Tap into Agoda's premium audience of travelers

Airlines Media Kit

July 2021

agoda
Media Solutions

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Our solutions:

Visibility

Display Advertising

- Web Banners & Video
- Mobile Banners & Video
- Programmatic
- Social Media Extension

Available

App & Email Marketing

- Email Marketing
- In-app Pop Up
- App Notifications

Available

Content

Content Marketing

- Travel Guides
- Advertorial Blog Post
- Branded Landing Page

Available

Data & Insights

- Travel insights
- Travel Trends
- Opportunity Reports

On-demand

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Why advertise on Agoda? 1st Party Proprietary Data

Targeting

- Traveler behavior
- Language
- Origin/Destination (Routes)
- Hotel attributes
- Booking values

Services

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

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Agoda's Premium inventory

65M
App Download

50M
Daily visitors

6M
Daily searches

45M
Opted In App Push

8M
Newsletter Subscriber

90%
Direct + Search traffic

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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

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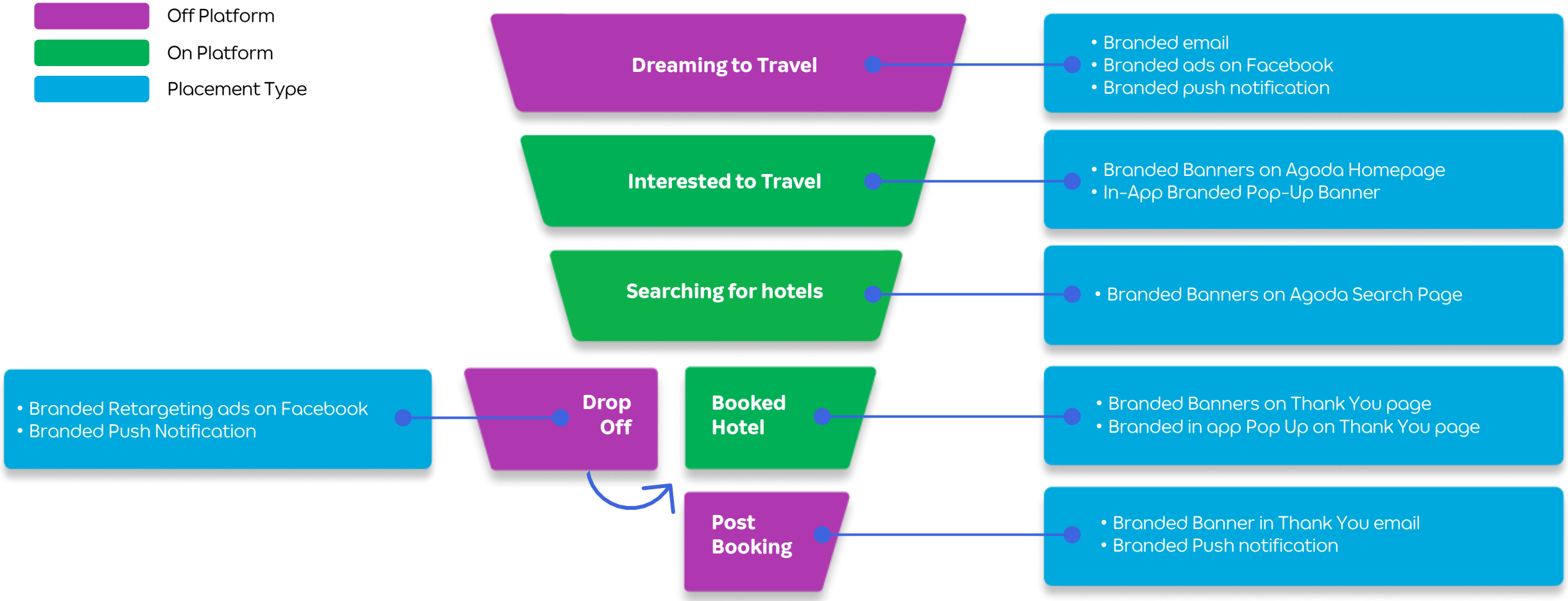
Target travelers on & off Agoda's channel across the whole sales funnel



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Agoda Display Network Placements

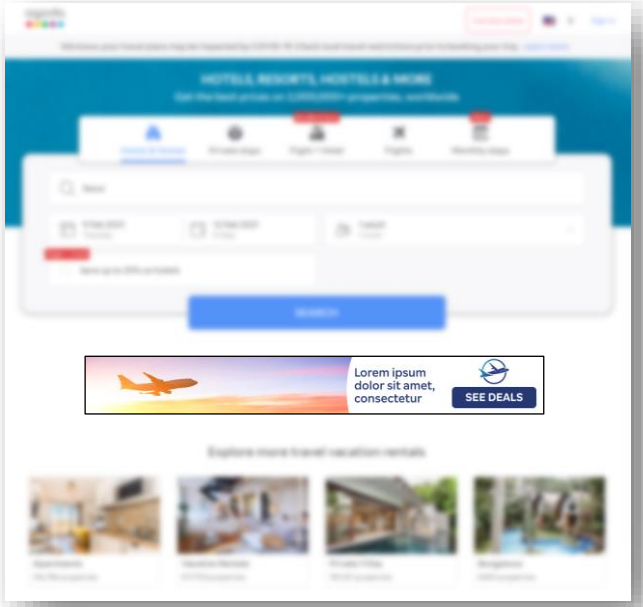
Ads Specs : GIF, JPG, PNG, HTML5, MOV, MP4 (Images, Animated Images or Video)

