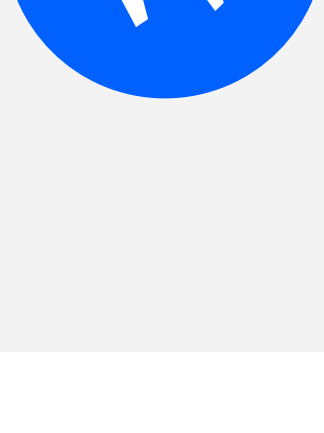


# Travel Through the Funnel

How to Reach The Right Audience at Every Stage of the Traveller's Buying Journey



Creating world-class travel campaigns requires a deep understanding of the traveller's buying journey.

As travellers consume more content online across channels, they encounter multiple touchpoints before converting. Targeting the right audience at the right time with the right message is crucial for making a lasting impact and improving ROI.

## Master the Traveller's Journey

### Uncover Opportunities to Influence Decisions at Every Step

The journey to booking is often long and involves multiple touchpoints, giving travel marketers valuable opportunities to influence decisions.

With travellers spending considerable time researching and often undecided on destinations, capturing their attention early is crucial.

#### Extended Path to Purchase

2+ Months

The average traveller's path to purchase is 71 days long.

#### Content-Heavy Research

141 Pages

Travellers view an average of 141 pages of travel content in the 45 days leading up to a booking.

#### Destination Uncertainty

3 in 5 Travellers

Nearly 60% of travellers have no specific destination in mind when they start their journey.

#### Ad Influence During Inspiration

66% of Travellers

Two-thirds of travellers who were influenced by ads noticed it during the inspiration phase of their journey.

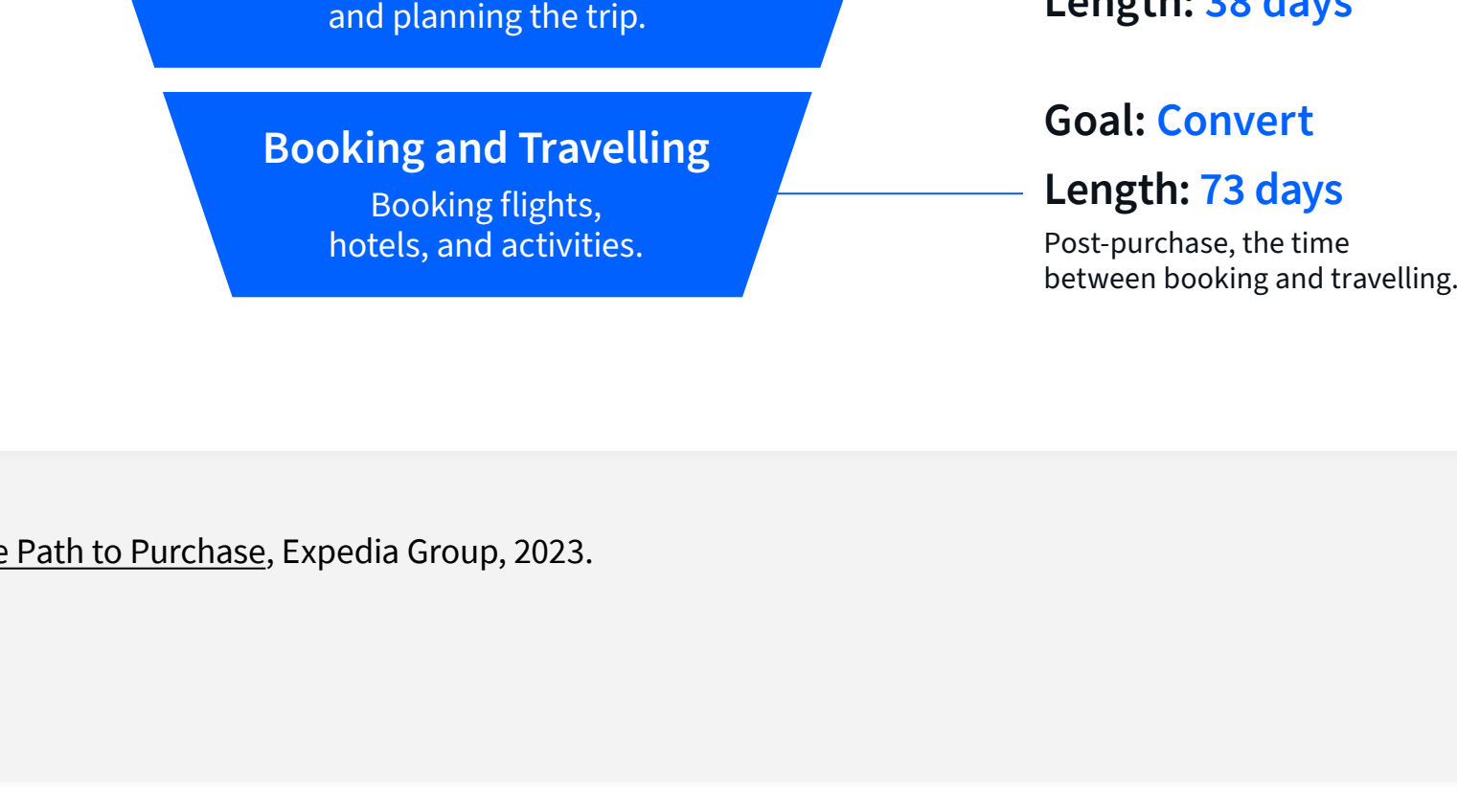
[The Path to Purchase](#), Expedia Group, 2023.

