



Travel Intent Targeting:

**How to Get in Front of
People Ready to Book**

PRESENTED BY: CLIFF WARD



About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies, executing campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.



A Full-Service Team

We unite top-tier talent across all facets of marketing communications: strategic creatives, public relations veterans, media strategists, data analysts, influencer liaisons, content experts, social media mavens, and dedicated client service professionals.

— We live and breathe marketing.



What We Will Cover Today

- » What is travel intent targeting
- » How to apply it to your tourism strategy
- » How to measure and optimize



What is Travel Intent Targeting?

Travel intent targeting is all about reaching people who are actively planning a trip. These aren't just casual browsers—they're showing signals that they're ready to book. That could be searching for hotels, reading destination guides, or using flight comparison tools. By identifying and targeting these behaviors in real-time, we can deliver ads to people who are much more likely to convert, making your media dollars work harder and smarter. Instead of guessing who might be a good fit, we focus on those who are already in the decision-making process.



How Travel Intent Signals Are Captured

Intent signals are generated by actions people take online—things like visiting a travel aggregator, using a fare alert tool, or checking availability on a hotel booking site. These behaviors indicate strong travel interest.

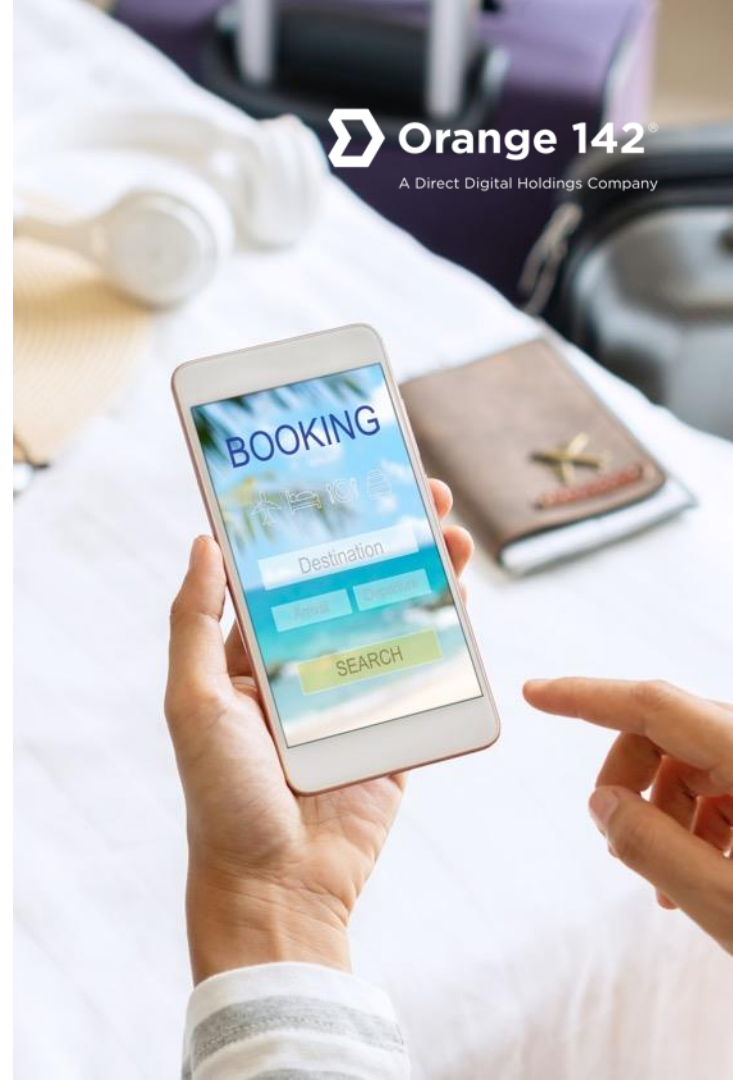
- Hotel and flight searches
- OTA behavior
- Blog and itinerary reads
- Price alerts
- Abandoned bookings