Banner Size : 300x250, 300x600, 160x600, 728x90, 320x50

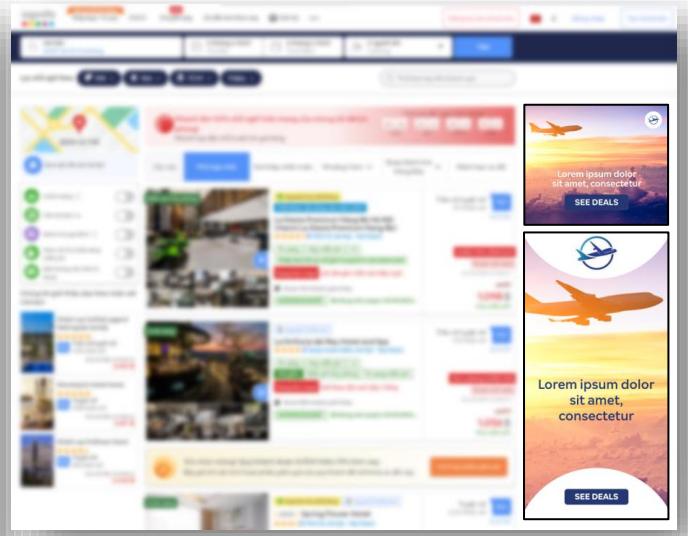
Desktop

Mobile

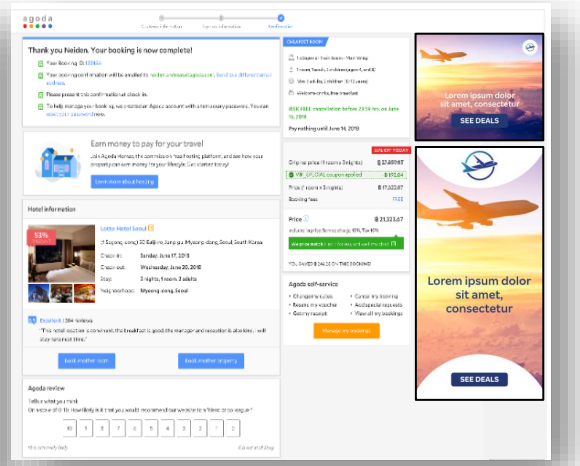
Homepage



Hotel & Flight Search



Thank-you page



Hotel Search Page : Click in / Click Out

Flight Search Page : Click in only

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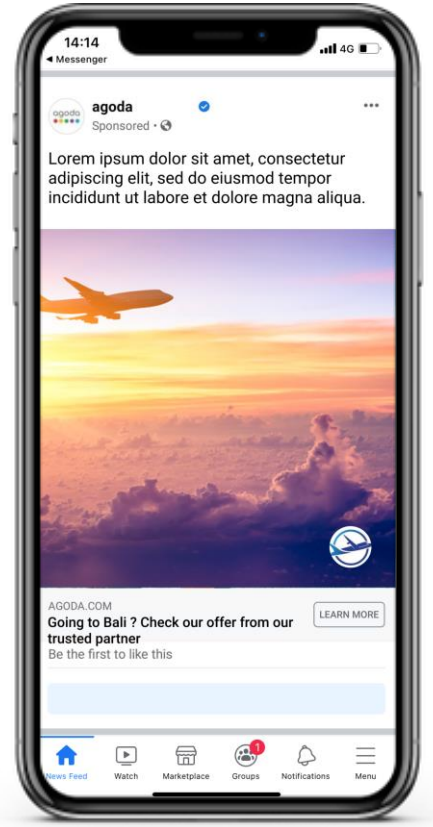
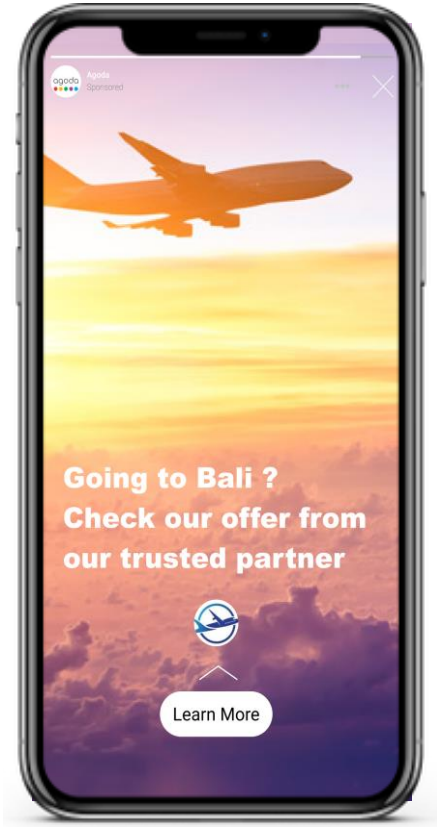
Social Media Audience Extension Placements