## Create Full-Funnel Campaigns

### Engage Travellers From Inspiration to Booking

Connect with travellers on a deeper level by meeting their needs at every stage of their journey.

Choose the right platforms to reach them effectively. For example, while most travellers prefer laptops or desktops for larger purchases, many rely on mobile devices for travel research. With StackAdapt, you can target your travel audience on any device across multiple channels and meet them wherever they are.



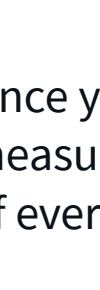


[The Path to Purchase](#), Expedia Group, 2023.

## Reach Travellers at Every Stage

### Effectively Target Your Audience Throughout the Customer Journey

Effective targeting drives success by reaching the right audience at the right time. Here's an example of how you can segment your travel audience at each stage of the funnel:

Funnel Stage	Segment by	Target Example	Example StackAdapt Solution
 Inspiration and Dream	Profile	Adventure travellers interested in outdoor activities.	<b>Page Context AI</b> Attract adventure travellers by placing your ads next to relevant content. Use StackAdapt's proprietary algorithm* to target key phrases like "whitewater rafting" or "skydiving" for precise reach. <small>*US patent 11,748,776</small>
 Research and Planning	Intent	High-intent travellers building their itineraries and exploring flight, hotel, and destination options.	<b>Travel AI Audiences</b> Nurture high-intent travellers as they browse for flights, hotels, and activities. Ensure every ad you run is contextually aligned with their travel journey and preferences.
 Booking and Travelling	Retargeting	Retarget big spenders who invest heavily in travel.	<b>Dynamic Retargeting</b> Convert big spenders by delivering personalized ads featuring exclusive experiences and activities at their desired destination.

Once you have your travel targeting tactics in place, it's time to measure success. Accurate measurement maximizes the value of every marketing dollar.

