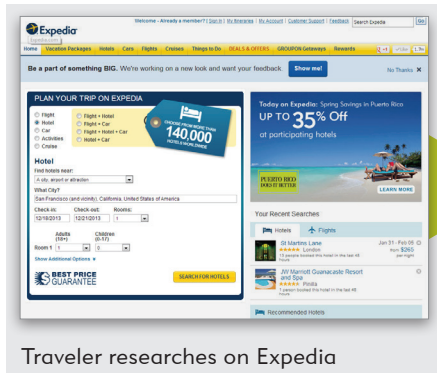
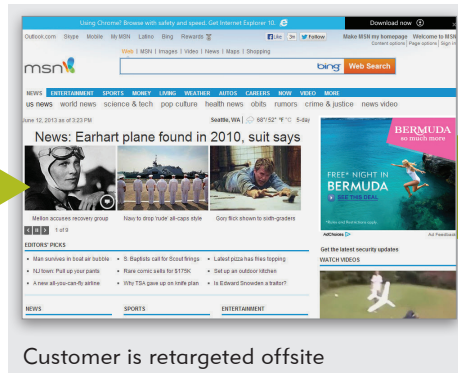
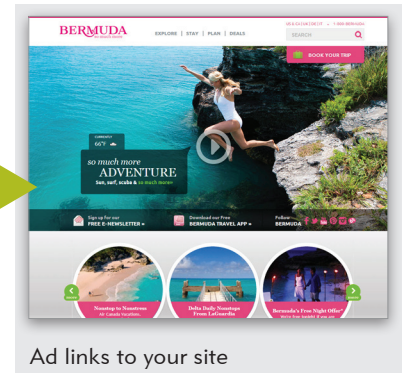




Traveler researches on Expedia



Customer is retargeted offsite



Ad links to your site

PassportAds allow you to reach the world's largest audience of travel shoppers after they leave Expedia sites

There is a significant consideration phase for travel purchases. PassportAds allows you to influence in-market travel shoppers while they're still in the travel decision-making process. Alternatively, use PassportAds to upsell services to people who have already purchased all or part of their trip. Or continue to reach shoppers online when they watch videos or visit social networks.

PREMIUM MEDIA NETWORK

We partner with trusted, premium display ad networks to ensure your retargeting campaigns run only on high quality sites, and we'll happily adhere to any additional block lists you provide.

PRE-ROLL VIDEO:

Retarget Expedia travelers with rich, immersive :15- or :30-second pre-roll video ads when they are watching videos on sites like Hulu, YouTube, and major news sites.

FACEBOOK EXCHANGE (FBX) RETARGETING:

Add significant global scale and targeted social placements to your social or standard display media plans.

PRICING OPTIONS:

CPM (cost-per-thousand impressions): the most granular, premium in-market travel search behavior retargeting available

CPC (cost-per-click): optimized to drive clicks at your target cost (granular search behavior retargeting can be limited depending on segment/region)

CPM-A (cost-per-thousand-impressions + acquisition optimization): dynamic audience retargeting and lookalike; requires client site conversion page tracking pixel

OFFSITE RETARGETING OPTIONS:

- 🎯 Searchers or Purchasers
- 🎯 Booking Window
- 🎯 Air, Hotel, Car, Cruise, Package
- 🎯 Origin, Destination
- 🎯 Star rating, Air class
- 🎯 Business, Leisure, Family, Luxury, Economy
- 🎯 Demographics
- 🎯 Custom combinations
- 🎯 Non-travel interests (Auto, Finance, Retail, etc.)



GET STARTED TODAY!

For more information on PassportAds and our full suite of advertising products, visit **www.advertising.expedia.com**.