Harness the millions of daily data signals from agoda to provide in depth targeting for your social media campaigns

Facebook Ads



Instagram Ads



Ads Specs : Images & Video

Creatives Size : 1:1 9:16 and 16:9

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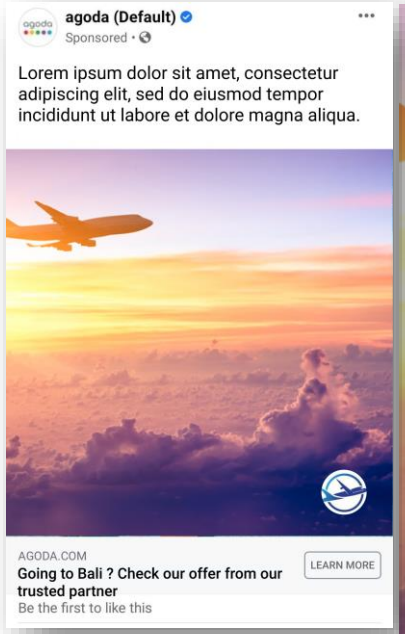
Display Ads User Journey & Solution

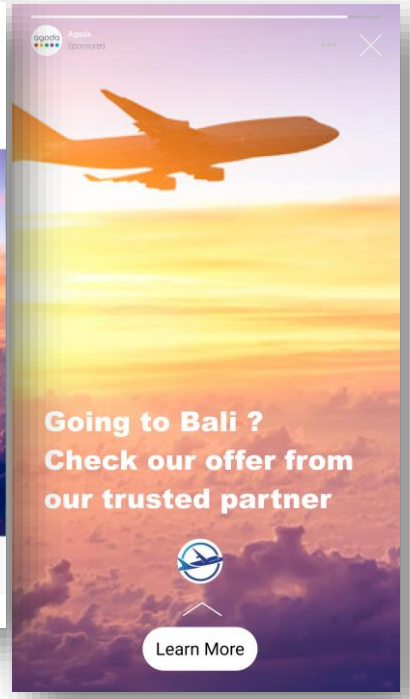
Solutions: Click in (agoda.com) or Click out (brand.com)

