Tap into Agoda's premium audience of travelers

Media Kit

2023

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Agoda's Premium inventory

65M
App Download

73M
Monthly visitors

37M
Monthly searches

45M
Opted In App Push

8M
Newsletter Subscriber

87%
Direct + Search traffic

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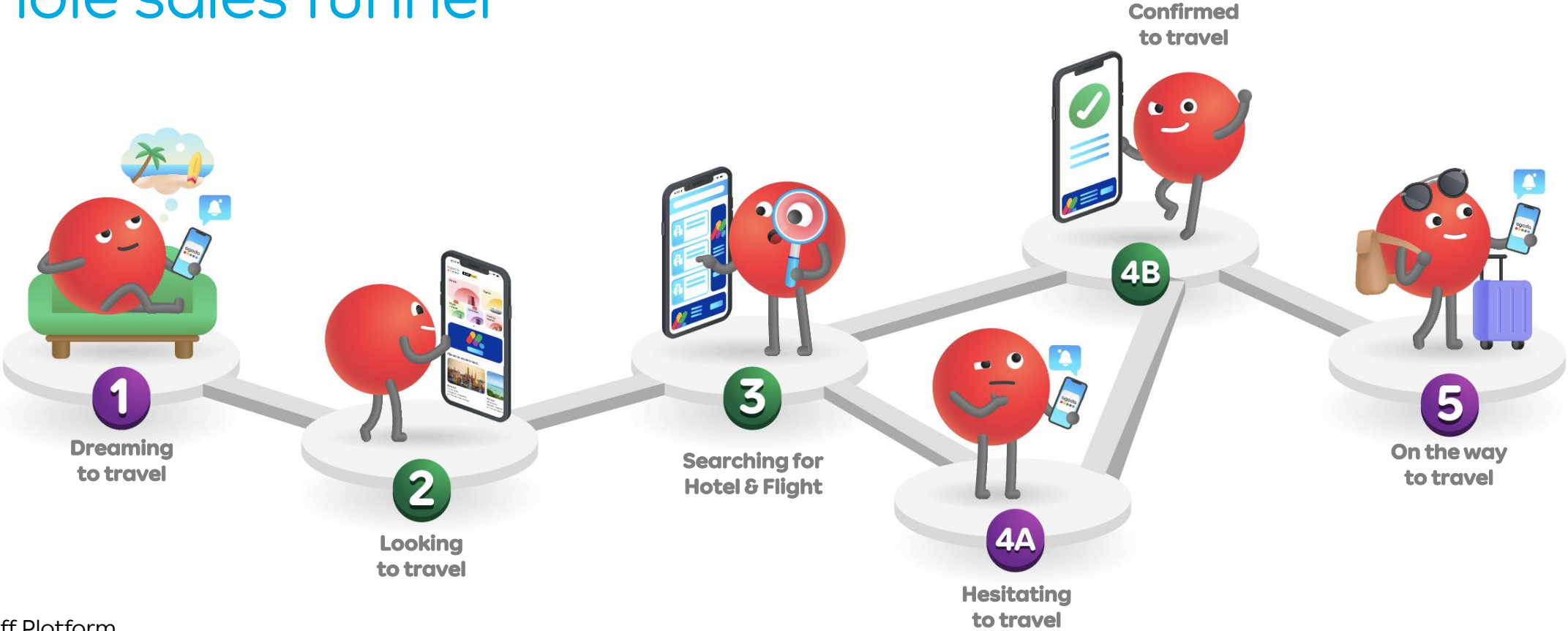# Why advertise on Agoda? Our 1st Party Proprietary Data

Targeting

- Language
- Origin
- Destination
- Hotel attributes
- Booking values

Services

- Strategic Planning
- Campaign Optimization team
- Live reporting
- Banners Creation
- Delivered up to x40 ROAS

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

1 Dreaming to travel

2 Looking to travel

3 Searching for Hotel & Flight

4A Hesitating to travel

4B Confirmed to travel

5 On the way to travel

● Off Platform

● On Platform

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Our solutions:

Display Advertising

- Media Display Banners
- Native Banners
- Social Media Extension
- Programmatic Buy

Available

App & Email Marketing

- Branded Email
- Email Banners
- In-app Pop Up
- App Notifications

Available

Content Marketing

- Travel Guides
- Advertorial Blog Post
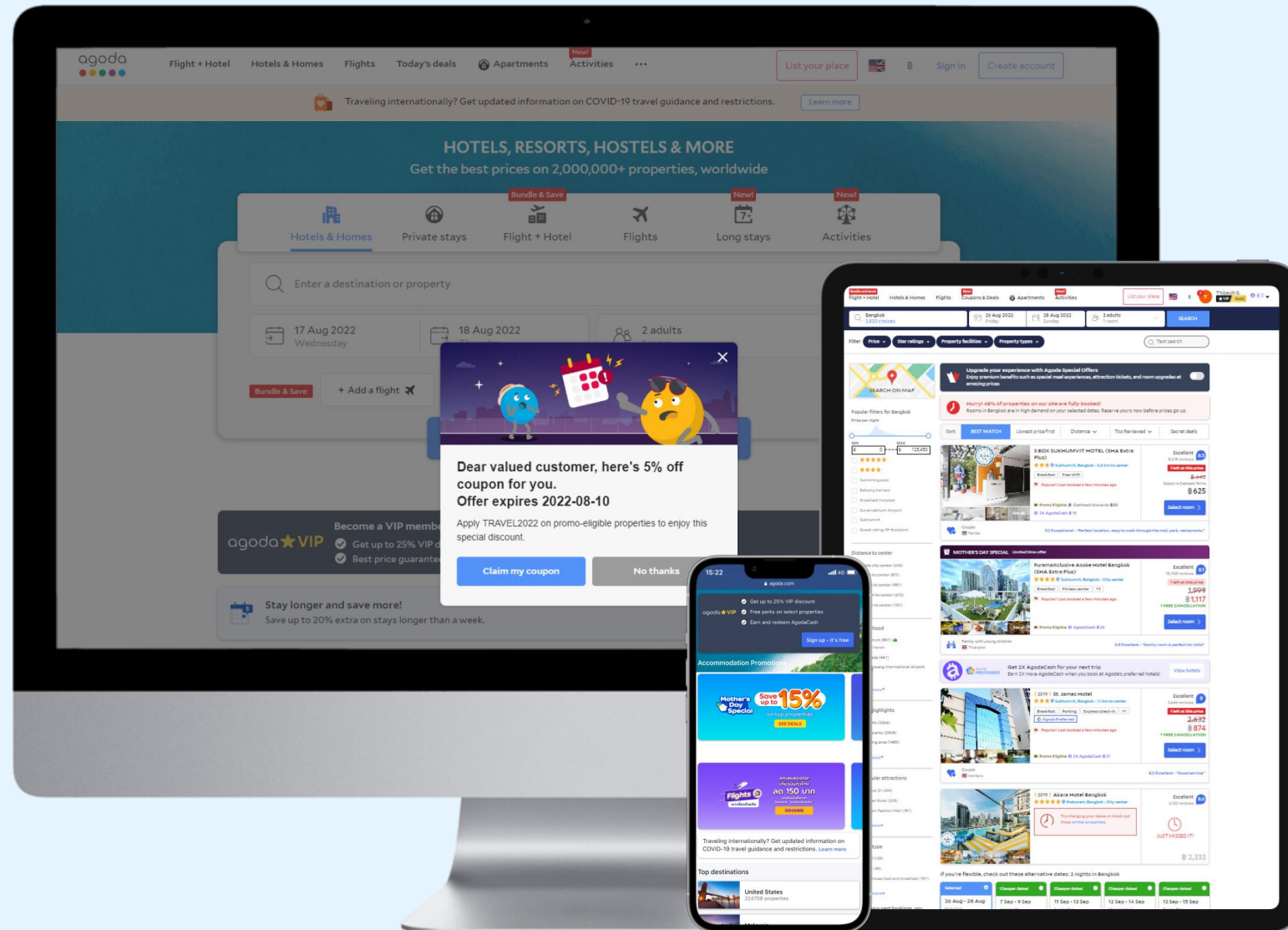- Branded Landing Page
- KOL/ Influencer Content

Available

Data & Insights

- Travel Insights
- Travel Trends
- Opportunity Reports

On-demand

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Media Opportunities

Display Advertising
Media Display Banners
Homepage Banners

● On Platform

Desktop & Mobile web units

Sizes: 728x90 & 320x50

Sample use cases : DMO, Airline, Hotel, FMCG, eCOM, Banking, etc.

