

# Getting the Most From Your Digital Dollars

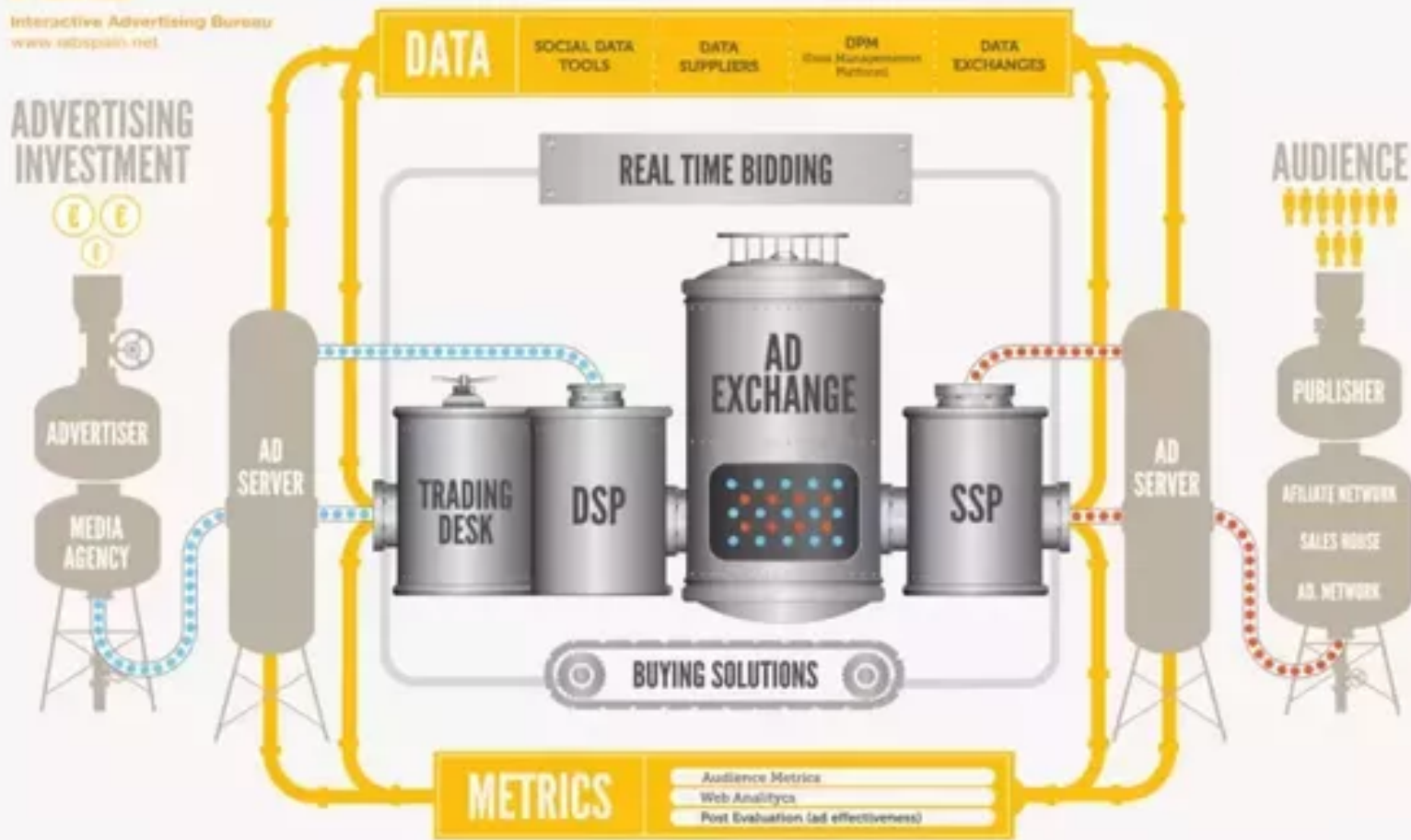
Presented by: Holly Russell, CTE



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Interactive Advertising Bureau  
www.iab.com