Agoda Display Network

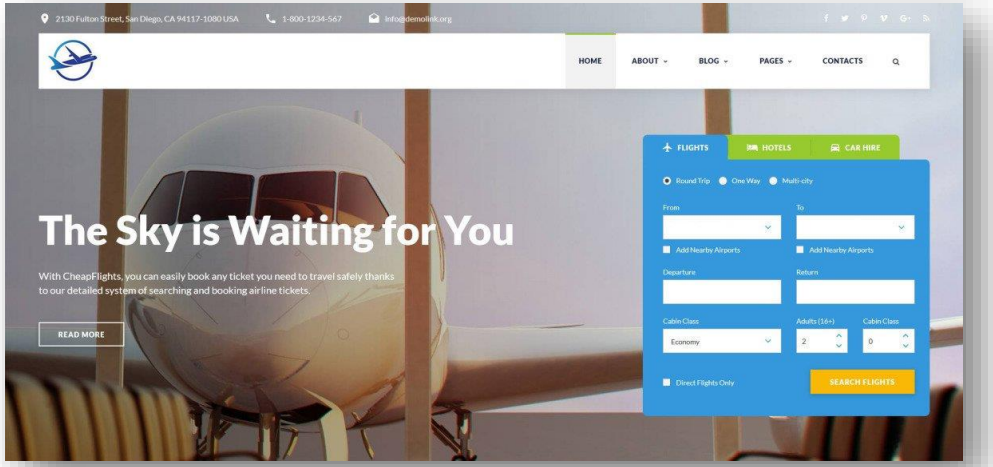
Facebook Ads



Instagram Ads

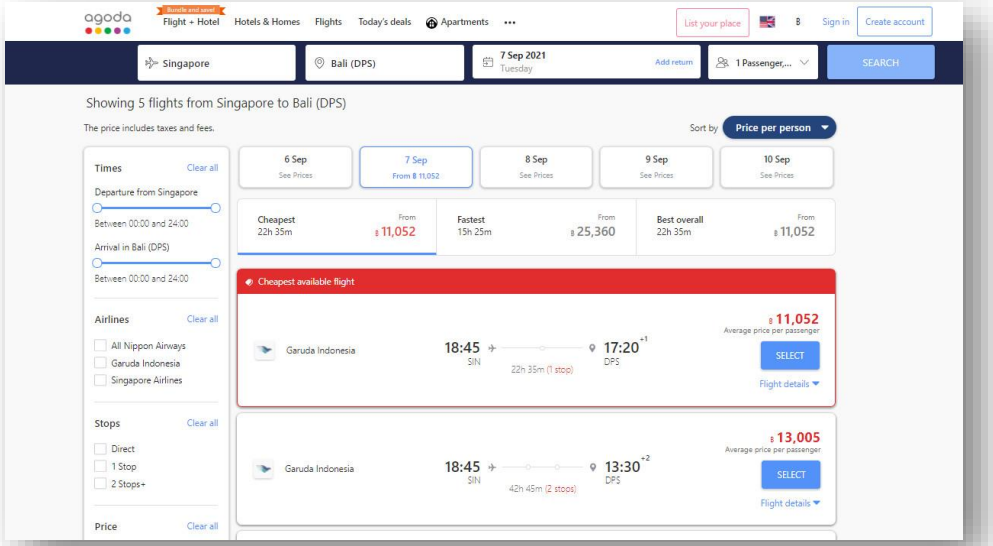


Brand.com



or

Agoda.com



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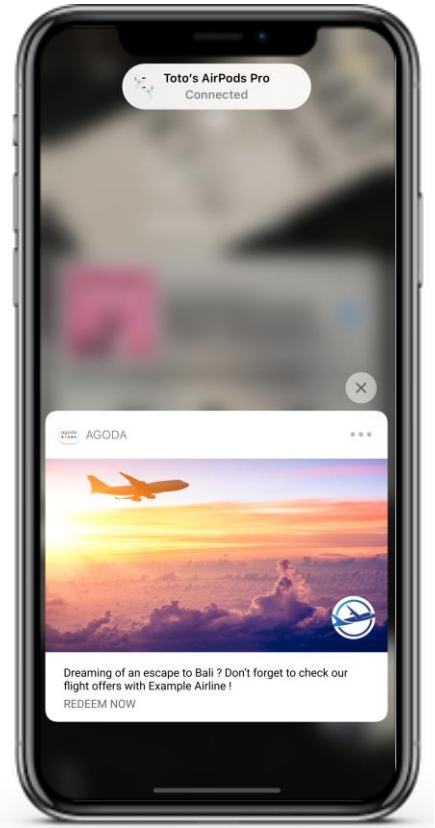
App & Email Marketing Placements

Communicate with our userbase of travelers using historical and in market criteria