Intent vs. Demographic Targeting

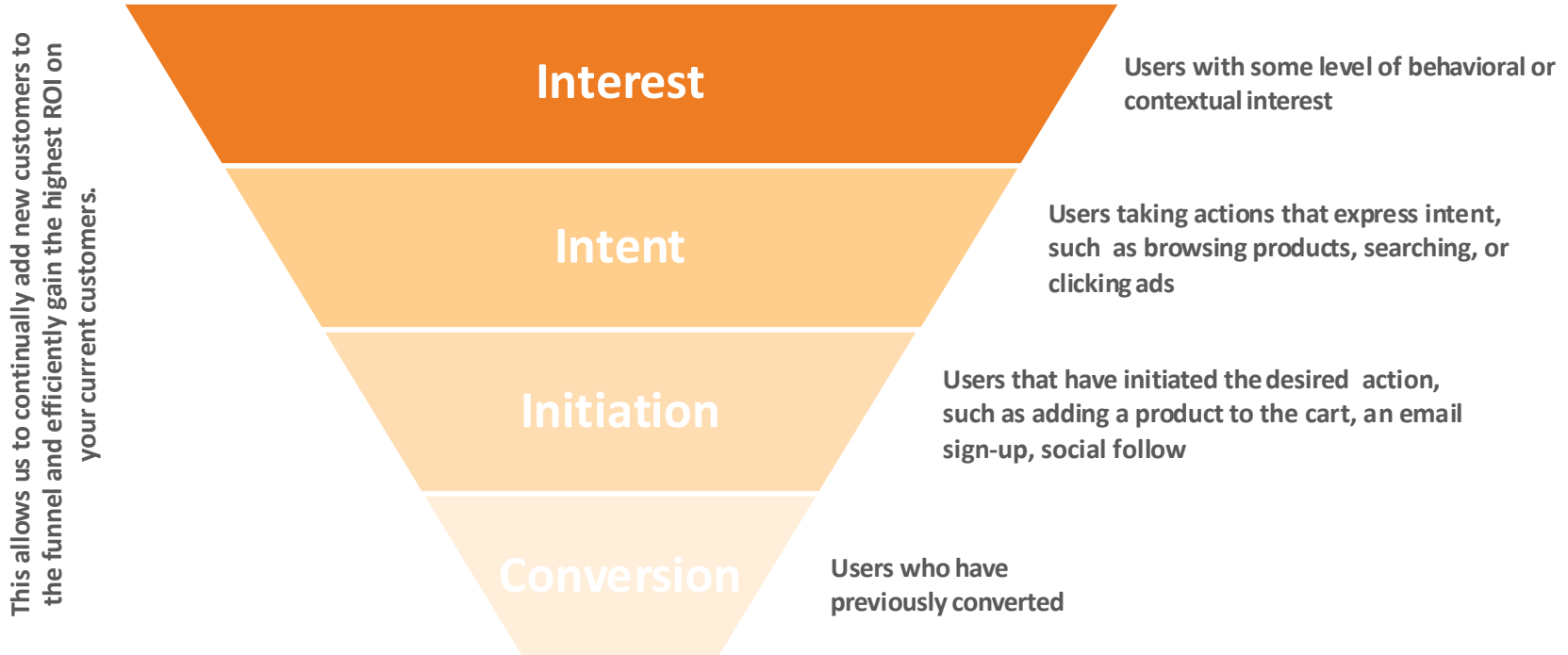
Demographics give you a static snapshot—like age or income—but intent shows you real-time actions. Someone who's 25 and actively searching for a weekend getaway is far more valuable than just knowing someone is 25.

- Intent = behavior-based
- Demographics = assumption-based
- Intent is more accurate and timely