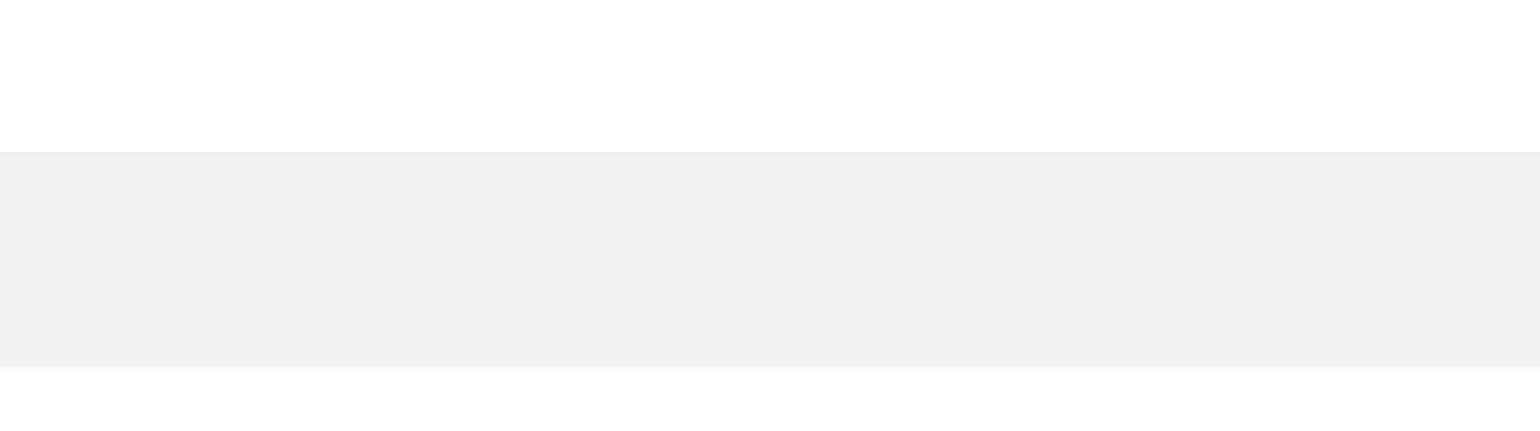
[Learn more in our guide to measuring the success of your travel ad campaigns.](#)

## Create a Unified Story

### Run Personalized Ads Across Channels

Multi-channel campaigns capitalize on each channel's strengths, ensuring you reach your audience wherever they spend time.

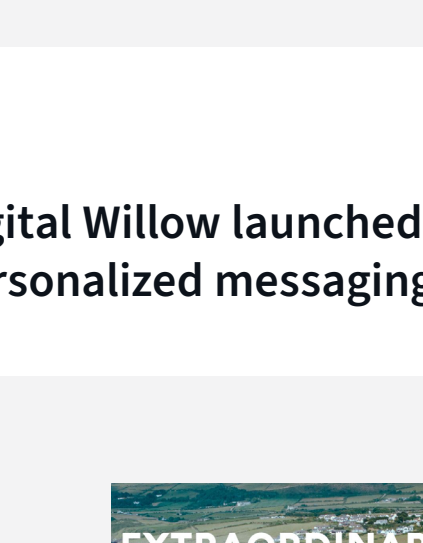
Here's an example strategy for your next travel campaign:



## Success Story

### Targeted Travel Campaigns in Action

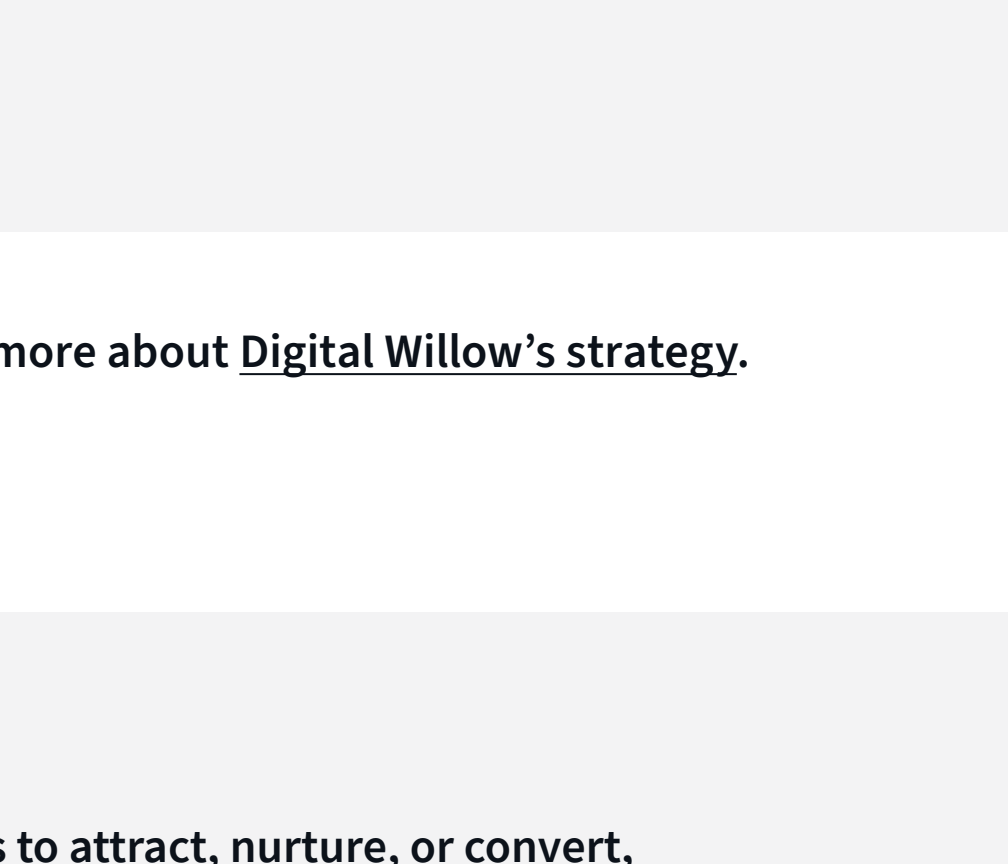
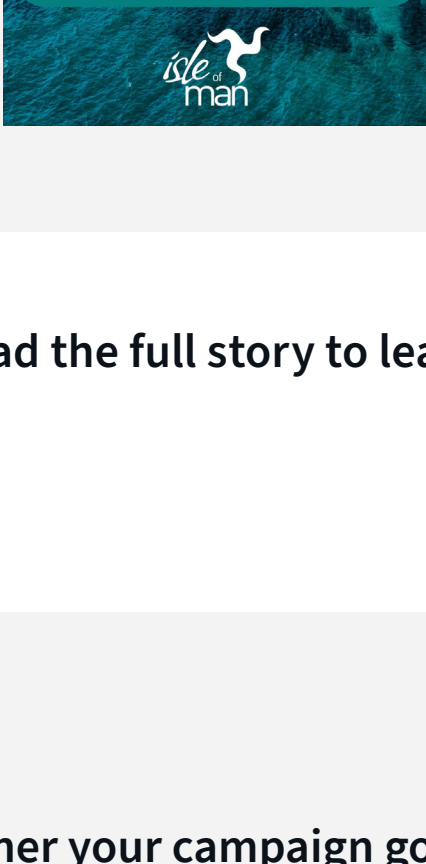
Digital Willow used DOOH and mobile banner ads in their campaign to improve reach and target travellers.



“By leveraging DOOH inventory with StackAdapt, we were able to pinpoint the most appropriate locations for our campaign, integrating this activity as part of a holistic digital media buy. This ensured maximum impact and reach with our target audience.”

– Amber Williamson, CEO of Digital Willow

Digital Willow launched high-quality DOOH creatives with personalized messaging at major airport hubs:



[Read the full story](#) to learn more about [Digital Willow's strategy](#).

Whether your campaign goal is to attract, nurture, or convert, StackAdapt offers solutions for every stage of the travel funnel.