Targeting:
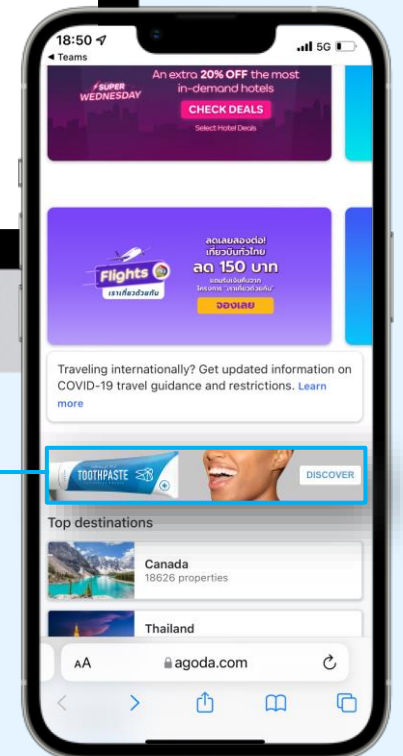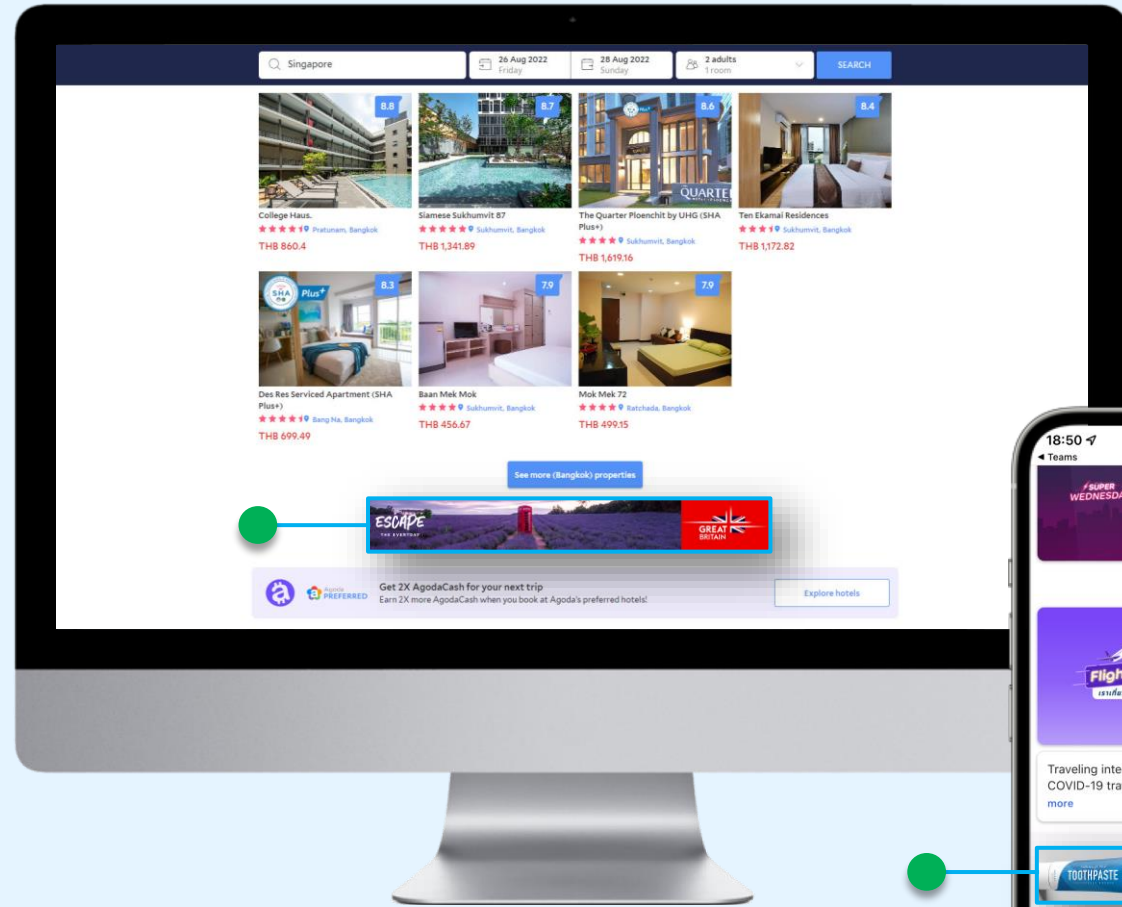
Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

Display Advertising
Media Display Banners
Hotel Search Banners

🟢 On Platform

Desktop & Mobile web units

Sizes: 300x250, 300x600, 160x600 728x90, 320x50

Sample use cases : DMO, Hotel, Insurance, Car Rental, Airline, etc.
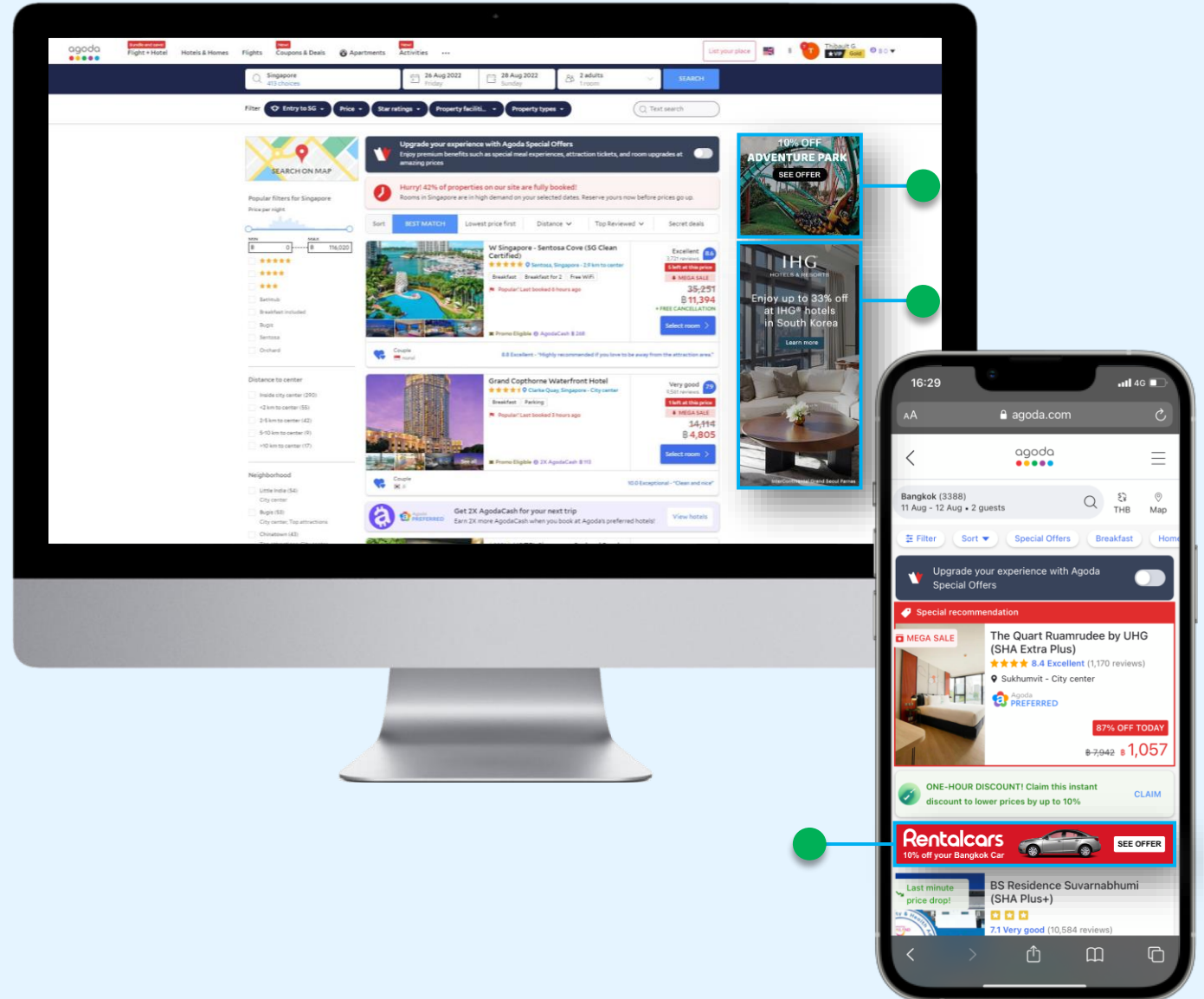
Targeting:

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

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Display Advertising
Media Display Banners
Flight Search Banners

● On Platform

Desktop & Mobile web units

Sizes: 300x250, 300x600, 160x600, 728x90, 320x50

Sample use cases : DMO, Airline, Insurance, Banking, Car Rental, etc.
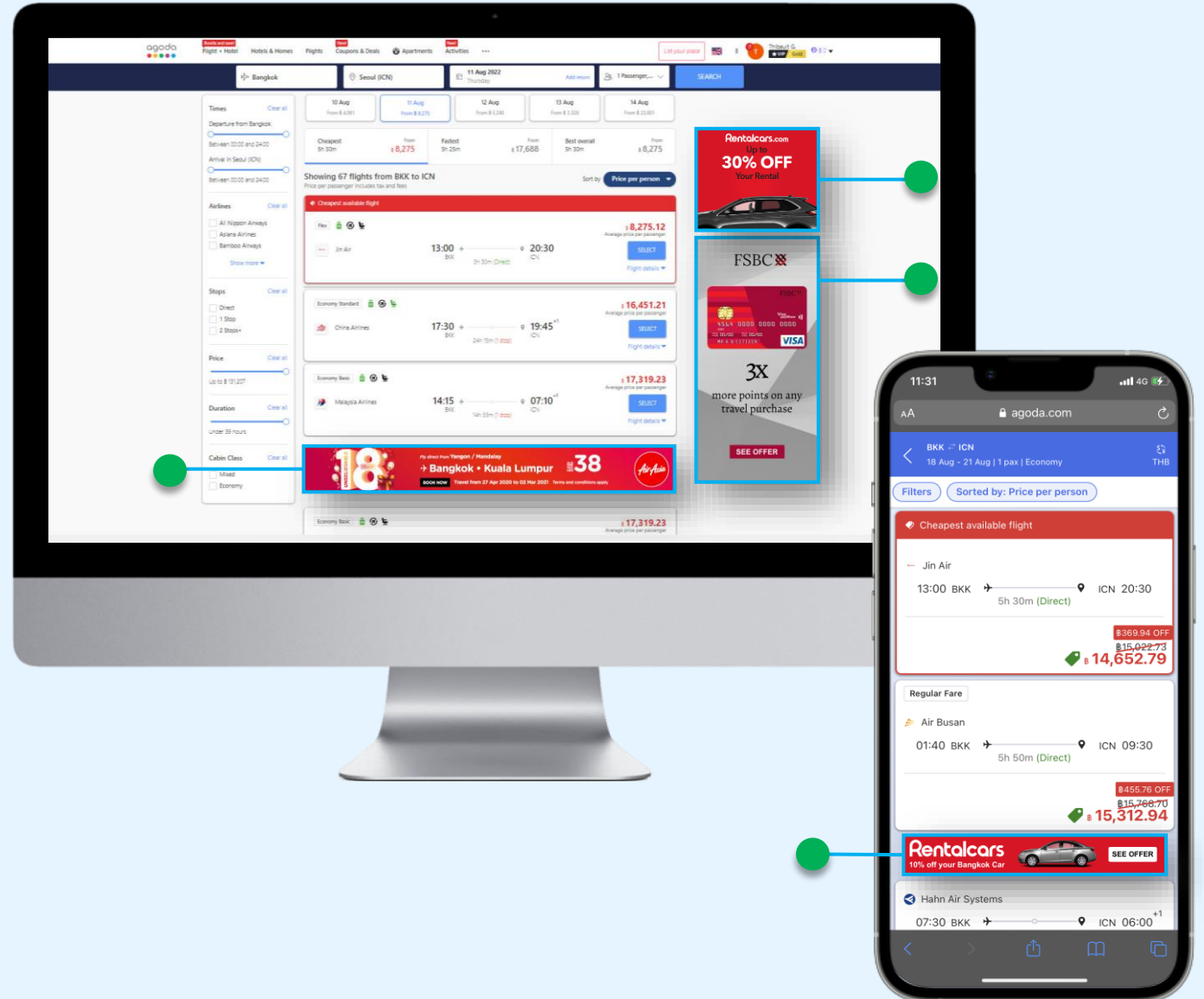
Targeting:

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

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Display Advertising
Media Display Banners
Thank You Page Banners

● **On Platform**

Desktop & Mobile web units

Sizes: 300x250, 300x600, 160x600, 728x90, 320x50

Sample use cases : Car Rental, Attraction, Banking, Insurance, Travel Retail

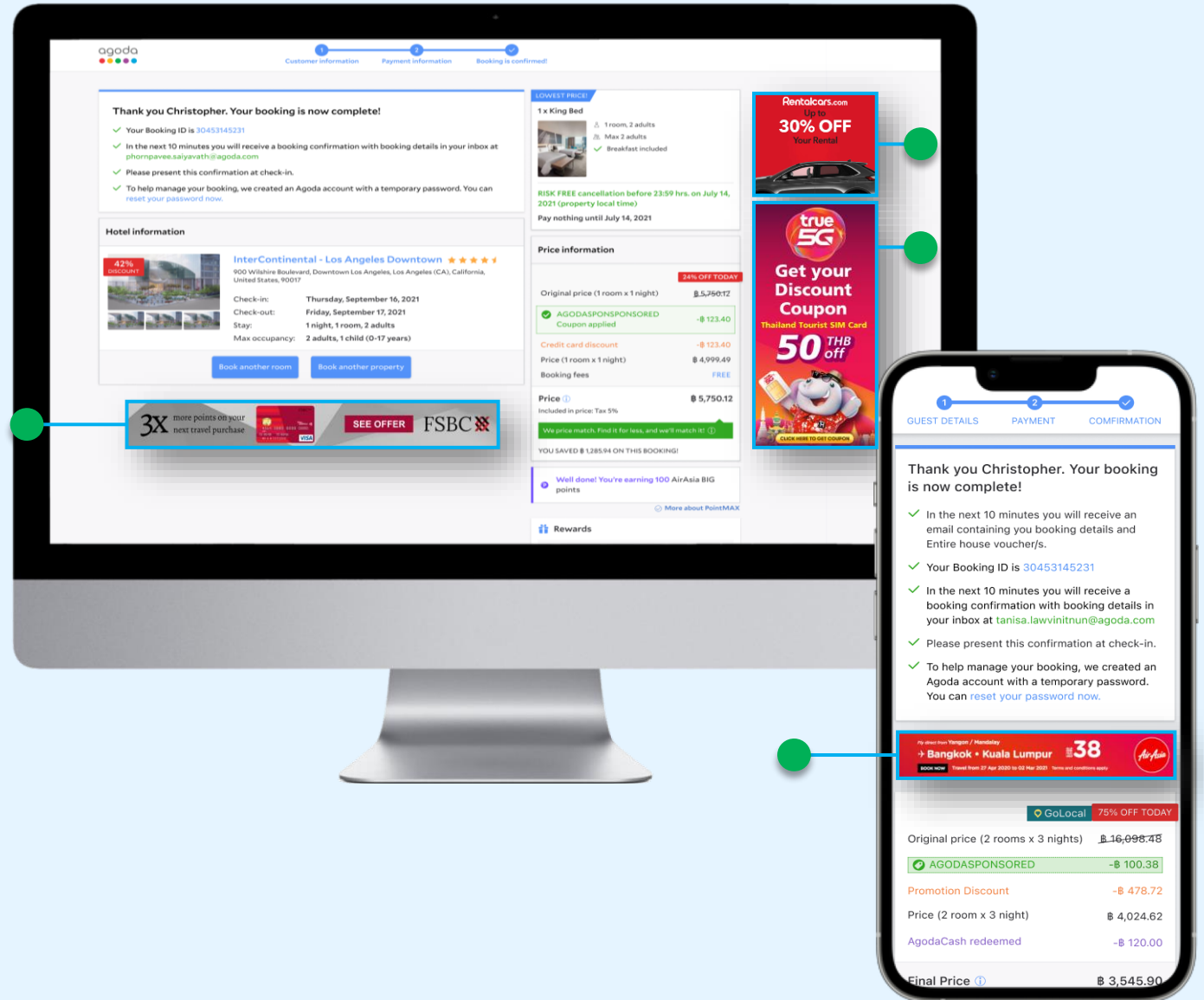**Targeting:**

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

Display Advertising

Native Banners
Homepage Banners

🟢 On Platform

Desktop & Mobile web units

Sizes: 688x320, 688x298

Sample use cases : DMO, Airline, Hotel
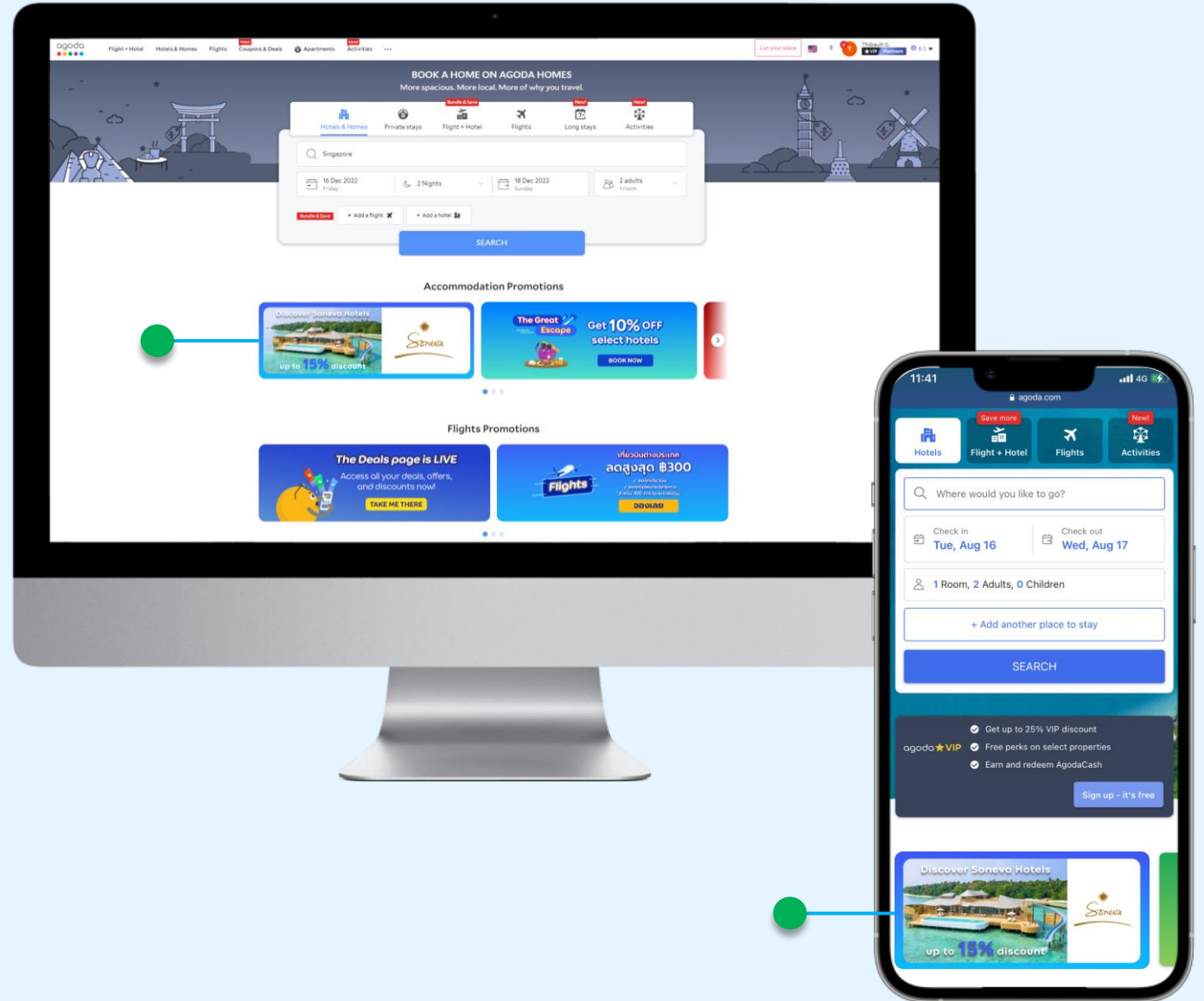
Targeting:

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

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Display Advertising

Social Media Extension
Facebook & Instagram

● **Off Platform**

Desktop, Mobile web & app units

Sizes: 1:1 & 9:16

Sample use cases : All verticals

Re-targeting:

FB & IG's targeting parameters +

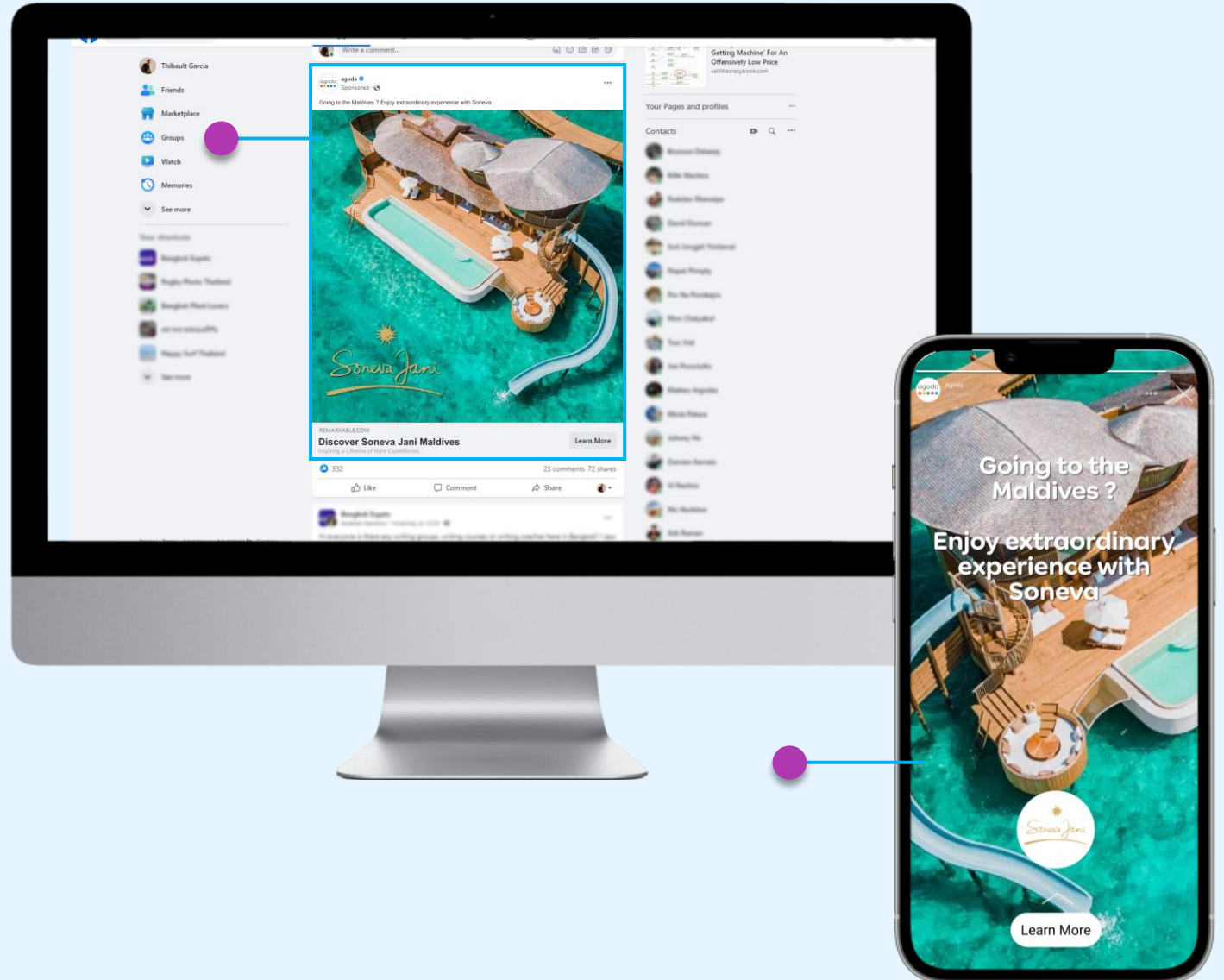|		
Origin	Destination	Languages
Hotel attributes	Booking values	Historical data

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App & Email Marketing
Email Confirmation Banners

● Off Platform

Desktop, Mobile web & app units

Sizes: TBC

Sample use cases : All verticals
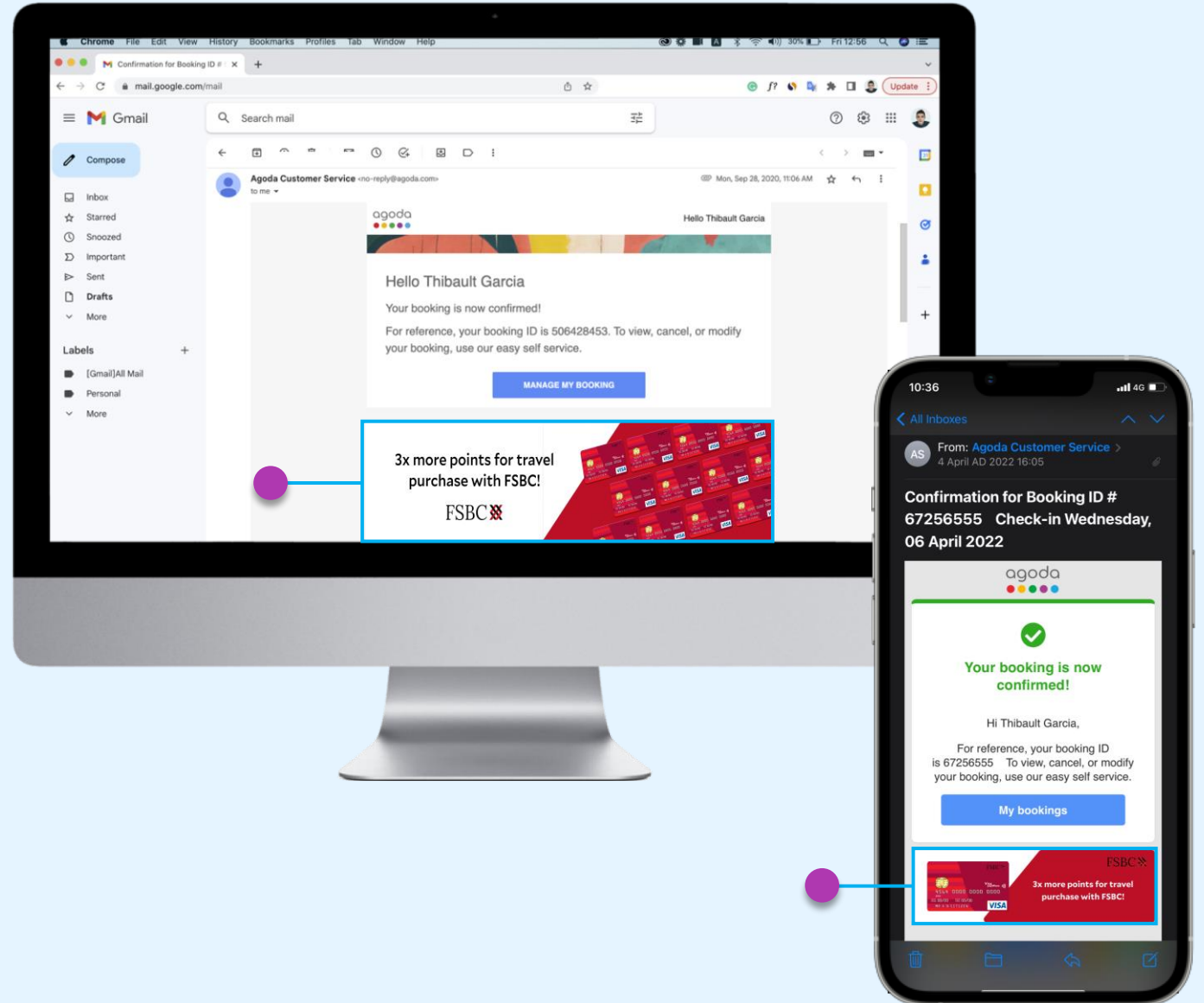
Targeting:

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

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App & Email Marketing
Branded Email Blast

