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# **The Top Destination for Today's Savviest Advertisers**

Power Your Programmatic Campaign  
with Search Keywords

July 17, 2024



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# Travel Landscape

## Roadmap of opportunity

With all the developments in AI making their way into programmatic advertising, there has never been a better time to be a digital marketer or advertiser. Just as travelers have convenient planning tools at their fingertips, you have a range of powerful audience targeting options readily available.

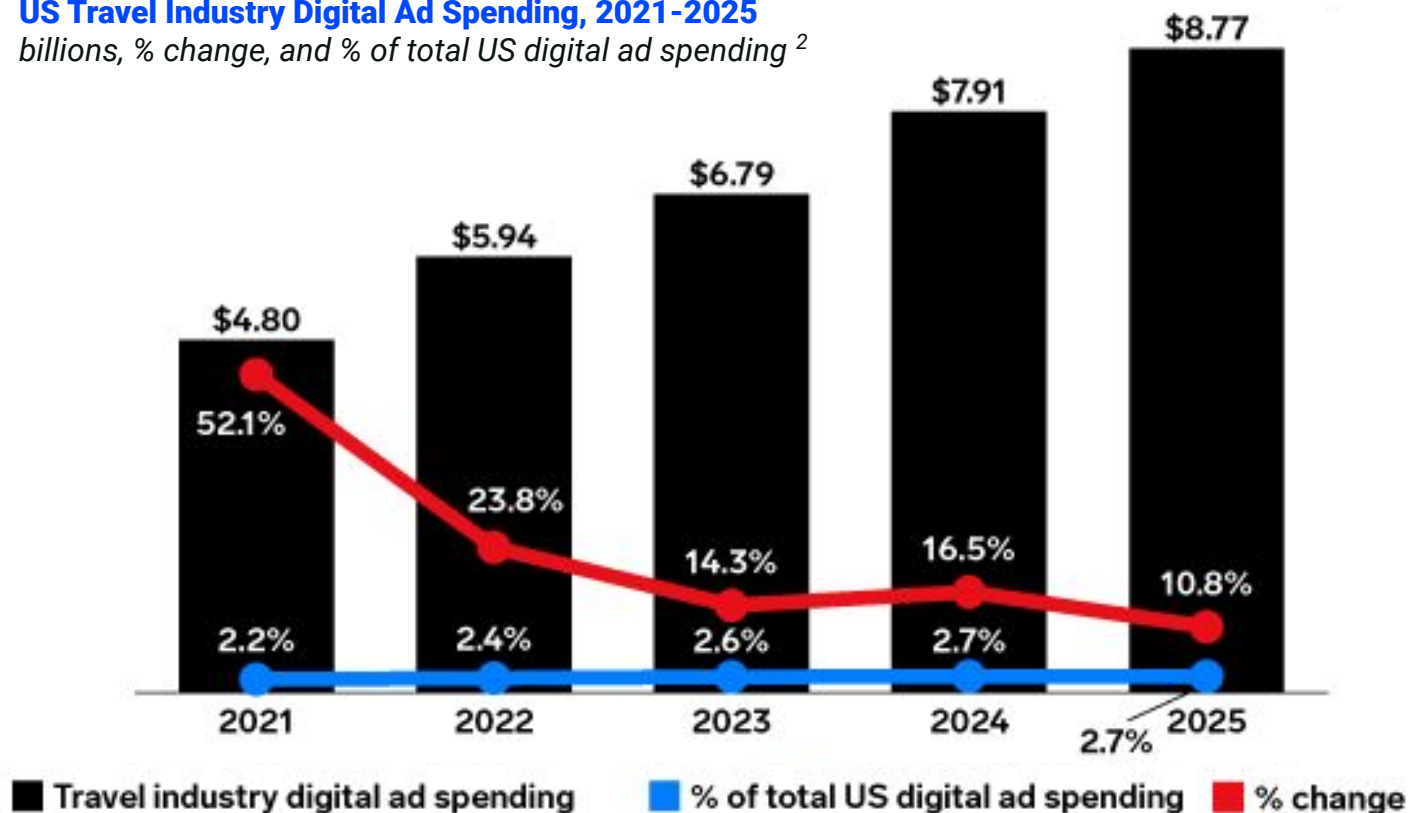
In the face of a new programmatic future, marketers should adopt a seasoned traveler's approach to organizing a big trip — plan, strategize, and innovate with the best tools available.