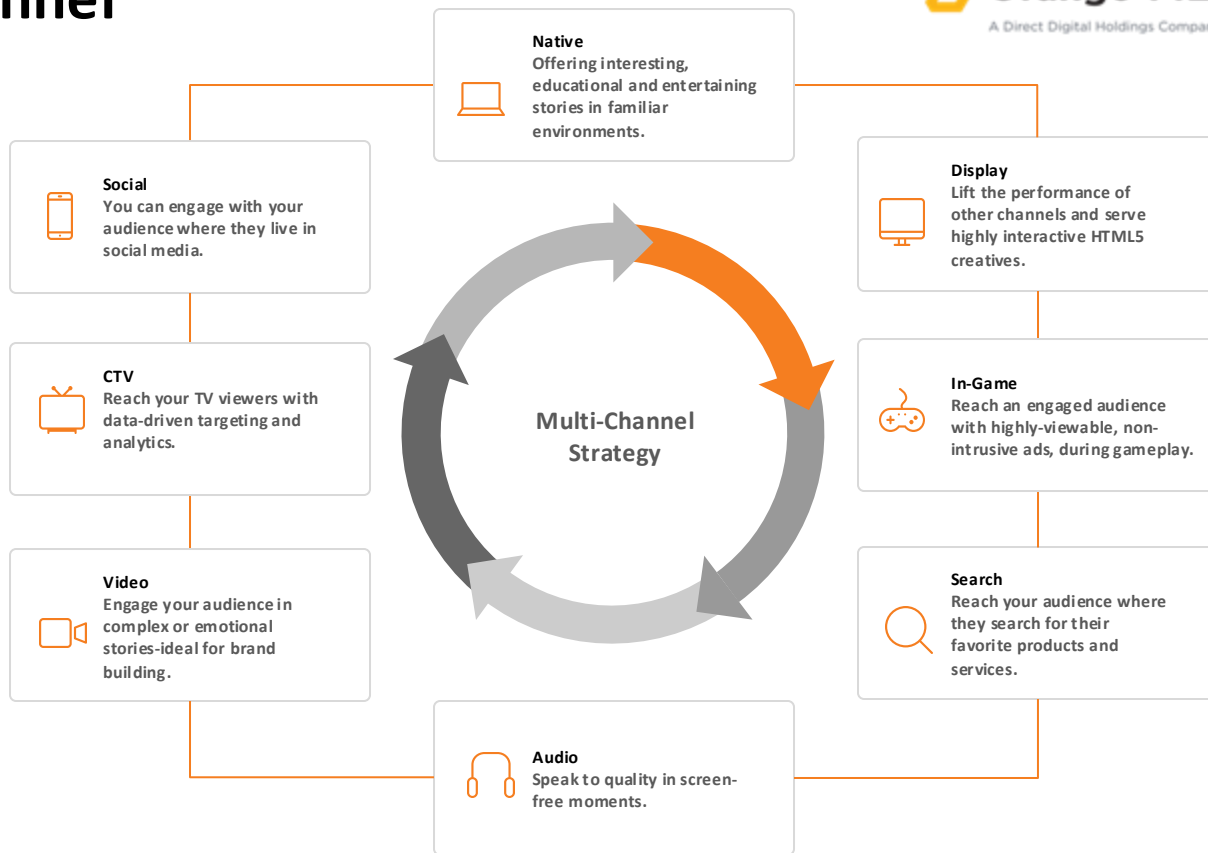
The Funnel Approach: Reaching Full Audience

In order to reach the full potential audience effectively, a funnel approach is essential



Building a Multi-Channel Strategy

Plan, execute, and analyze all ad formats in an orchestrated strategy to meet your business goals. Using a multi-channel offering allows you to create full-funnel campaigns with confidence and ease.



Why Use Travel Intent Targeting?

It's efficient and effective. By narrowing your reach to people actively researching and planning trips, you reduce wasted impressions and get a better return on your ad spend.

- Reach travelers ready to book
- Maximize media budget
- Personalize messaging
- Drive ROI



Campaign Results with Intent-Based Targeting

We've run countless campaigns that show intent targeting outperforms broad targeting. From increased CTRs to stronger conversions, and longer time on site.