● Off Platform

Desktop, Mobile web & app units

Sizes: Custom

Sample use cases : All verticals
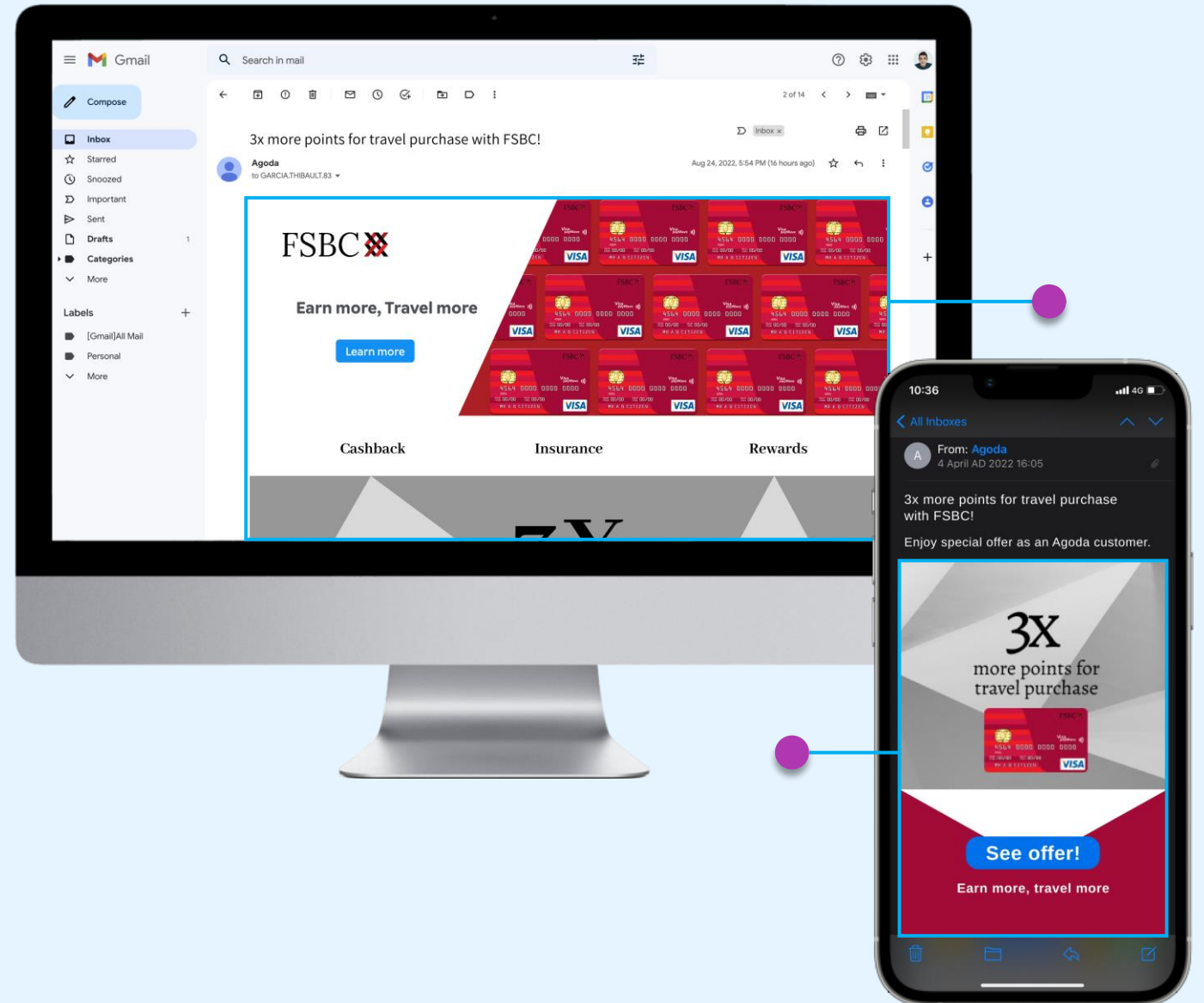
Targeting:

Origin

Destination

Languages

Hotel attributes

Booking values

Historical data

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App & Email Marketing
Pop Up

🟢 On Platform

Desktop, Mobile web & app units

Sizes: 728x90 & 320x50
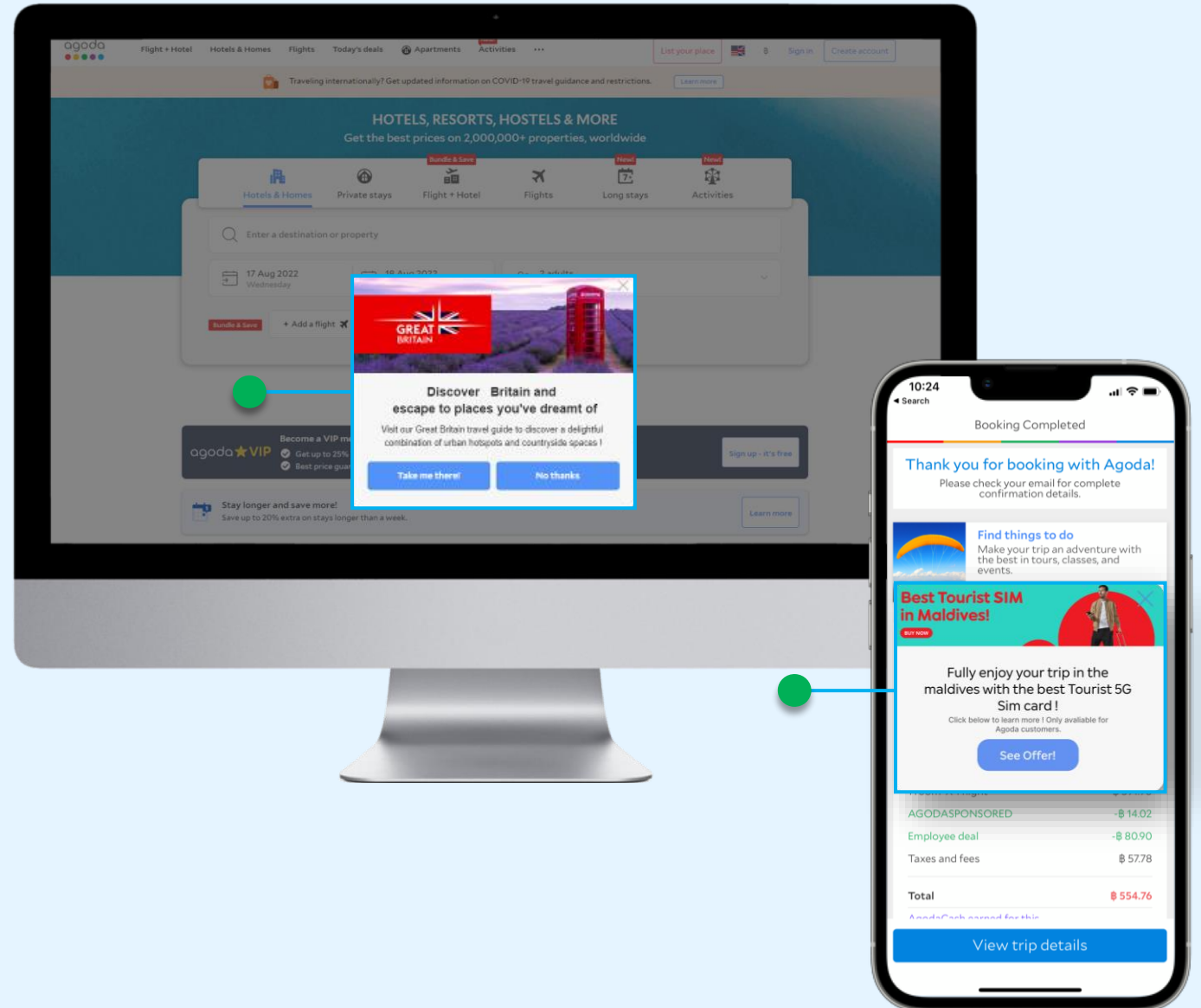
Sample use cases : All verticals

Targeting:

Origin	Destination	Languages
Hotel attributes	Booking values	Historical data

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App & Email Marketing
App Notifications

● Off Platform

App unit

Sizes: 320x50

Sample use cases : Banking, Travel Retail, Insurance, etc.
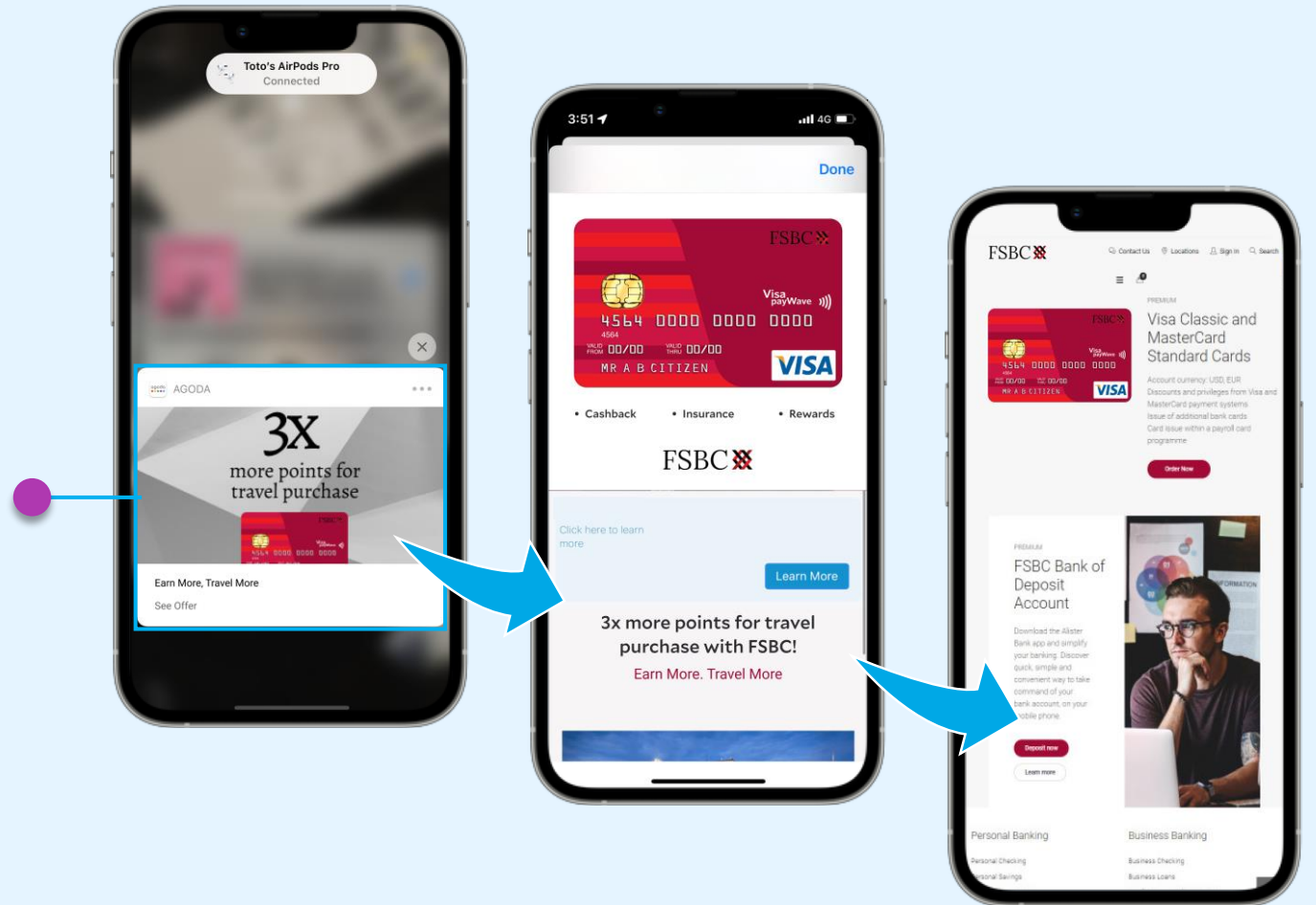
Targeting:

Origin

Destination

Languages

Hotel attributes
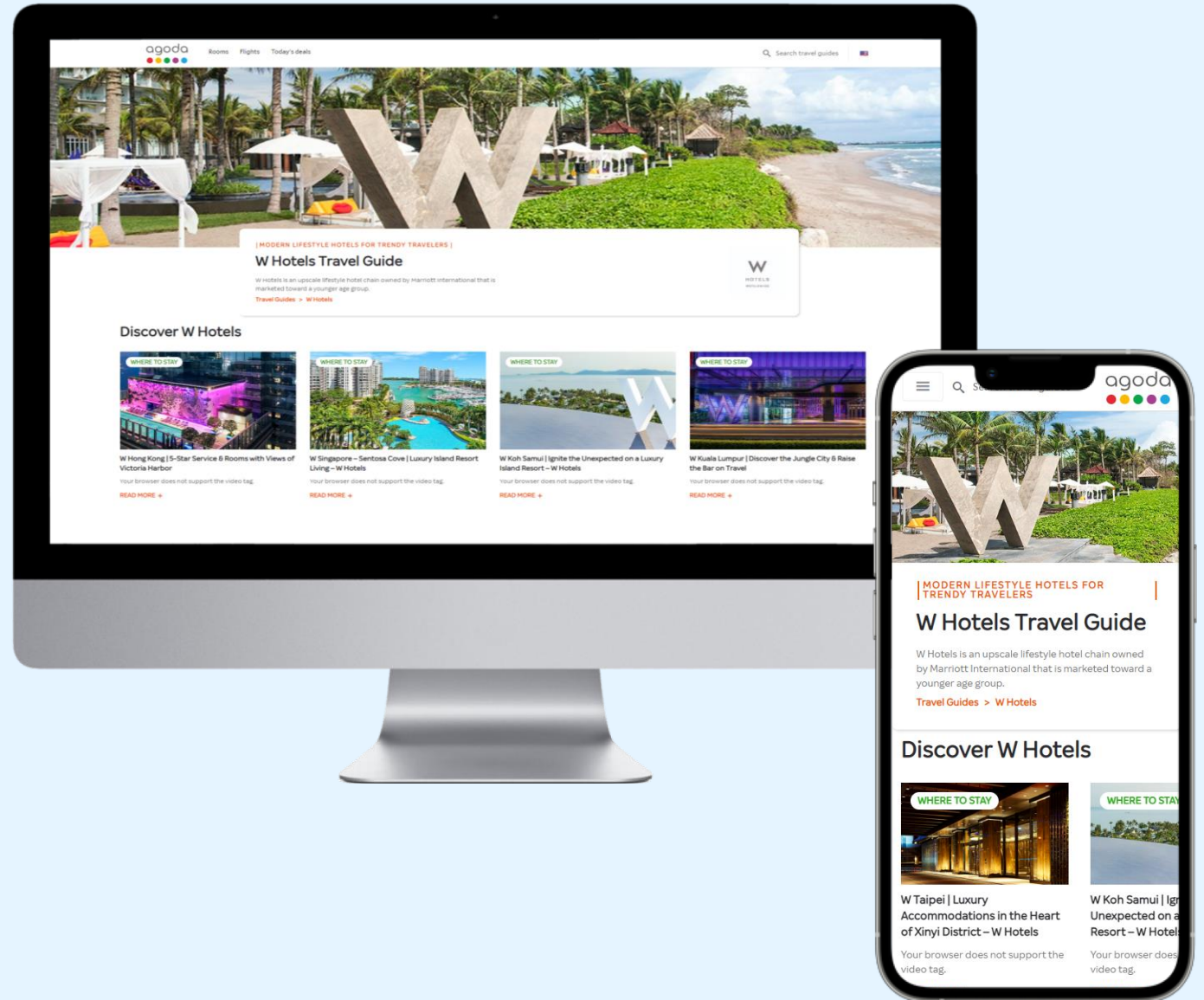

Booking values

Historical data

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Content Marketing
Travel Guides

● On Platform

Desktop, Mobile web & app units

Sizes: N/A

Sample use cases : All verticals

Targeting: N/A
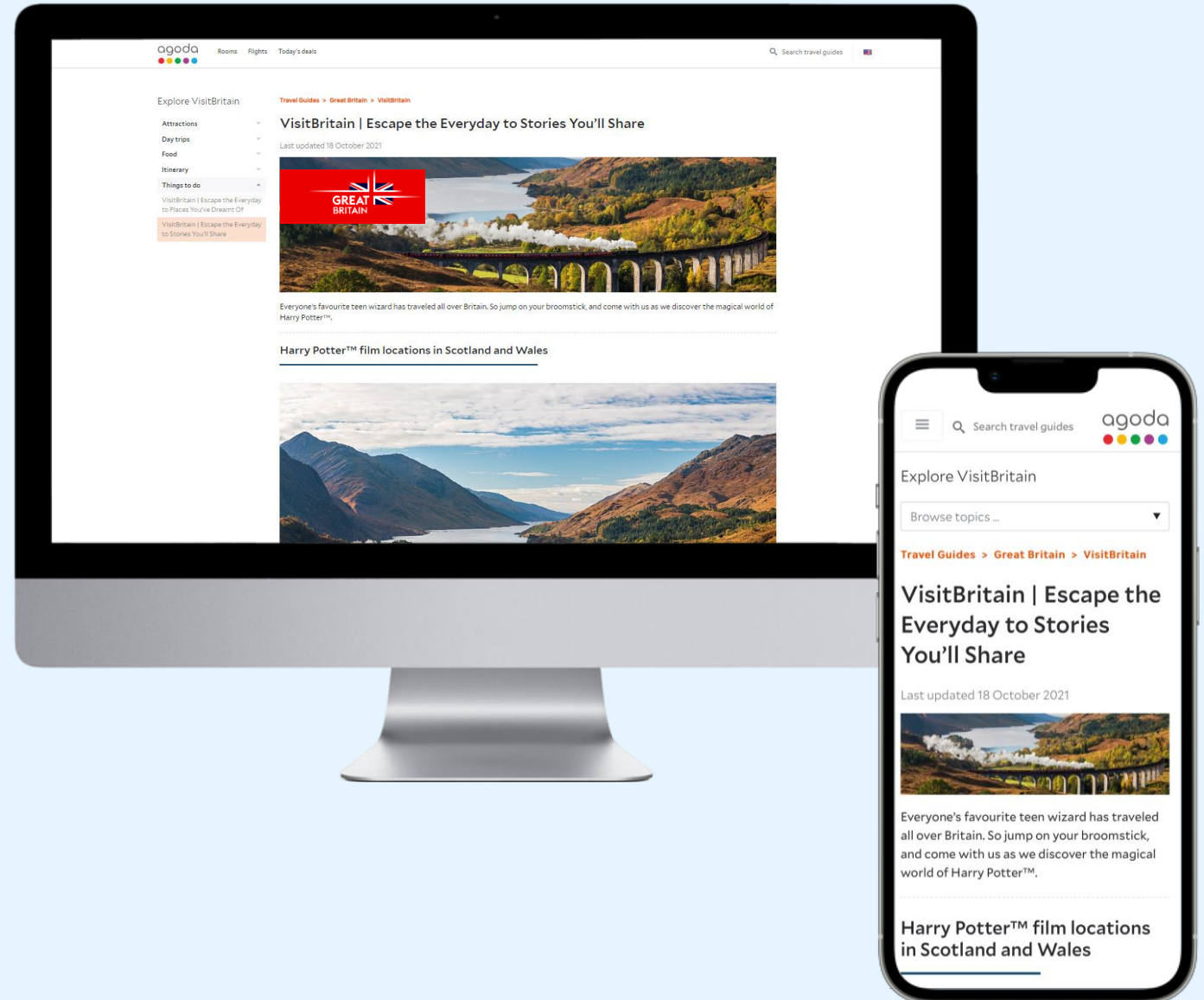
Content Marketing
Advertorial Blog Post

