StackAdapt

GLOBAL

How to Measure the Success of Your Travel Ad Campaigns

Drive Better Campaign Results and Boost ROI

Why Campaign Measurement is Crucial in the Travel Industry

In the competitive travel industry, campaign measurement is essential. With revenues projected to reach $956 billion in 2025 and over 70% of sales occurring online, travel marketers must use precise data to refine strategies, optimize ad spend, and engage effectively across multiple channels.

Accurate measurement ensures that every marketing dollar is well spent, driving better results, and maximizing ROI.

In this guide, we'll explore:

1 The Travel Customer Journey

2 The Travel Funnel

3 Travel Measurement Solutions

1

The Route to Effective Measurement

**Understanding the
Travel Customer Journey**

The Travel Customer Journey

✈

The traveller's purchase journey is often long and complex, with many touchpoints. Digital ads effectively reach the right audiences at the right time and provide highly measurable insights for real-time campaign management.

	INSPIRATION AND DREAM	**RESEARCH AND PLANNING**	**BOOKING AND TRAVELING**
Traveller Activities	**Browse** travel inspiration from the internet, social media, and get ideas from friends and family.	**Search** the internet and compare prices for flights, accomodations, car rentals, and travel activities.	**Book** flights, rentals, and activities. **Visit** the destination and **spend** at the destination.
Goal	**Attract**	**Nurture**	**Convert**
Solution	**Use Contextual Targeting to Reach Travellers** Target people looking at inspirational content such as "Top 10 Best Places to Travel" articles.	**Segment Travellers Based on Intent** Target people looking for flights and accommodations, such as those browsing "Top 10 Tourist Attractions in France."	**Retarget Travellers Based on Key Actions** Use dynamic retargeting to streamline the booking process and leverage geotargeting for opportunities to upsell travellers in transit.
KPIs to Measure Campaign Success	Awareness / Page Views and Site Visits / Traffic and Engagement Per Channel	Interest / Page Views and Site Visits / Traffic and Engagement Per Channel	Bookings / Visits / Conversion of Ancillary Travel Activities