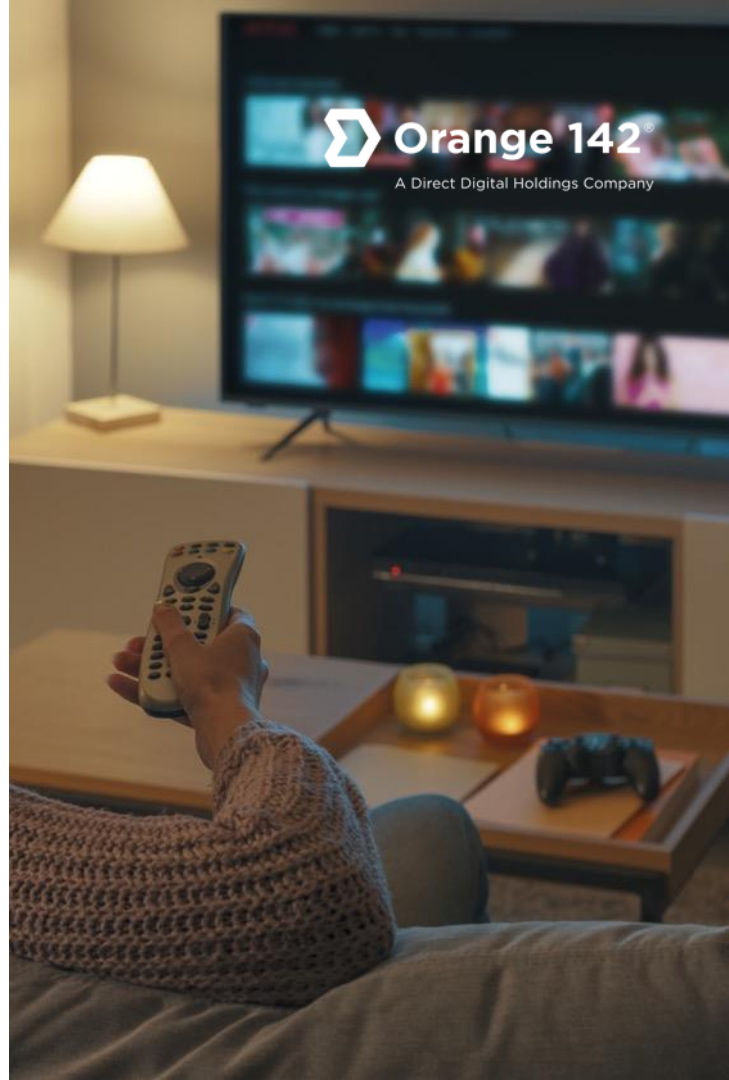
- Higher CTR
- Lower CPA
- More engaged site visitors



Top Channels for Travel Intent Targeting

There are several great channels to reach these travelers—programmatic display, social, video, and even email. Each channel offers different ways to apply intent targeting effectively.

- Programmatic Display
- Native Ads
- Paid Social
- Video/CTV
- Paid Email
- Search



Media Platform Capabilities



**Display, Mobile, Video,
Native, Newsletters**



CTV/OTT
(Hulu, Netflix, Prime Video,
Peacock, MAX, Paramount+)



Digital Out of Home



Streaming Audio
(Music & Podcasts)



Email



YouTube



Twitch
Reach & Frequency



Social
(Instagram, Facebook, X, Snap,
TikTok, Reddit, Pinterest,
LinkedIn)



