dstillery

NOW ARRIVING

The Top Destination for Today's Savviest Advertisers

Power Your Programmatic Campaign
with Search Keywords

June 2024

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Charting a New Course in Targeting
AdTech and a renewed opportunity for discovery

With all the developments in AI making its way into programmatic advertising, it has never been a better time to be a programmatic marketer or advertiser. Unlike plotting your next trip and picking out a few destinations, you've got a handful of sharp audience targeting options too. In the face of a new programmatic future, marketers can do what all of the best travelers do before a big trip – plan, strategize, and innovate with the best tools available.
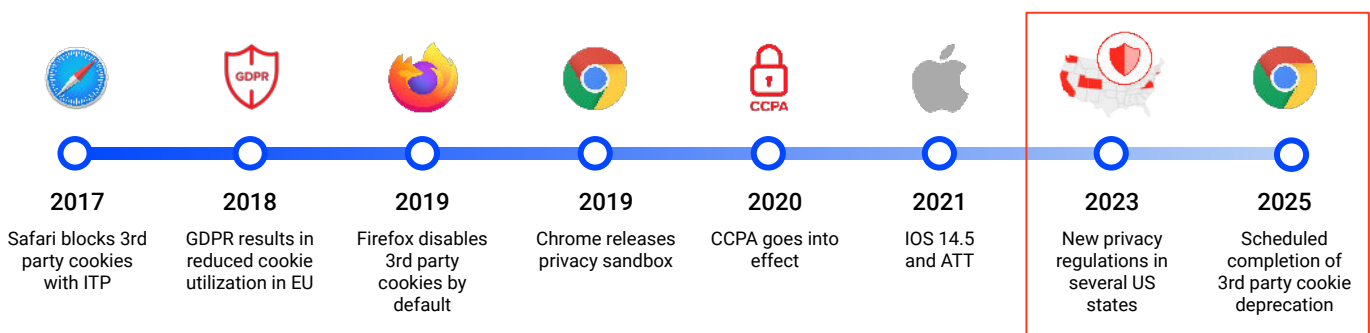
The Lay of the Land

So, what is happening with advertising and the travel vertical precisely? Well, simply put, a lot is happening! Last year, travel was one of the top performing ad categories alongside auto, fashion, luxury and beauty.

Pixel placements and cookie data are heavily used in the travel industry to help target and re-target potential customers. Even though it was recently delayed again, Google's decision to deprecate third-party cookies was an industry-wide sign that now is the time to start looking at alternative targeting methods to compensate for the massive gap in targeting data that will occur in 2025.

So, where should a travel advertiser look for new solutions? Well, they don't need to simply look; they should begin leveraging search.

A Look at the Evolution of Cookie Deprecation.

2017	2018	2019	2019	2020	2021	2023	2025
Safari blocks 3rd party cookies with ITP	GDPR results in reduced cookie utilization in EU	Firefox disables 3rd party cookies by default	Chrome releases privacy sandbox	CCPA goes into effect	IOS 14.5 and ATT	New privacy regulations in several US states	Scheduled completion of 3rd party cookie deprecation

KEY: ▲ TRACKABLE PEOPLE ▼

Marketing For Travel Industry Statistics   Auto, Travel and Luxury Advertisers are Leading the Revenue Rebound

Cookies and Their Final Destination

While cookies are on their way out, that does not mean your campaign results must be. Nearly half of all travel plans begin with a Google search. Acknowledging this simple fact can help travel advertisers first understand and then harness the relationship between travel and search. So while cookies may be out, Dstillery has stormed into the wilds to find new solutions to the everyday problems advertisers face in a shifting landscape.

Now is the time to start looking at alternative targeting methods to compensate for the massive gap in targeting data that will occur in 2025.

70% OF TRAVELERS START THEIR SEARCH ON GOOGLE.

53% OF U.S. TRAVELERS USED SEARCH ENGINES FOR TRAVEL-RELATED NEEDS IN 2019.

60% OF LEISURE TRAVELERS USE SEARCH ENGINES AS THEIR GO-TO SOURCE FOR INFORMATION ABOUT DESTINATIONS.

79% OF MOBILE TRAVELERS COMPLETED A BOOKING AFTER SEEING A SMARTPHONE AD.

71% OF GLOBAL TRAVELERS INDICATED THAT THEY USE VOICE SEARCH TO RESEARCH TRAVEL.