● On Platform

Desktop, Mobile web & app units

Sizes: N/A

Sample use cases : All verticals

Targeting: N/A

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Content Marketing

Branded Landing Page

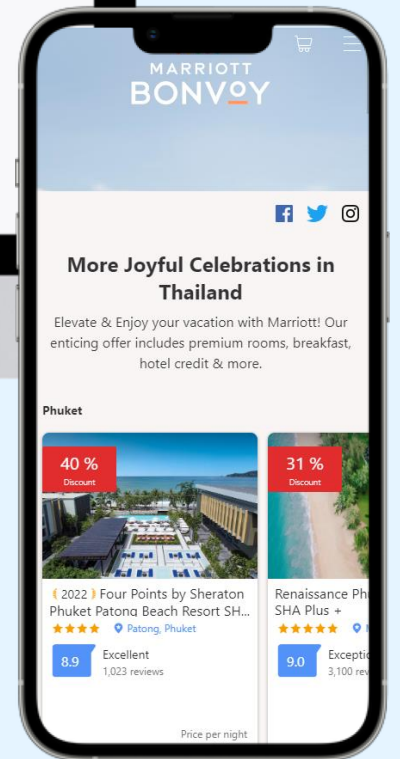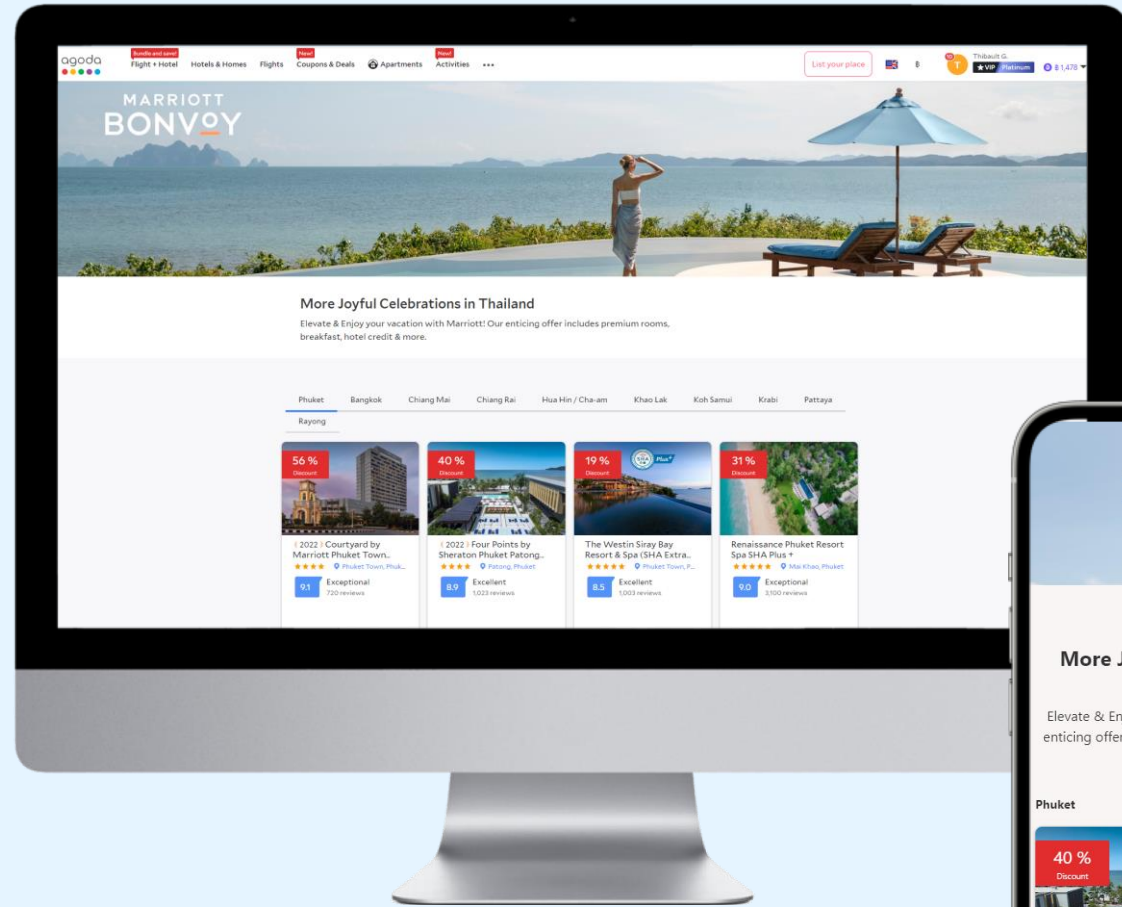● On Platform

Desktop, Mobile web & app units

Sizes: 728x90, 320x50

Sample use cases : Hotels, Airlines

Targeting: N/A

Content Marketing
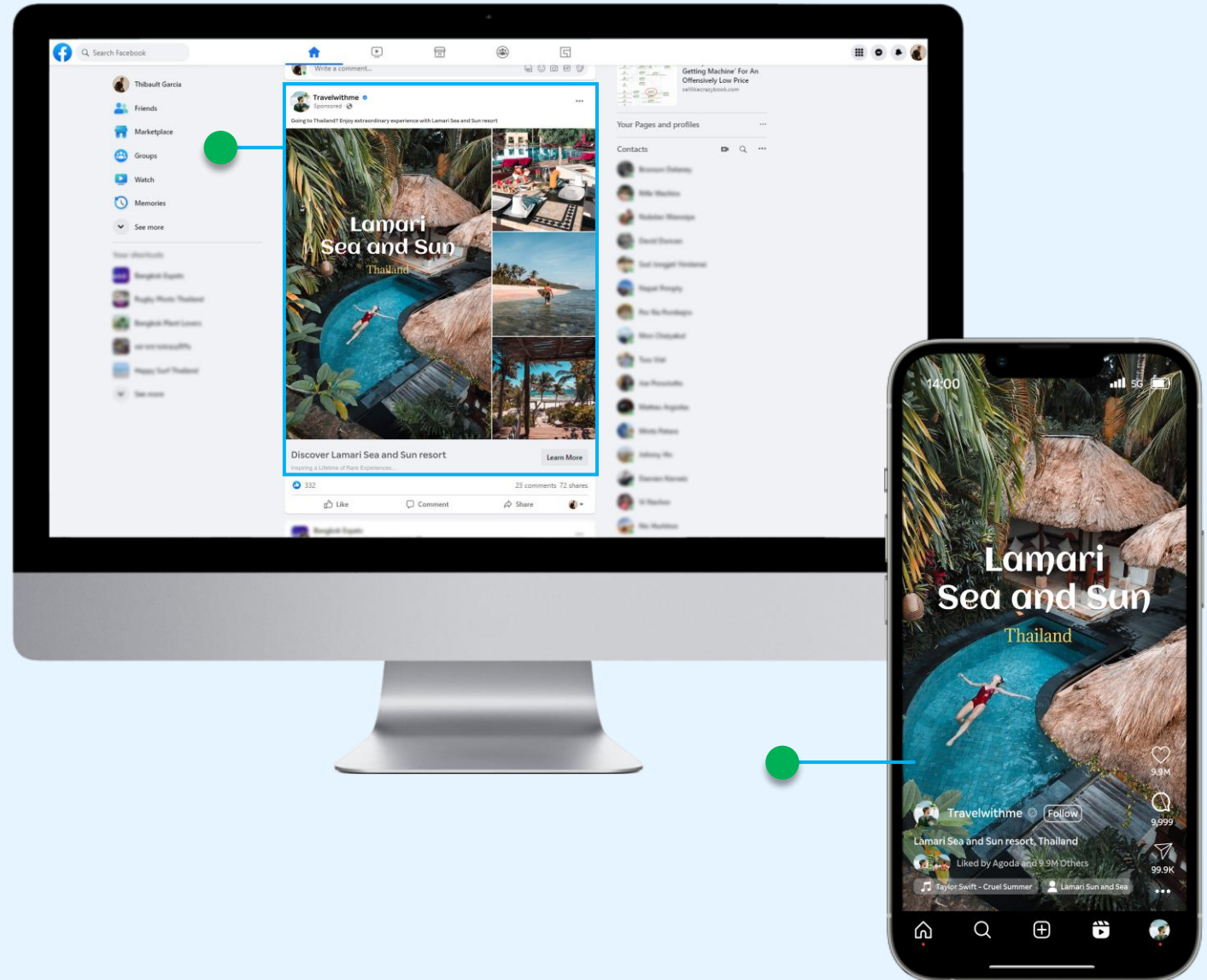
KOL/ Influencer Content

🟢 **On + Off Platform**

Facebook, Instagram, TikTok, YouTube

Sample use cases : Hotels, DMO, Airlines

Benefits:
- Audience extension off platform
- Advertorial blog post and Media assets to be used on paid channels
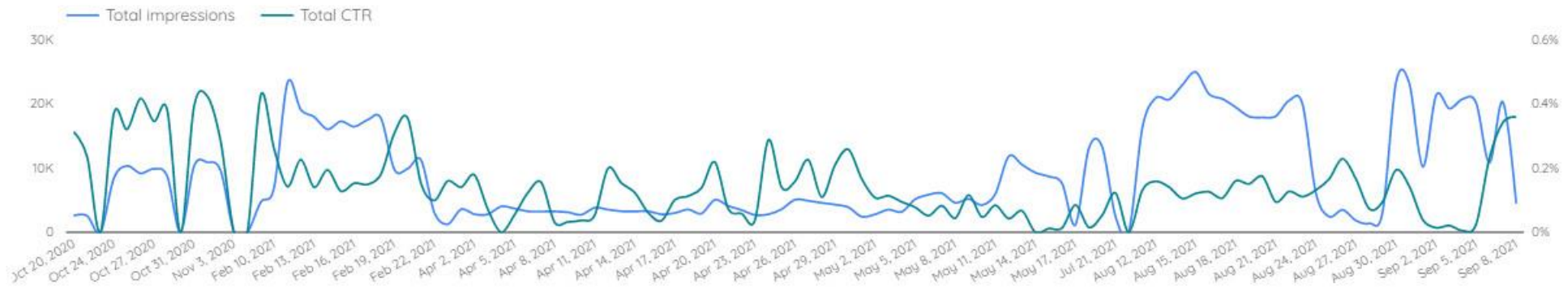- Conversion tracking on Agoda (Full funnel reporting)