# PROGRAMMATIC BUYING ECOSYSTEMS



$\mathbb{N}$  is such that  $\emptyset \in \mathbb{N}$  and  $\forall x \in \mathbb{N}, \{x\} \in \mathbb{N}$

$$\mathbb{Z} = \mathbb{N}^2 / \{((a, b), (c, d)) \in (\mathbb{N}^2)^2 \mid a + d = b + c\}$$

$$\mathbb{Q} = \mathbb{Z} \times \mathbb{N} / \{((a, b), (c, d)) \in (\mathbb{Z} \times \mathbb{N})^2 \mid ad = bc\}$$

$$U = \{X \in \mathcal{P}(\mathbb{Q}) \mid \exists y \in \mathbb{Q}, \forall x \in X, x \leq y\}$$

$$\mathbb{R} = U / \{(X, Y) \in U^2 \mid \forall x \in X, \exists y \in Y, x \leq y \text{ and} \\ \forall y \in Y, \exists x \in X, y \leq x\}$$

$$\mathbb{R}[X] = \{A \in \mathcal{P}(\mathbb{N} \times \mathbb{R}) \mid \forall n \in \mathbb{N}, \exists! a \in \mathbb{R}, (n, a) \in A \text{ and} \\ \exists N \in \mathbb{N}, \forall n \geq N, \forall a \in \mathbb{R}^*, (n, a) \notin A\}$$

$$\mathbb{C} = \mathbb{R}[X] / (X^2 + 1)\mathbb{R}[X]$$

Where are you when it comes to your digital media budget?





# Money, Money, Money

- ▶ How much of your advertising budget should be allocated to digital?
- ▶ Know your audience
- ▶ Creative assets
- ▶ Recommend:  
30–40% minimum



1 MILLION DOLLARS!!!!



# Food for Thought

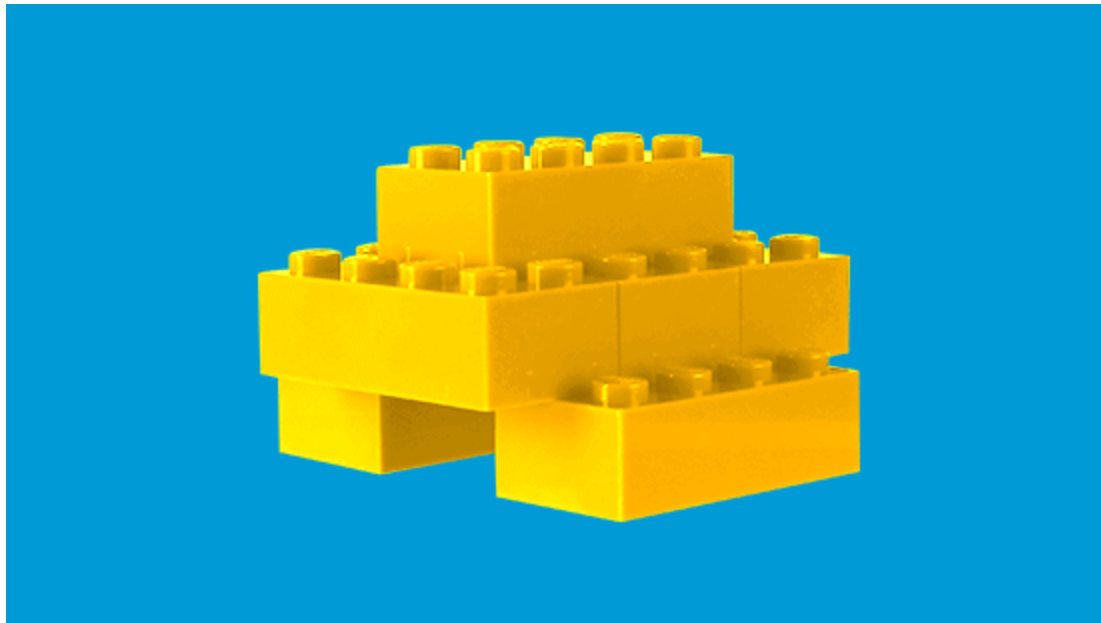
- ▶ Ad Management
  - ✓ Manage ad buys
  - ✓ Develop and execute creative
  - ✓ Submit creative
  - ✓ Provide reporting for all advertising efforts