2

Funnel Your Way to Success

The Travel Funnel
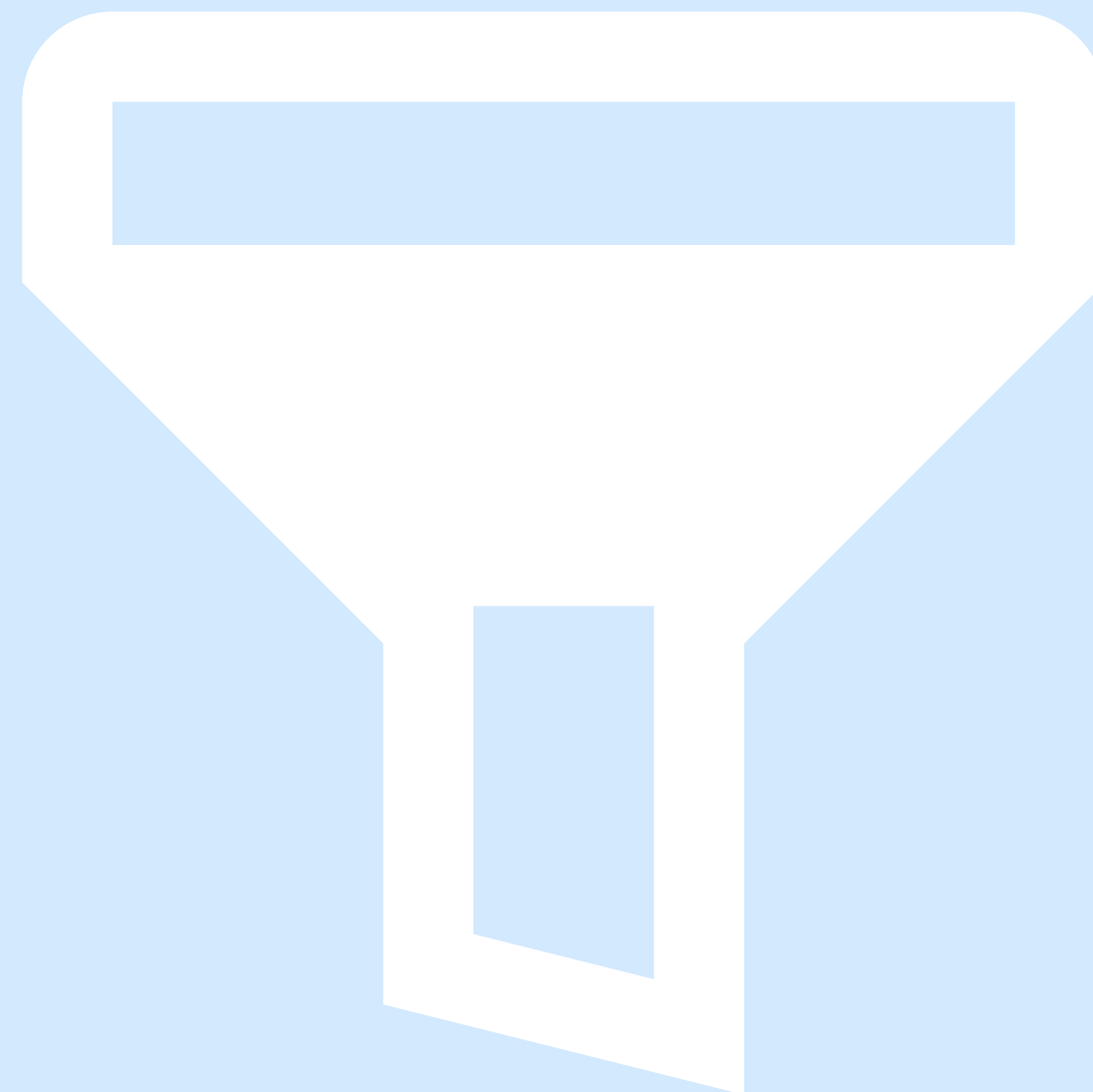
The Travel Funnel

Measuring campaign success across the travel funnel involves tracking and optimizing each stage of the traveller's journey from inspiration and research through to booking and traveling.

INSPIRATION AND DREAM
Early destination research.

Measure traveller change in sentiment and awareness.

RESEARCH AND PLANNING
Comparing travel offerings and planning the trip.

Measure consideration and booking intent.

BOOKING AND TRAVELING
Booking flights, accommodations, and activities.

Measure conversions, bookings, visitation, and economic impact.

Develop a full-funnel campaign strategy with a DSP like StackAdapt, which offers access to premium inventory across multiple channels.

Measure Sentiment and Awareness

Survey travellers directly to understand the impact of your campaigns on brand sentiment.

1Click*Survey*

Are you aware of Lake Louise in Banff, Canada?