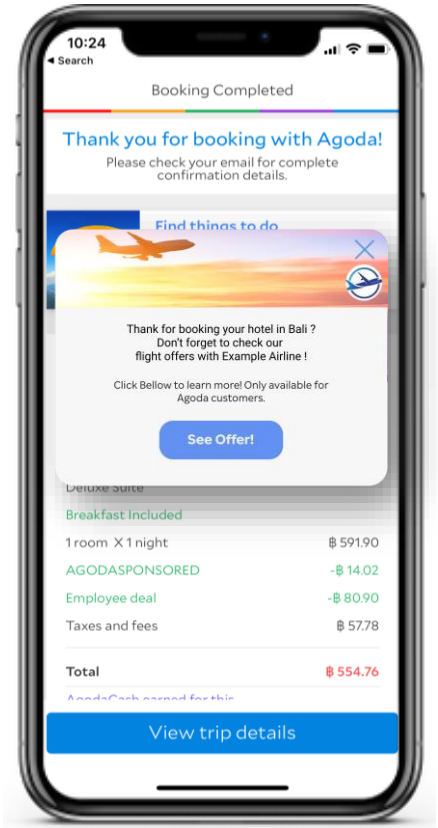
Ads Specs : Images & Text

Creatives Size : TBD

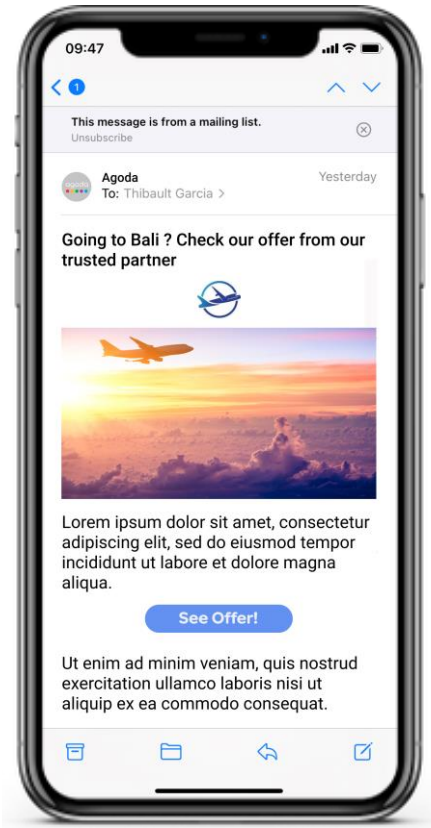
Push Notification



In App Pop Up



Email



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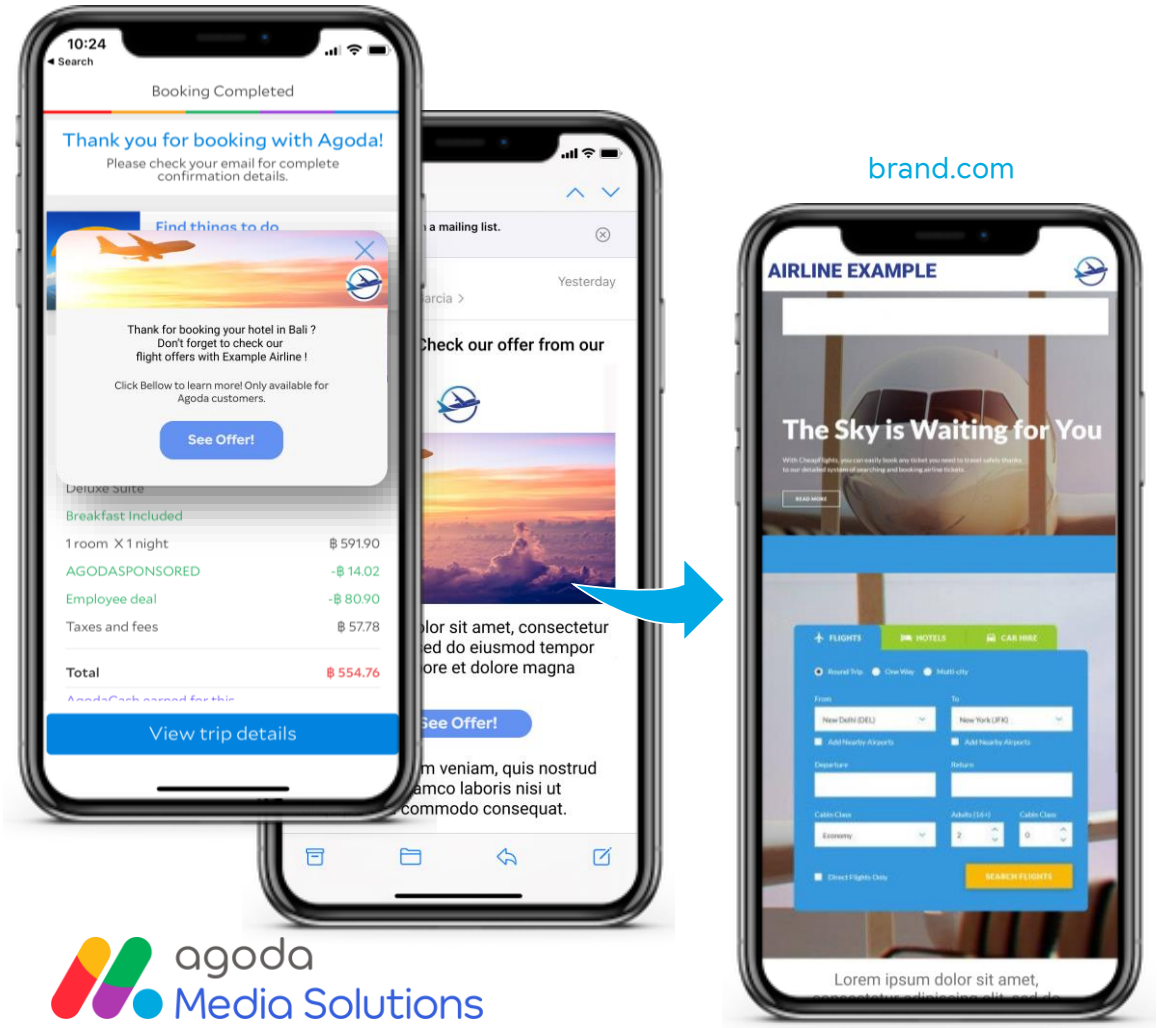
App & Email Marketing User Journey & Solutions

