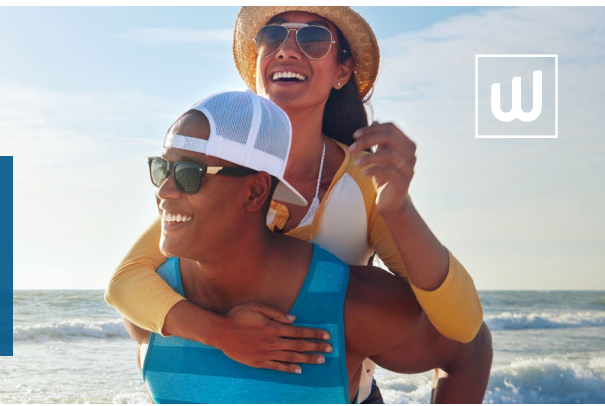




High-Response Audiences for Travel Industry Marketing



Who is the ideal consumer for your travel brand? A jet setter seeking a luxurious retreat? A road warrior dreaming of hitting the highway? Someone looking to take a special vacation with their friends or family?

Wiland audiences help you reach the ready-to-spend consumers you're looking for—the people who are the most likely to respond to your travel marketing.

Wiland digital audiences are created using the largest set of individual-level consumer spending and interest-intensity signals ever assembled. Using these spend-based audiences is the most effective way to improve the performance of your acquisition campaigns across all digital channels.

Here is a sample collection of our **travel category audiences** available for immediate activation:

Audience ID	Audience Name
USP0588	Air Travel, Intent to Book
USP0006	Online Travel and Lodging, Intent to Buy
UAA0799	Online Travel Agencies, Intent to Use
UAA0020	Luxury Hotels, Intent to Book
UAA0067	Upscale Hotels, Intent to Book
UAA0166	Business Hotels, Intent to Book
USP0238	Vacation Home Rental, Intent to Book
UAA0151	Beach Hotels and Resorts, Intent to Book
UAA0156	Cabins and Lodges, Intent to Book
UAA0143	Guided Tour Vacations, Intent to Buy
UAA0090	Luxury Cruise Travel, Intent to Buy
USP0329	Family Cruise Vacations, Intent to Buy
UAA0146	Recreational Vehicles, Intent to Buy
USP0281	RV Travel Products and Services, Intent to Buy
USP0344	Amtrak Rail Travel, Intent to Book

NOTES ON AUDIENCE TABLE

- » Audience IDs beginning with UAA
In-market and likely to spend in the category based on anonymized spending insights and other attributes using Wiland modeling.
- » Audience IDs beginning with USP
Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Wiland modeling.

QUICK TIP

On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland pre-built audiences listed as “Ultimate Data” audiences.

Custom Audiences Built Just for You

Wiland also offers powerful, custom-modeled audiences based on your brand's unique campaign objectives. Built to help you target your advertising to your ideal travel consumers, these audiences deliver superior digital campaign results, including better response rates, lower acquisition costs, and higher return on ad spend.

Ready to Connect with Your Best New Customers?

We can immediately deliver our audiences to Facebook or your DSP or platform of choice. Our audiences are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. For questions about finding your ideal audience or having a custom audience created to meet your specific campaign goals, contact your Wiland representative or email us at info@wiland.com.