SEO/SEM



Social Listening
Social Boost



TV

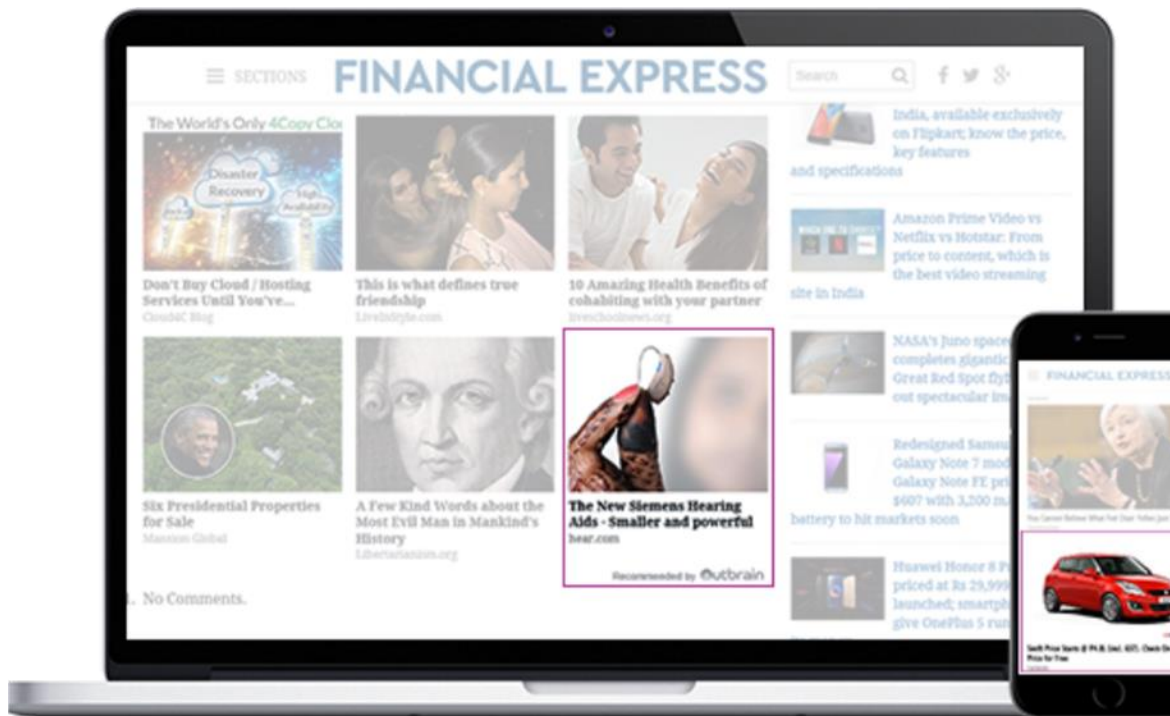


Radio

Programmatic Display & Native Ads

Display ads let you reach travelers across thousands of sites while they browse. By layering in intent, we make sure your ads appear to users who are most likely to take action.

- Broad reach
- Custom targeting with intent data
- Great for awareness and action



Paid Social Media

Social platforms are powerful for both awareness and conversion. With intent data, we can push dynamic content to travelers right in their feeds when they're in trip-planning mode.

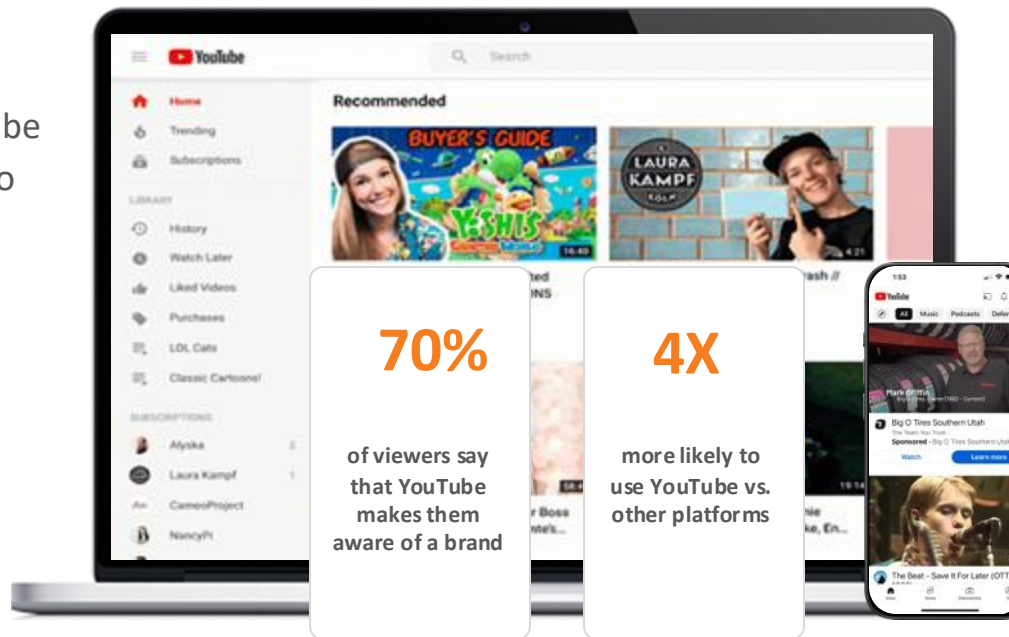
- Facebook, Instagram, TikTok, Pinterest
- High engagement with travel audiences
- Combine geo + interest + behavior



Video & CTV for High-Intent Travelers

Video, especially on connected TV, is ideal for storytelling. It's great for upper-funnel impact but can be highly targeted with intent signals to reach people who are ready to take the next step.