# More Food for Thought

## ▶ Ad Management

- ✓ Layers of fees
- ✓ 3<sup>rd</sup> party vendor commitments can limit placement, platform and strategies



# Even More Food for Thought

## ▶ Media Buying In-House

- ✓ Negotiate better deals
- ✓ More of your budget goes to the actual media buy
- ✓ Manage development of creative and ad submissions or outsource

Recommendation:

Agency: Print media buy

In-House: Digital media buy





# Custom vs. Cookie Cutter

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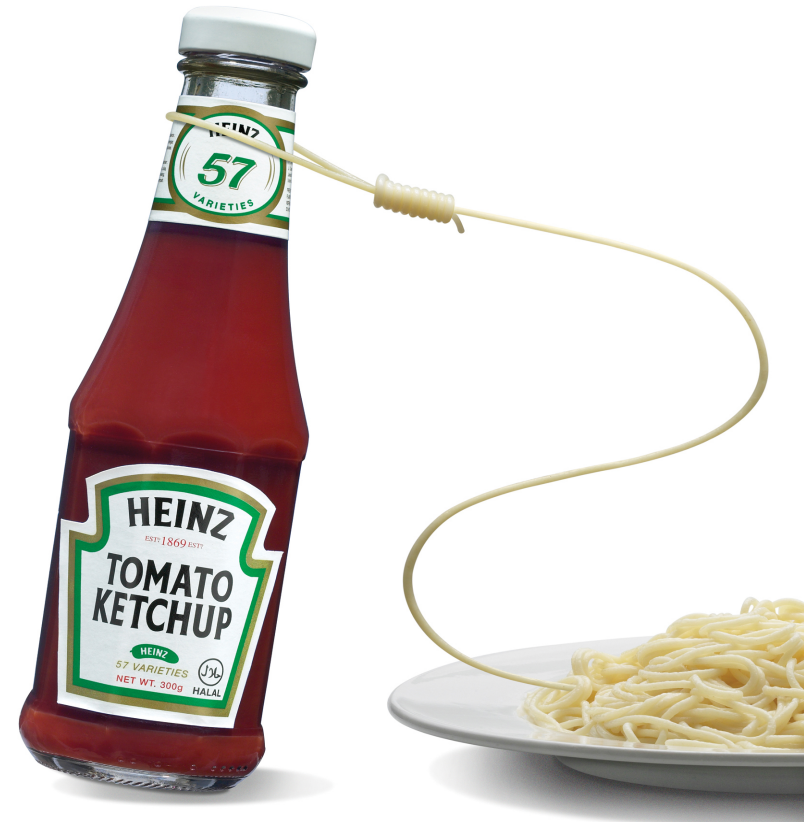
# Vendor Capabilities

- ▶ Robust opportunity
- ▶ Experience in the Travel & Tourism Industry
- ▶ Are they tied to a single technology or are they tech agnostic?
- ▶ Find a vendor that will be a resource for you



# The Ketchup Conundrum

- ▶ The importance of industry experience
- ▶ Marketing DMO's vs. Car Dealerships



Deliciously irresistible.

Another Quality Product by 

# Are THEY Asking the Right Questions?

- ▶ What are you currently doing or what have you done?
- ▶ What are you looking to promote?
- ▶ What are your challenges?
- ▶ What are your goals?
- ▶ What current methods are you using to reach those?
- ▶ What are your KPIs?
- ▶ What kind of assets do you have?
- ▶ What is your budget?



# Moment of Zen



# Quality vs. Quantity

# Vendor Deliverables

- ▶ What services does your vendor provide throughout the life of a campaign?
- ▶ How do they communicate with you?
- ▶ Do you have the ability to pause the campaign should it be necessary?



# Reporting

# Reporting

- ▶ What data/stats will be included in the reporting?
- ▶ Budget transparency
- ▶ What happens once the campaign ends?