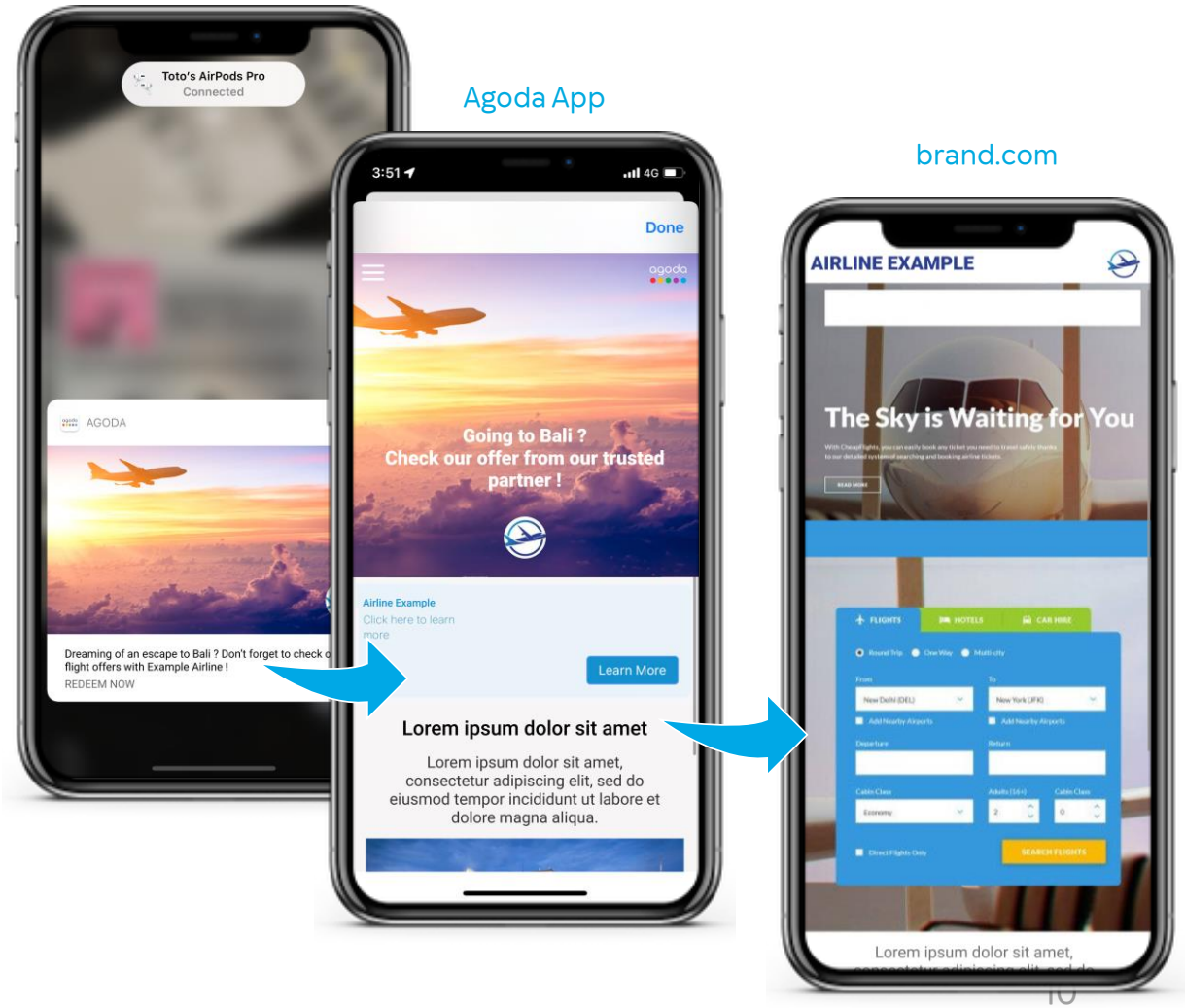
In App Pop Up & Email Marketing

Solutions : Click out & Click in



Rich Push Notification

Solution : Click in



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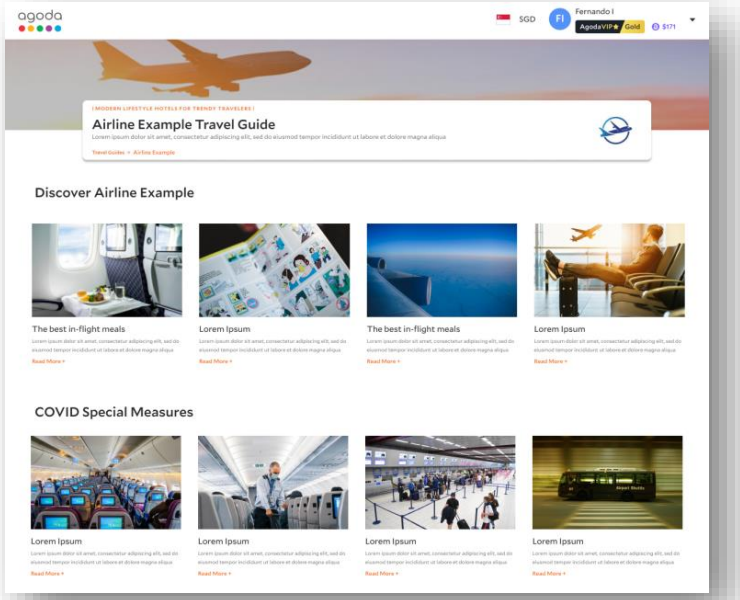
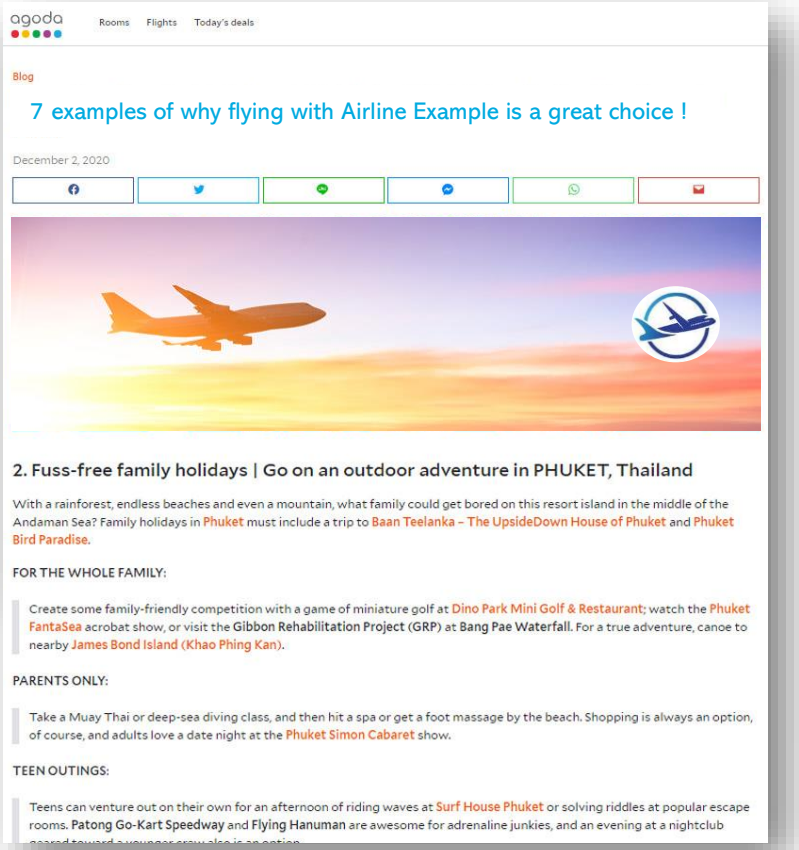
Content Marketing Offering