Marketing For Travel Industry Statistics   Auto, Travel and Luxury Advertisers are Leading the Revenue Rebound

Searching for a Keyword Solution

Maximize Search Keywords for Your Campaign

63% OF MARKETERS FEEL THEIR COOKIELESS FUTURE PLANS ARE NOT CLEAR*

ONLY 37% OF MARKETERS FEEL THEY HAVE A CLEAR PLAN AHEAD

MarTech News

The Limitations of Traditional Search Ads

Traditional search ads tend to cast a wide net based on keyword inputs, but they don't tap into whether or not the people searching for those words are interested in your brand. We bring the power of programmatic to your search campaign.

We know that identifying the best keywords and phrases for search keyword-powered models is a significant pain point for travel advertisers due to the general, often vague nature of single or common search keywords or phrases.

By leveraging our advanced ID-free® technology and data from a two million+ user opted-in panel, Custom Search Lookalikes help advertisers gain unparalleled visibility into the digital behaviors of millions of users that they have and haven't captured. ID-free can help determine what websites these users frequently visit online when searching for brand-specific keywords your audience is seeking.

Dstillery's Unique Approach to Search

Travel heavily depends on searching for destinations, deals, transportation, and accommodation. 80% of U.S. travelers prefer to do all their research online, 80% use a desktop or laptop when booking, and over 70% of travelers use smartphones for travel research. With such numbers, it's hard to deny that alternatives to strictly cookie-based strategies are needed. Travel advertisers are looking for people who are signaling intent toward their brand while achieving performance, privacy, and scale. That's why we built a product that helps advertisers achieve these goals.

The result of our efforts? **A unique, search-based targeting solution: Custom Search Lookalikes.**

Then, our patented ID-free technology extends this user understanding to all websites to find impressions similar to your best customers. Finally, ID-free assesses and ranks every ad impression based on its likelihood of reaching individuals actively searching for brand-specific keywords.

Custom Search Lookalikes sidestep the general nature of standard search-based solutions to categorize and define the best search terms and phrases for your campaign based on what people are searching for in real-time. Our panel and ID-free technology help differentiate Custom Search Lookalikes from contextual and alternative IDs, giving travel advertisers a unique, genuinely organic, and authentic search keyword-powered solution for programmatic advertising.

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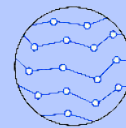
DEFINE YOUR SEED DATA

Choose the best keywords and phrases that your brand customers are likely to search for
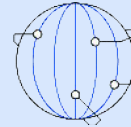
LEARN THE PATTERNS

We match behaviors from your seed with browsing patterns extracted from anonymous devices.

BUILD YOUR CUSTOM MODEL

We extend the patterns to all websites using our AI tech.

REACH YOUR CUSTOMERS

We activate your model to predict the website visits most likely to reach your customers.

What are Custom Search Lookalikes?

A search keyword-powered solution built for programmatic

Our Custom Search Lookalikes are specifically tuned to action on your audience's intent. These AI-powered lookalike models understand and analyze the device signals within our de-identified opt-in panel that are actively searching for your brand's keywords – helping push your audience through the consideration phase of the sales funnel.

What is ID-free Technology?

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 journeys. The result is privacy-safe behavioral targeting that reaches any display ad impression with or without IDs.

Building Your Custom Model

We use our opt-in panel data to identify the actual search terms and phrases users enter before visiting your site. Next, we analyze those search terms with the help of large language models to group the most valuable search terms into topics. Alternatively, we can use search terms that your search marketing team has already identified as valuable searches for finding consumers with a high level of intent for your brand.

Then we take the search terms that we have identified in each topic, and use our panel data to understand the digital behaviors associated with searching for those terms. From here, we use our ID-free technology to expand those signals out to all programmatic inventory, to identify the impressions that are most likely to reach someone with the same level of intent as those who typed in the search terms.

Collaborating with all of the major SSPs, we curate premium inventory tailored to your audience's needs. This approach focuses on curated inventory rather than individual devices, ensuring durability and independence from IDs or with them to compliment current cookie-based methods, while guiding your prospects further down the marketing funnel.

Targeting Methodology

Leveraging our advanced ID-free technology and panel, Custom Search Lookalikes gain unparalleled insight into the digital behaviors of millions of users.

Based on how people speak or type, we can understand where these users frequently visit online when searching for specific keywords, whether classic one-word or long-tail phrases.

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 journeys.