What is happening with advertising when it comes to the travel industry? Simply put, a lot. Last year, [travel was one of the top-performing ad categories](#),<sup>1</sup> alongside auto, fashion, and beauty. According to eMarketer, [digital ad spending in the travel industry will increase faster than any other industry this year](#).<sup>2</sup>

**With travel booming and cookie deprecation on the horizon, it's essential for advertisers to rethink their targeting strategies.**

### US Travel Industry Digital Ad Spending, 2021-2025

billions, % change, and % of total US digital ad spending <sup>2</sup>

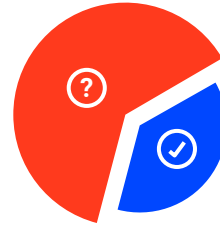


<sup>1</sup>[Auto, Travel and Luxury Advertisers are Leading the Revenue Rebound](#)    <sup>2</sup>[US Digital Travel Forecast Overview 2023](#)

# Cookies and Their Final Destination

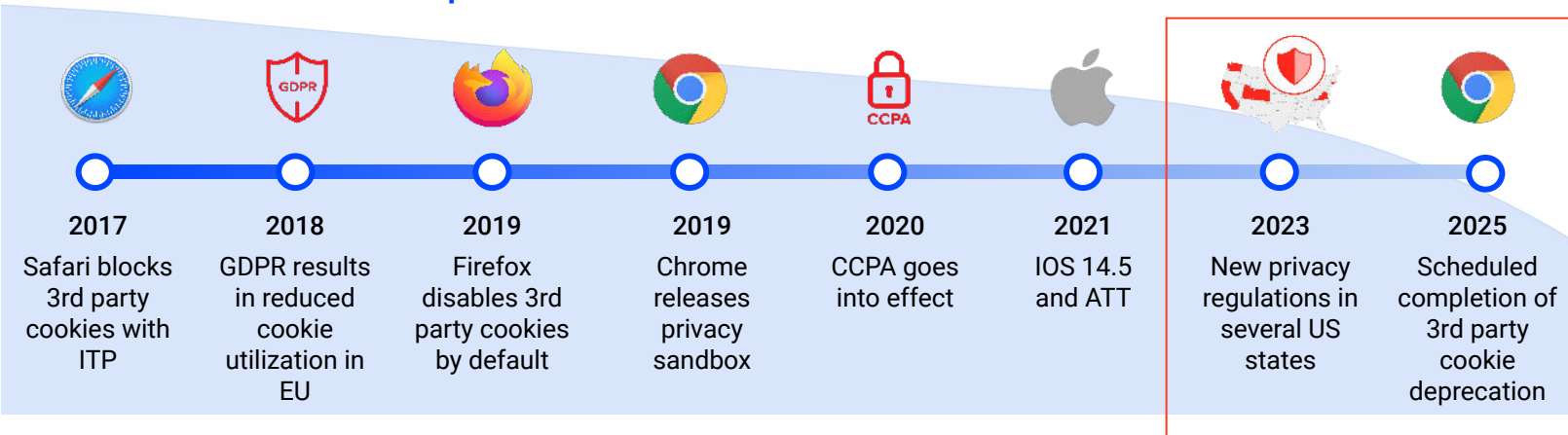
## How to move forward without third-party cookies

Pixel placements and cookie data<sup>3</sup> are heavily used in the travel industry to help target and re-target potential customers. Despite being delayed, Google's decision to deprecate third-party cookies in 2025 is an industry-wide sign that **now is the time to look at alternative targeting methods.**



MarTech News

### Evolution of Cookie Deprecation



### Challenges for Travel Advertisers

As we navigate this shift, understanding user search behavior becomes even more critical. With [80% of U.S. travelers preferring to conduct all their research online](#) and [over 70% using smartphones for travel research](#),<sup>4</sup> search ads play a pivotal role in capturing intent.

### The Limitations of Traditional Search Ads

However, traditional search ads face many limitations, including:

**Broad keyword targeting:** Broad keywords can lead to wasted ad spend on irrelevant impressions and clicks.

**High Competition:** Popular keywords drive up costs, making favorable ROI harder to achieve.

**Cookie Dependency:** As third-party cookies are deprecated, how can we track & retarget efficiently?

<sup>3</sup> [Marketing For Travel Industry Statistics](#) <sup>4</sup> [The Growing Importance of Search in Travel Advertising](#) <sup>5</sup> [MarTech News](#)

# The Search for Solutions

[Every day, there are 3.5 billion searches on Google.](#)<sup>6</sup> Advertisers must tap into search by targeting prospects that signal intent toward their brand while achieving performance, privacy, and scale.

That's why we built **Custom Search Lookalikes** – a unique, innovative, search-based targeting solution.

**“As we move towards a cookieless future, it's going to be increasingly critical to be able to take keywords and search insights and apply it to the programmatic advertising.”**

*Taejin In, SVP of Product*

## The Travel Industry is Powered by Search Ads, a Trend that Continues to Soar



**70%** OF TRAVELERS START THEIR SEARCH ON GOOGLE.<sup>3</sup>



**53%** OF U.S. TRAVELERS USED SEARCH ENGINES FOR TRAVEL-RELATED NEEDS IN 2019.<sup>3</sup>



**60%** OF LEISURE TRAVELERS USE SEARCH ENGINES AS THEIR GO-TO SOURCE FOR INFORMATION ABOUT DESTINATIONS.<sup>3</sup>



**79%** OF MOBILE TRAVELERS COMPLETED A BOOKING AFTER SEEING A SMARTPHONE AD.<sup>3</sup>



**71%** OF GLOBAL TRAVELERS INDICATED THAT THEY USE VOICE SEARCH TO RESEARCH TRAVEL.<sup>3</sup>

<sup>6</sup> [Search Has Changed](#) <sup>3</sup> [Marketing For Travel Industry Statistics](#)

# Innovations in Travel Targeting

## Dstillery's Custom Search Lookalikes

**Dstillery's Custom Search Lookalike audiences use AI to target the best impressions that reach people most likely to search for your brand's keywords.**

Powered by our patented and trademarked ID-free® technology and data from a 2 million+ opted-in panel, Custom Search Lookalikes bring the value of search targeting to programmatic advertising.