Yes

No

Not Sure
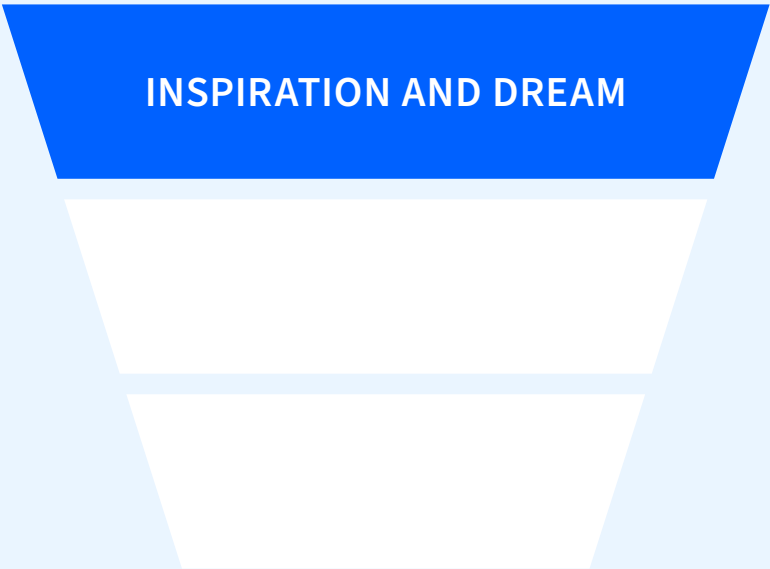
Submit

1Click*Survey*

Do you recall seeing an ad for Banff, Canada in the past 7 days?

Yes

No

Not Sure

Leverage interactive and image-based surveys for improved response rates.

You Can Measure:

Top-of-Mind Awareness

Ad or Destination Recall

Ad Reach

Destination Favorability

INSPIRATION AND DREAM

Example

Compare destination recall between those who saw your ad and those who didn't to measure the ad's influence on choosing a specific destination.

Measure Travel Consideration

Survey travellers to measure how your campaign influences their vacation decisions.

1Click Survey

Would you consider travelling to Banff, Canada?

Select your answer from the menu below:

Agree

Submit

1Click Survey

How likely are you to recommend Banff, Canada for travel?

Very Likely ──┐
Likely ──────┘── High Intent

Unlikely ────┐
Very Unlikely ┘── Low Intent

Not Sure ──── General Awareness

Submit

Create retargeting pools based on survey responses.

You Can Measure:

Destination Favorability	Destination Affinity	Topic or Message Familiarity	Destination Travel Intent

RESEARCH AND PLANNING

Example

Measure the change in opinion and consideration as it relates to visiting a destination before and after exposure to your ad.

Attribute Offline Actions to Your Campaigns

Understand how your campaigns drive bookings using your first-party CRM data.

Measure the following conversions in your CRM to see what works best and optimize accordingly:
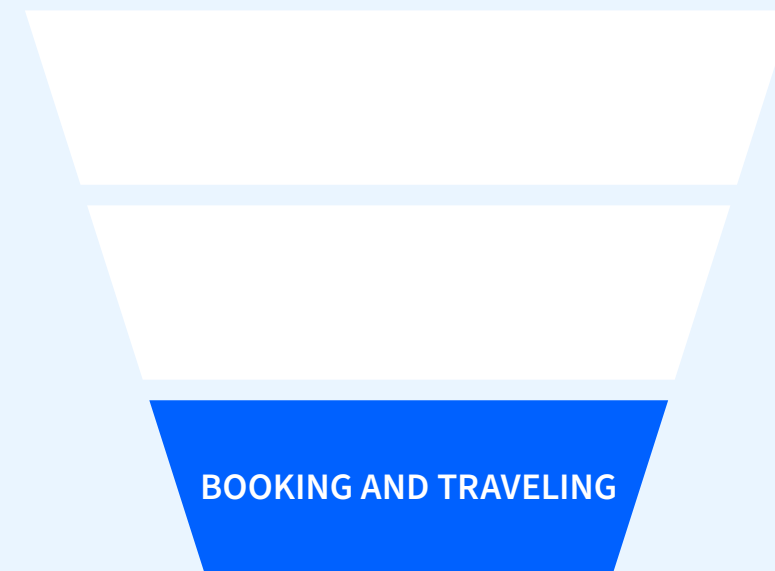
Hotel / Flight Searches

Hotel / Flight Bookings

Loyalty Program Sign-ups or Referrals

You Can Measure:

Optimal Ad Frequency

Best Channel or Creative

Demographic Breakdowns

Ad Effectiveness

BOOKING AND TRAVELING

Example

Track campaign effectiveness by attributing travel bookings, such as hotels and airlines, to your marketing efforts.

