Tap into Agoda’s premium audience of travelers

Media Kit
2021
About us

#4th

Biggest travel website worldwide*

Agoda’s users travel
8X more than average

26%

Of all trips booked worldwide
are done via Agoda

BOOKING HOLDINGS is the world leader in online travel and related services

Data from:
similarweb.com 2019 for the Accommodation And Hotels in the world website and might change overtime
Agoda Global Travel U&A Study 2019
Traffic & Bookings
Agoda’s Premium Inventory

- 50M Daily visitors
- 6M Daily searches
- 4M Social media followers
- 5 Pages per visit
- 6 Minutes per visit

Data from: similarweb.com 2019 for the Accommodation And Hotels in the world website and might change overtime. Agoda Global Travel U&A Study 2019
Agoda Travel Insights

Top traffic sources
1. Taiwan
2. Thailand
3. Malaysia
4. South Korea
5. Japan
6. USA

Top destination countries
1. Taiwan
2. Japan
3. Thailand
4. Malaysia
5. South Korea
6. USA

40% of bookings are for 4* and up

Data from: similarweb.com 2019 for the Accommodation And Hotels in the world website and might change overtime. Agoda Global Travel U&A Study 2019
Why advertise on Agoda? – We turn travelers into customers

Targeting
- 1st party proprietary data
- Traveler behavior
- Origin/Destination (Routes)
- Hotel attributes
- Booking values
- Custom Audience Creation & Audience extension

Tactics
- Solutions for:
  - Inspiration
  - Consideration
  - Conversion
- Cross-device opportunities
- Customized Landing Pages

Conversion
- Strategic Planning
- Highly skilled Campaign-Optimization team
- Reporting for performance metrics
- Up to x10 ROAS
Our solutions

Display Advertising
- Web Banners
- Mobile Banners
- Social Media Campaigns

Available

Content Creation
- Travel Guides
- Blog Post
- Branded Landing Page

Available

Customer Marketing
- Email Marketing
- In-app Push
- App Notifications

On demand

Data
- Travel insights
- Predictive Tourism
- Opportunity Reports

On demand
Display Placement – Target travelers in all phases of the user journey
Responsive Placements
Custom and standard IAB

Desktop
- 300x250
- 300x600
- 160x600
- 728x90

Mobile
- 320x50
Thank you

For more information as well as rate card, please email adn-bd@agoda.com
Appendix
Placements – examples
Branded Landing Pages – examples

Increase traffics to your websites from premium & high-travel intent audience.
Better brand engagement, actions and conversions.

Click-in

Agoda’s Hotel property page

Branded Landing Page (Travel Guide, List of Hotels, Blog Post, Destination page, Lead Generation, etc.)

Click-out

Brand’s official website

Lead generation webpage