Host your own engaging content pages on agoda to boost awareness and brand/product recognition

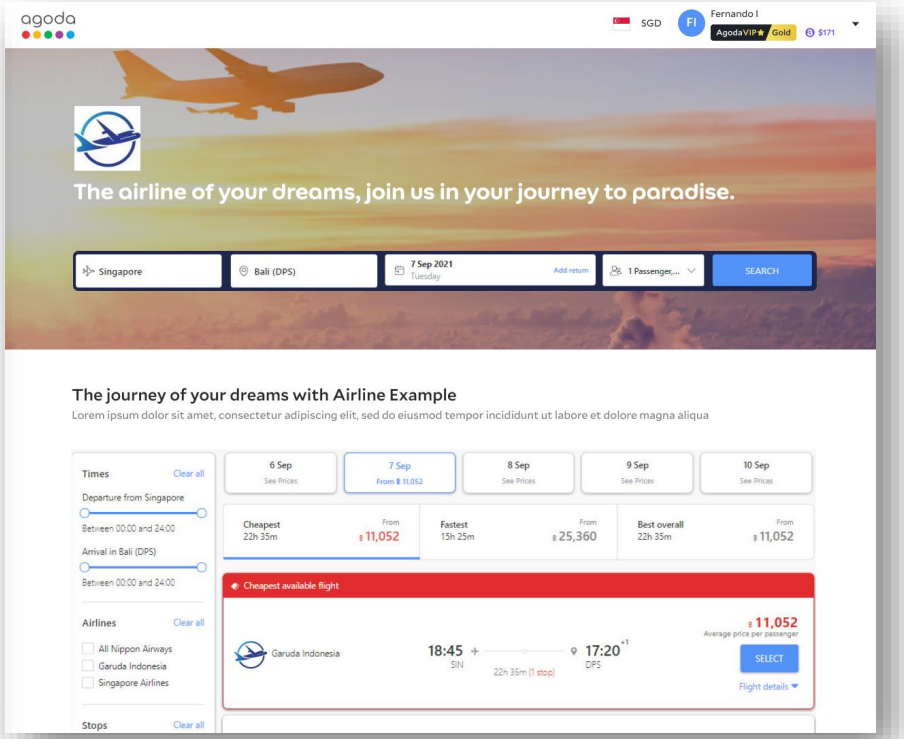
Branded Travel Guide



Branded Blog Post



Branded Landing Page



Ads Specs : Images, Video, Links & Text

Creatives Size : TBD

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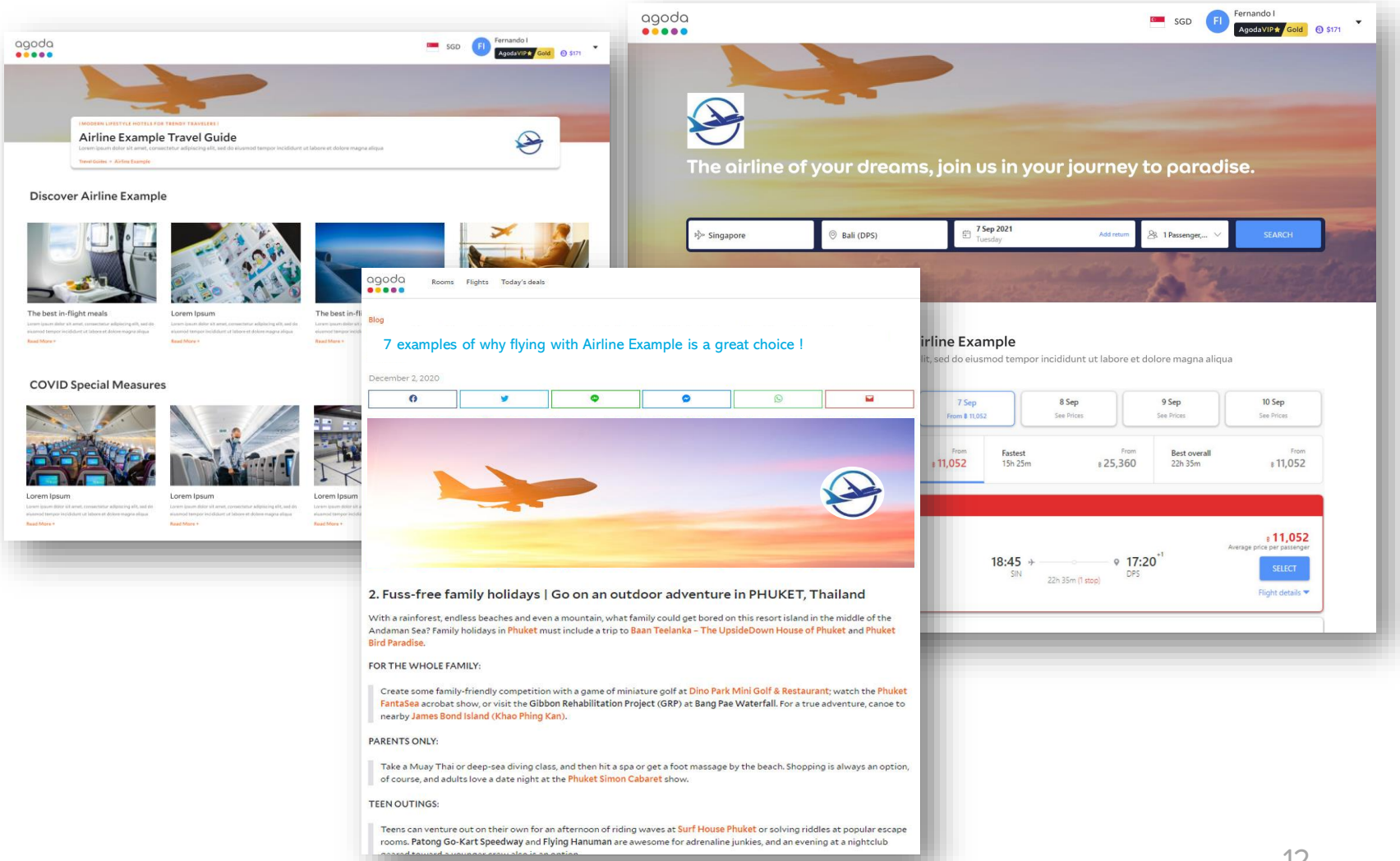
Content Marketing User Journey & Solution

Solutions: Click in (agoda.com) or Click out (brand.com)

Agoda Media Solution visibility campaign



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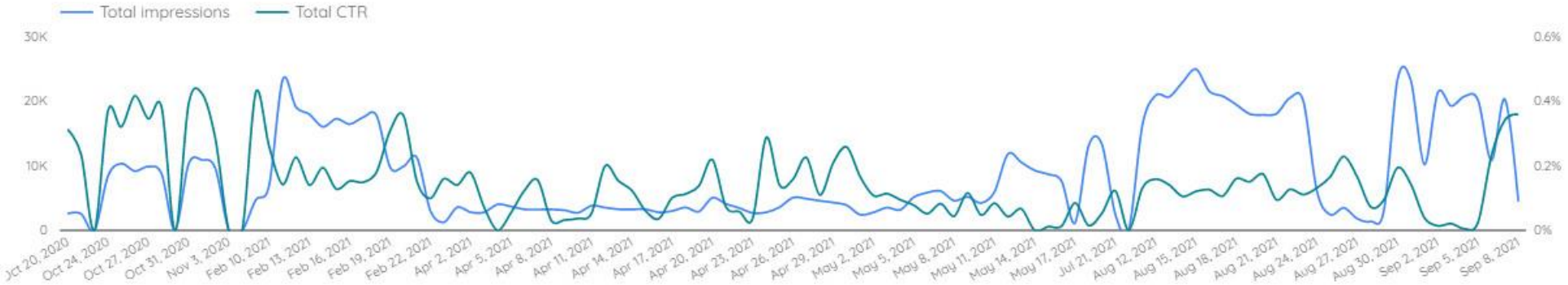
Live 24/7 cutting edge reporting

[redacted] Campaign Performance Report

Order

Oct 1, 2020 - Sep 8, 2021

Total impressions	Total conversions	Total advertiser sales	Total CPM Costs	ROAS	Total clicks	CTR%
959.9K	277.0	[redacted]	[redacted]	18.9	1.4K	0.1%



	Order	Banners - Group By ...	Total impressions	Total CPM Costs	Total conversions	Total advertiser sales	ROAS	Total clicks	CTR%
1.	[redacted]	[redacted]	269,365	[redacted]	58	[redacted]	13.26	513	0.19%
2.	[redacted]	[redacted]	233,592	[redacted]	53	[redacted]	18.28	73	0.03%
3.	[redacted]	[redacted]	117,373	[redacted]	48	[redacted]	26.67	163	0.14%
4.	[redacted]	[redacted]	113,217	[redacted]	56	[redacted]	30.41	178	0.16%
5.	[redacted]	[redacted]	91,771	[redacted]	23	[redacted]	11.83	62	0.07%
6.	[redacted]	[redacted]	46,361	[redacted]	29	[redacted]	39.71	146	0.31%
7.	[redacted]	[redacted]	33,378	[redacted]	0	[redacted]	0	116	0.35%
		Grand total	959,870	[redacted]	277	[redacted]	18.86	1,429	0.15%

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Thank you!

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