Measure Conversions and Visitation

Measure how successful your campaigns were in driving visits to your destination.

Identify Origin Markets and Track the User Journey

Pinpoint where travellers are coming from at country, state, and city levels to refine targeting for future campaigns.

Measure how travellers spend their time at your destination by tracking visits to key attractions, restaurants, parks, and museums.

BOOKING AND TRAVELING
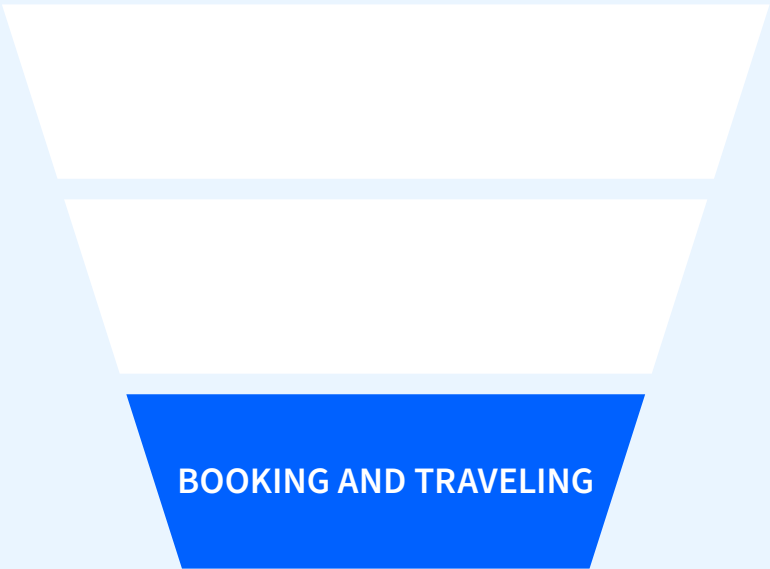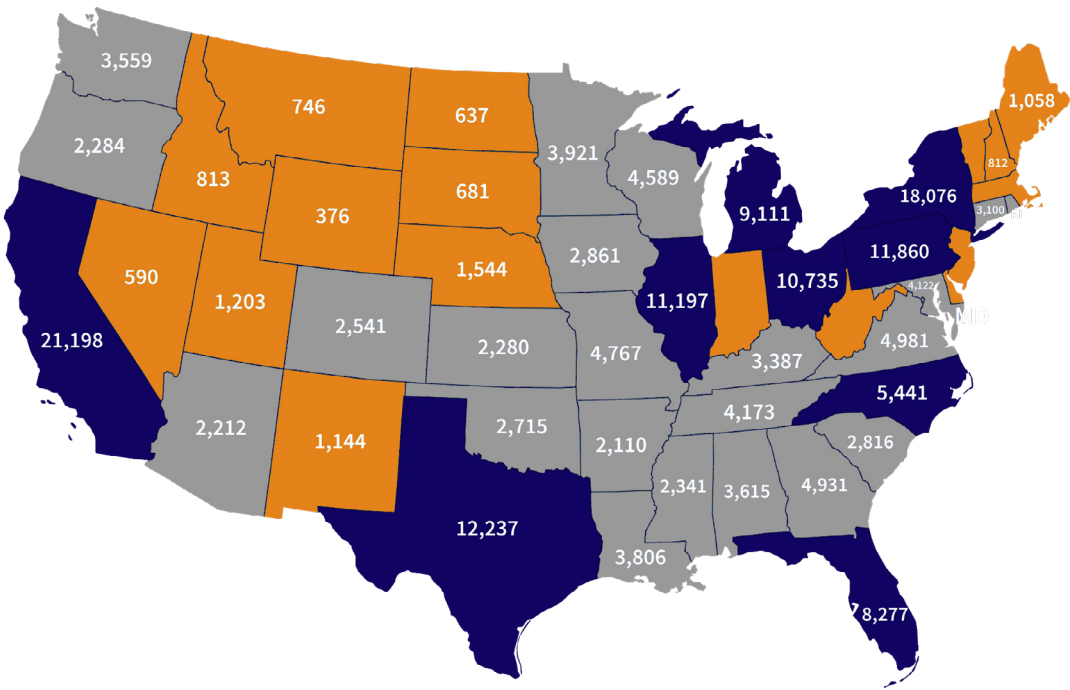
Example

Identify the number of travellers visiting your destination after seeing your campaign to measure ad spend effectiveness.

