PROTEUS IN PROGRAMMATIC ADVERTISING

We are the world’s largest programmatic marketplace, integrated with more platforms and partners than any other player in the digital space. Utilizing Proteus – our unifying programmatic platform – we consolidate the world’s leading demand side platforms (DSPs), data, verification and measurement tools in a single view, at scale, with full transparency – **so you can engage your most relevant customers and hit your campaign objectives.**

Proteus is designed to transform programmatic advertising for travel business just like yours.

DROP US A LINE: CONTACTUS@THEEXCHANGELAB.COM