### What is ID-free Technology?

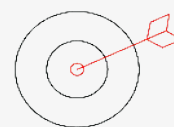
ID-free is the industry's only **behavioral targeting technology without IDs**. It is a completely new approach to targeting that solves the problem of user privacy at face value.

Much like AI language models, ID-free harnesses the power of artificial intelligence to decipher browsing patterns observed in de-identified opt-in panel data.

Think of it like this: ChatGPT understands words based on how they're used in a sentence. Similarly, ID-free understands website visits based on how they appear in digital journeys. The result is privacy-safe behavioral targeting that reaches any display ad impression with or without IDs.

### Fine-tuned for Intent

Custom Search Lookalikes are specifically tuned to your audience's intent. Without using any identifiers or personal user data, you can be confident that your brand is reaching its best prospects in a privacy-safe way. Helping travel advertisers effectively guide their audiences further down the marketing funnel.



**66%**  
BETTER ECPM

*In a recent campaign, Custom Search Lookalikes generated a 66% more efficient eCPM compared to the client's KPI.<sup>7</sup>*

<sup>7</sup>[ID-free® and Custom Search Lookalikes Success Story](#)



## Unlocking the Power of Search

Collaborating with all of the major SSPs, we curate premium and brand-safe inventory tailored to your audience's needs. This approach focuses on curated inventory rather than individual devices, **ensuring durability and independence from any IDs.**

## Finding the Best Keywords

Our panel extracts data from major search engines and retail search platforms, providing actionable insights for display and video campaigns. This wealth of data enhances your model's intelligence with **efficiency, precision, and scale.**

## Taking Full Advantage of Search Terms and Phrases

A blended mix of simple keywords and longer phrases is ideal for guiding customers through the sales funnel. Start by casting a wide net with simple keywords to attract a broad audience. As your campaign progresses, refine your targeting with niche keywords and phrases to focus on those most likely to engage with your brand, **enhancing your campaign's effectiveness during the consideration phase.**

### New York City Area Travel

"Hotels near JFK airport"  
"Cheap vacation deals NYC"  
"Marriott New York JFK airport"  
"Best hotel NYC"  
"New York hotels"

#### Example 1: Jetblue HP Pixel

*We find search terms and phrases based on first-party data and parse them into thematic buckets.*

### Best Outfits for the Beach

"Stylish men's bathing suits for summer"  
"Best bathing suits cuts for all body types"  
"Linen suits for beach wedding"  
"Elegant sundresses for formal event"  
"Miami beach wedding outfit help"

#### Example 2: Search Terms and Phrases

*We categorize search terms and phrases that align with your brand goals.*

# Preparing Your Campaigns for Takeoff

Reaching travelers with search-powered, privacy-safe methodology

In the early days of the Internet, search behavior was relatively simple. We typed queries into search engines like "Restaurants Boston" rather than talking to them conversationally. Today, the average search query sounds more like, "Best restaurants near me?"

## Speaking the Language of Exploration

We now search how we talk. So, focusing only on keyword phrases means you likely miss out on traffic from conversational searches. Custom Search Lookalike models tap into our conversational search cadence and identify the real-world phrase clusters that work for your brand.

**Dstillery's ID-free technology focuses on topics, not simply terms**



64%

**OF SEARCHES ARE  
FOUR WORDS OR  
MORE<sup>8</sup>**

For any model, we generate four high-scoring topics and dozens of relevant searches for each topic. These can be used as a seed alongside first-party data, pixel data, or brand keywords to find the best impressions that reach people likely to search your keywords.

## Charting a Course

Our AI next learns the browsing behaviors of devices within our opted-in panel that search for these keywords and phrases. ID-free technology then extends these patterns to all websites, identifying the most relevant inventory for site visitors searching for your brand's keywords.

Model scalability is adaptable to the precision or breadth of your chosen keyword clusters. For example, if an airline brand is interested in targeting prospects looking for cheap flights, we could use pixel data from the airline's site and identify four key clusters of search phrases and keywords. After analyzing those keyword clusters, we can generate specific search clusters to match the interests and intent of your brand's best customers.

**Dstillery's Custom Search Lookalikes are cutting-edge audiences that bring the value of search to programmatic advertising.** By leveraging AI and our patented ID-free technology, we offer a privacy-safe, highly effective approach to targeting your ideal audience – no matter where they travel next.

<sup>8</sup> [Discover the Most Searched Long-Tail Travel Keywords in 2024 The Travel Trends You Need to Know for 2024](#)



# Conclusion: Capitalize on Search Demand with **Dstillery's Custom Search Lookalikes**

Dstillery's Custom Search Lookalikes are ready to activate today. Reach out to [contact@dstillery.com](mailto:contact@dstillery.com) to get started.

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