You Can Measure:

| Total Visits | Origin Data | Time to First Visit Data | Demographics Data |

Measure Economic Impact in US Destinations

Measure the economic impact of travellers at your US destination, and identify top spend categories and merchants.

Gain Insights Into Your Audience's Spending Habits
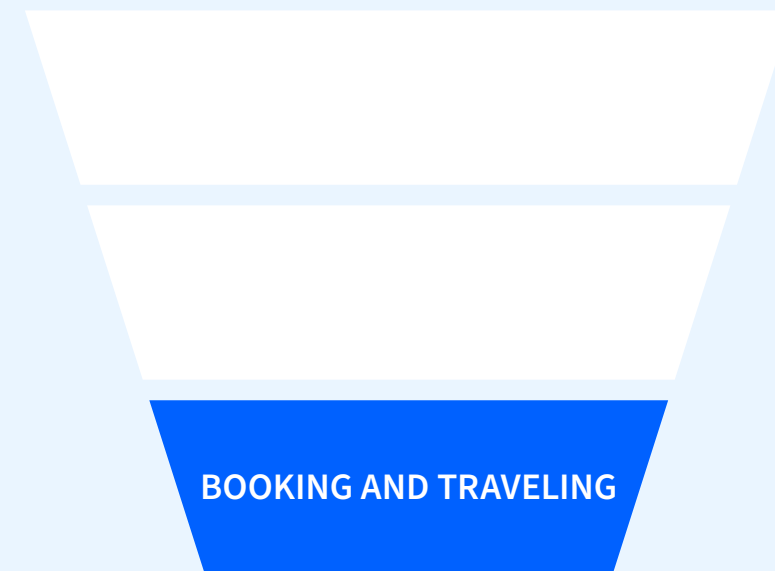
Shopping Categories

Origin Destination

Merchants

Age and Income

BOOKING AND TRAVELING

Example

Leverage credit card spend and transaction data to identify your most valuable travellers and optimize campaign retargeting.

You Can Measure:

| Total Transaction and Spend Data | Category and Merchant Spend | Origin Data | Demographics Data |

3

Tools for Every Adventure

Travel Measurement Solutions

Travel Measurement Solutions

Here's a summary of various methods to measure the impact of your travel campaigns.

	Get Insight Into:	**Solution:**
Sentiment Measure sentiment and awareness by surveying travellers directly.	• Survey responses (control versus exposed group). • Absolute and relative lift. • Positive response rate.	Travel Lift
Bookings Attribute your campaigns to hotel and flight bookings.	• Total bookings. • Arrival and stay times. • Demographics data.	Travel Booking Attribution and Impact Measurement
Visitations Measure how successful your campaigns were in driving visits to your destination.	• Total visits. • Origin data. • Time to first visit data. • Demographics data.	Destination Visitation Measurement
Economic Impact Understand the economic impact of travellers at your US destination.	• Total transaction and spend data. • Category and merchant spend. • Origin data. • Demographics data.	Economic Impact Report (US only)

Conclusion

Accurate measurement is essential for maximizing the value of every marketing dollar. By accurately measuring attribution and optimizing the travel funnel with robust measurement solutions, you can ensure your campaigns reach their full potential.

Ready to enhance your campaign measurement?

Request a demo to see how you can effectively manage and analyze your campaigns with precision.

Request Demo

StackAdapt

StackAdapt is a multi-channel programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit stackadapt.com.

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