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Live 24/7 cutting edge reporting

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			18.9	1.4K	0.1%

— Total impressions   — Total CTR

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

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Case Studies
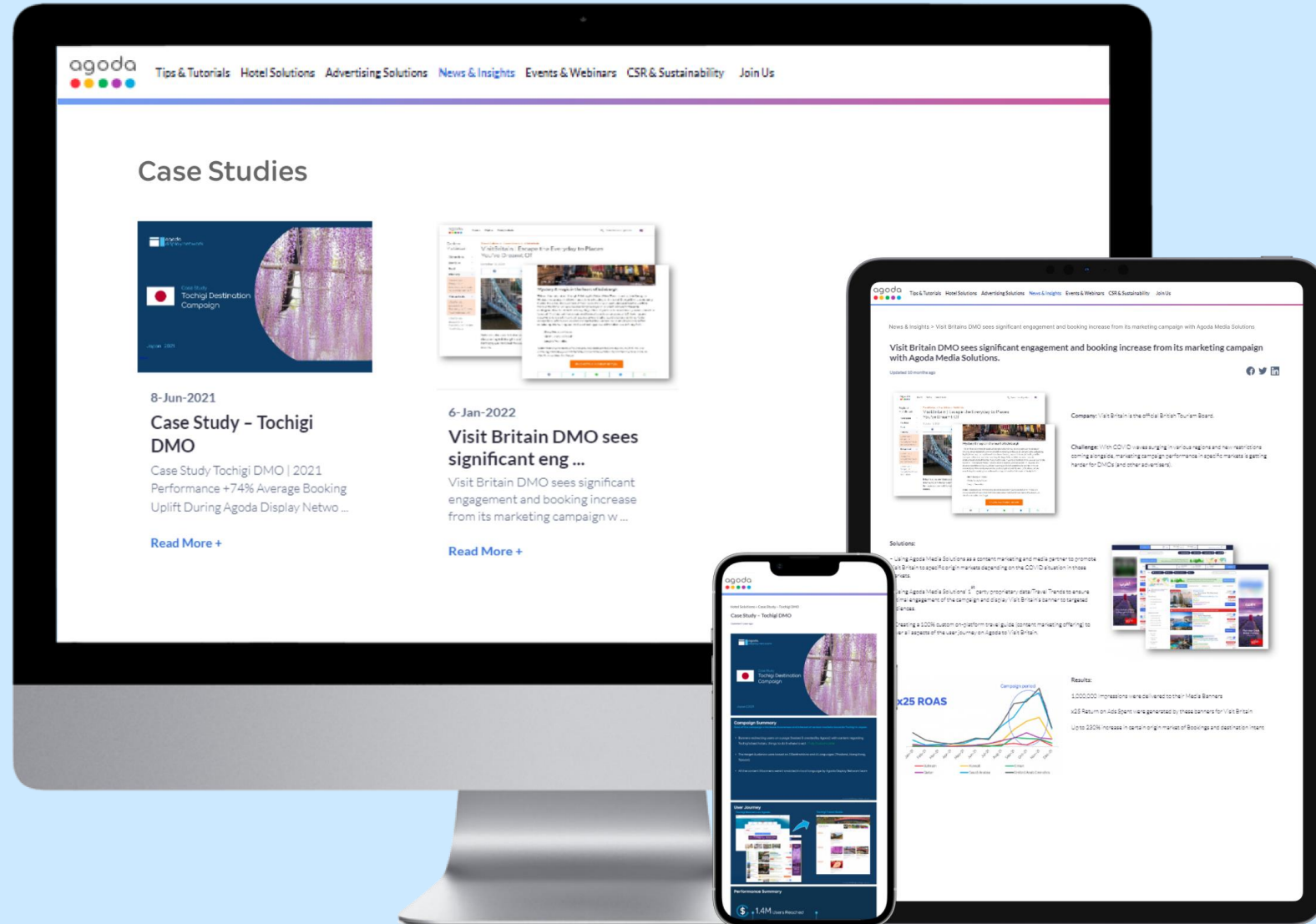
Visit Britain DMO targeting the GCC

+230% Increase in Bookings

$245k Worth of Bookings generated

1M Impressions Delivered

Solution: Media Display Banners + Travel Guide

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23

A global Hotel Chain Targeting travelers in APAC

+8% — Increase in room nights

35x — Return on Ads Spent

Solution: Media Display Banners + Branded Landing Page

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A regional ride-hailing app Targeting inbound travelers

5k — Qualified Users reached

28% — CTR

Solution: In App Pop Up

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An international bank in Thailand targeting premium travelers

27%

Average CTR for the duration of the campaign

Solution: In App Pop Up

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A local Telco in Thailand targeting inbound tourists
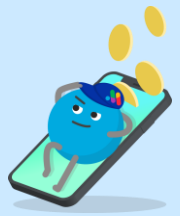
>1000 — Redeemed Voucher

2x — Above benchmark CTR%

500k — Impressions Generated

Solution: Media Display Banner + In App Pop Up

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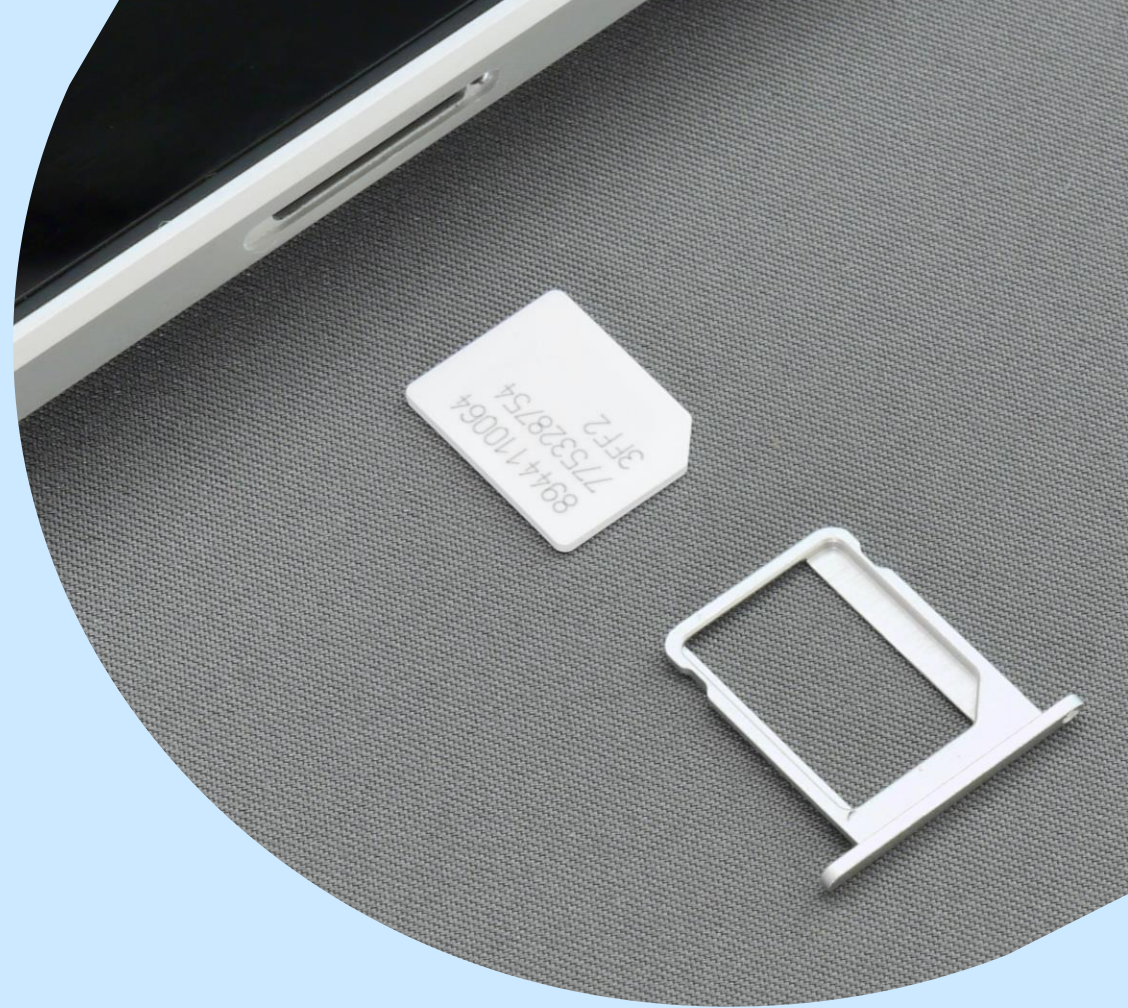
A regional Airline in Southeast Asia

25%   Achieved 25% Cheaper Cost Per Flight Search

5x   Above benchmark CTR%

Solution: Media Display Banner (Programmatic)

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Thank you!

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For any enquiry contact us at ams@agoda.com