A Better Way to Find Your Best Customers

The customer journey and destination all in one solution

Custom Search Lookalike targeting is perfect for consideration-based campaigns – naturally built to start with a brand-centric net and honed to sharpen alongside the customer journey. After the initial awareness-based model, or if you already have awareness-centric data, we focus our Custom Search Lookalike models to consider KPIs that hold the most significance for your brand, including CTR, CPC, site visit rate, and more.

Helping Advertisers Discover the Best Search Keywords

One significant benefit to leveraging Custom Search Lookalikes is that they help identify search terms and phrases that are the most relevant for your brand and campaign goals. Custom Search Lookalikes aren't strictly built to target individual keywords; they can be used to discover and act on the phrases people use when searching, finding, and making decisions about your brand. Painting the picture using precise numbers, 41% of business and 60% of leisure travelers steer their decision compass based on information unearthed from online research built on a mixture of basic search terms and phrases.

For example, suppose you are promoting tours and activities in Tokyo. In that case, you will want to rank for keywords like "tours in Tokyo" or "best tours in Tokyo" to drive as much traffic as possible to your website. Those keywords will be pretty standard compared to phrases, such as "best sushi tours in Shibuya, Tokyo," which will draw more relevant visitors and be easier to rank for, resulting in higher conversions.

> **"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*

Search Has Changed. Here's How Your Content Needs to Evolve.

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 and efficiency without requiring first-party data.

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 can 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're also able to categorize search terms and phrases that align with your brand goals.

Search Has Changed. Here's How Your Content Needs to Evolve.

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Getting Your Campaign Ready for Takeoff

Reaching travelers with search-powered, privacy-safe methodology

[Every day, there are 3.5 billion searches on Google.](#) Billion, you read it right. However, how can you parse these searches into something tangible for your brand? 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?"

Mapping the Voice of Travelers

If you're an airline brand, targeting keywords like "cheap flight", "budget travel", and "discount flight" are too broad. You'll end up mistargeting across the internet's various travel sites and wasting your ad spend. Keep in mind that [64% of searches are four words or more](#) when doing your keyword research. Travelers are finding a ton of planning inspiration from the locations of their favorite TV shows and movies. [More than half of travelers surveyed by Expedia say they researched or booked a trip to a location after seeing it on TV or in a feature film—in fact, TV shows influence travel decisions more than Instagram and TikTok.](#)

It's important to factor in pop culture and media into your keyword research. Don't feel afraid to toss in terms and phrases like "White Lotus resort", "locations similar to Italy", or "discount luxury rental" to keep up with media trends.

[According to Booking.com, the top three factors influencing Gen Z and millennial travel destinations are authentic local food, value for their money, and beautiful natural scenery.](#)

It's important to dig into these modern traveler desires by understanding the location you're campaigning toward and how travelers are seeking them. Accent your campaign with search terms local cuisine, local natural attractions and activities, and economical choices for lodging and transportation.

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

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[Nightlife and Warm Weather Aren't Driving Gen Z's Desire to Travel.](#)

Speaking the Language of Exploration

We now search how we talk, so focusing only on keywords means you likely miss out on traffic from conversational search. Custom Search Lookalike models tap into our conversational search cadence and identify the real-world phrase clusters that work for your brand. For any model, we start by generating four high-scoring topics and dozens of relevant searches for each topic, all of which can be used as a seed alongside first-party data, pixel data, or brand keywords for a unique solution that finds the best impressions that reach people who are likely to search your keywords.

Custom Search Lookalike models tap into our conversational search cadence and identify the real-world phrase clusters that work for your brand.

Charting a Course

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

Model scalability is adaptable to the precision or breadth of your chosen keyword clusters. So, for example, say you're an airline brand wanting to target people who are looking for cheap flights. We could use pixel data from your site and identify four key clusters of search phrases and keywords. After identifying the four most significant keyword clusters, we can parse those down into specific phrases that people use to find your brand to begin to dive deeper and deeper into the search psychology of your best customers.

Lastly, we package the model as a PMP Deal ID, ensuring its compatibility with any DSP for easy activation. Or activate easily though our contextual integration on The Trade Desk.

Discover the Most Searched Long-Tail Travel Keywords in 2024   The Travel Trends You Need to Know for 2024

Nightlife and Warm Weather Aren't Driving Gen Z's Desire to Travel.

Conclusion: Capitalize on Search Demand

Get started today

Dstillery's Custom Search Lookalikes are ready to activate today. Reach out to contact@dstillery.com to get started with our one-of-a-kind targeting solution.

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