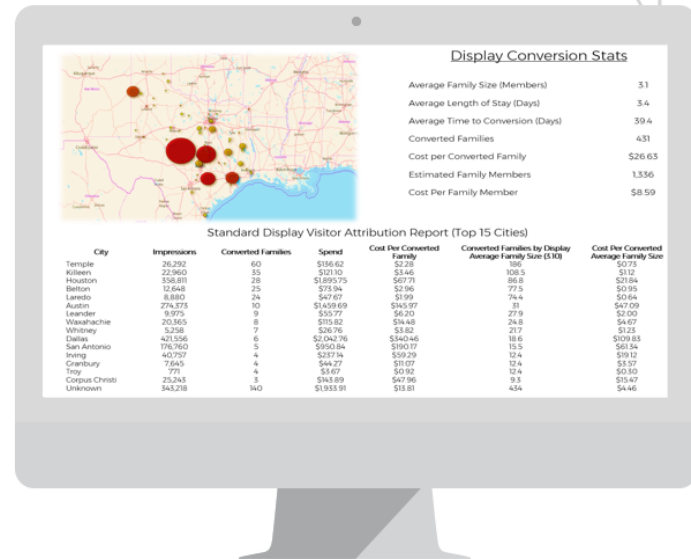
# How do you know if it really worked?

## ▶ Visitor Attribution Reporting:

- ✓ Average family size
- ✓ Average length of stay
- ✓ Average time to conversion
- ✓ How many families converted
- ✓ Cost per converted family

## ▶ Adara

- ✓ Access to best-in-class travel intent data
- ✓ Valuable ROI reporting, providing hotel and flight data





# Killer Creative

- ▶ Ensure designer knows best practices for digital advertising
- ▶ Keep it Clean and Simple
- ▶ Make it Personal
- ▶ Include a Strong Call To Action
- ▶ Make it Relevant
- ▶ Experiment: A/B Testing
- ▶ Retargeting: More Specific Messaging

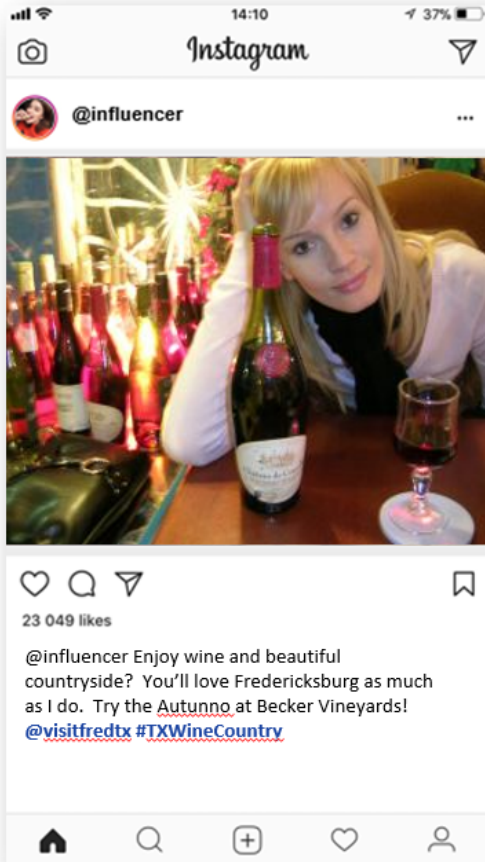


# I Got Nothing

- ▶ Waiting is not an option



# No creative? No problem.



## Calvin Harris on the End of His Relationship with Taylor Swift: 'All Hell Broke Loose'



BY LINDSAY KIMBLE  
AT 02:05 PM EDT

Calvin Harris says that of his 15-month relationship with Taylor Swift led to a circus, "putting his squarely in the public eye."

In the October issue of GQ, Harris called Taylor Swift – which was covered in PEOPLE in June –

"It's very difficult when I consider so personal very publicly," he told the magazine. "The after relationship was way more publicized than the relationship itself."

Harris, 32, explained

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# Thank you!

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