



## Relevancy and measurement of GDS ad placement enhanced

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<http://www.eyefortravel.com/news/usa-news/relevancy-and-measurement-gds-ad-placement-enhanced>

TravelCLICK has come up with a technology to improve the quality of promotional advertising on select Global Distribution Systems.

Through a year-long collaboration using DoubleClick/Google ad serving technology, TravelCLICK and DoubleClick/Google have identified and leveraged predictive characteristics within both the ad serving and travel agent hotel shopping environments. The result of this initiative is two enhancements for advertising on the GDS.

The first enhancement, Dynamic Rate Update, instantaneously inserts a hotel's BAR--specific to actual check-in date--into the ad copy displayed to the audience. By dynamically updating BAR data, it is much more likely that the advertised rate will be available when the audience responds to the advertisement, increasing the likelihood of a booking.

Second, a next-generation methodology isolates and identifies advertising-enabled travel agencies and measures the hotel booking revenue that they produce in participating GDS. While the actual advertising reach has not changed, this new methodology quantifies the hotel revenue an advertiser can attempt to influence within the channel. For full year 2008, the total hotel booking revenue delivered to the hotel industry by these advertising-enabled travel agencies exceeded \$8 billion.