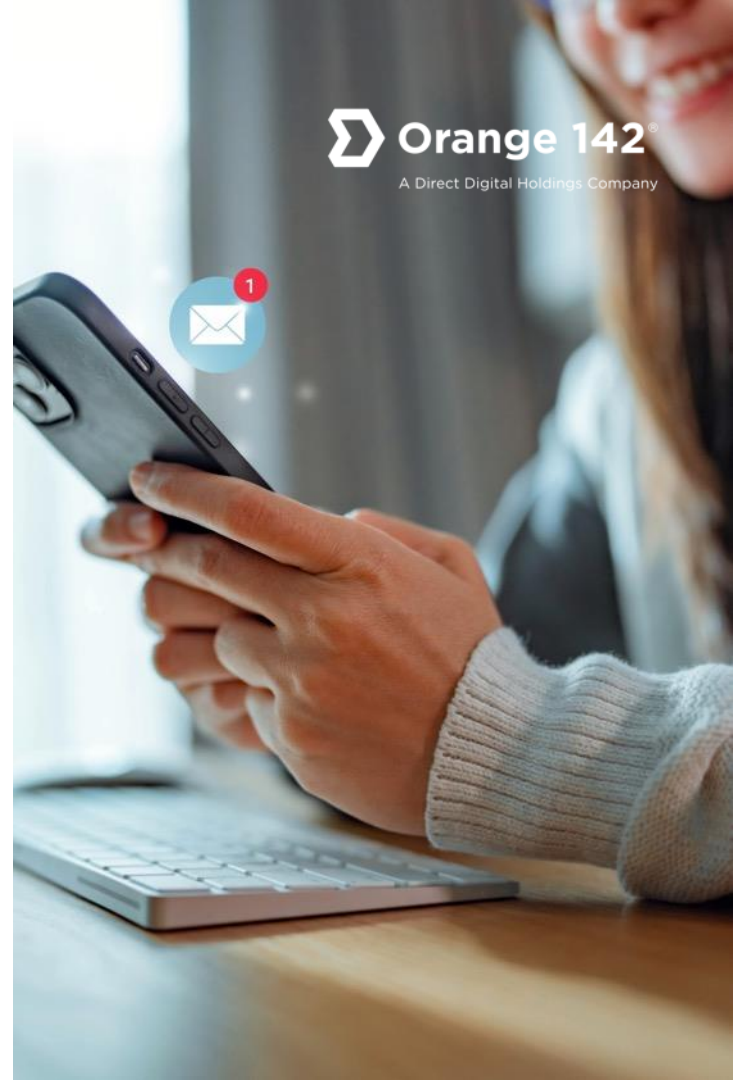
- Pre-roll & streaming ads
- Storytelling impact
- High viewability and recall



Paid Email with Travel Intent

With paid email, we target opt-in users who've shown recent travel activity. It's a direct and personalized way to re-engage or nurture travelers already in-market.

- Double opt-in audiences
- High open/click rates
- Great for promos & seasonal offers



Start with a Clear Goal

Every campaign should begin with a clear goal—whether it's driving awareness, getting clicks, or increasing bookings. Your targeting, creative, and budget should all align with that goal.

- Awareness vs. conversion
- Who are you targeting?
- Set measurable KPIs



Audience Layering

Combining travel intent with other data—like geography, demographics, and interests—gives you a richer, more accurate audience that's far more likely to convert.

- Combine geo + intent + demo
- Target smarter, not broader



Targeting Segments



Contextual
Keyword
Section
Vertical
In-Language



Demographic
Age
Education
Ethnicity
Gender
Language
Life Stage
Net Worth
Marital Status
HHI
Children



Geographic
City
County
Address
Zip Code
State
Country
DMA
Device ID
Lookback



B2B
Professional
Groups
Certification/
Honors
Years in Business
Account Based
Company Size
Net Worth
CRM Data
Company
Job Title
Industry
Seniority



Mobile Specific
In-App
Mobile Web
App Detection
Carrier
Device
LAT/LONG
Geo-Fencing
Address



Additional Options
Email
IP Address
Day Parting
Cross-Platform
Operating System
White/Blacklisting
Weather Triggered



Behavioral
Automated
Content
Recognition
Purchase Based
Donor Based
Social Sharing
App Detection
Look-a-like
Predictive
Interest
Retailer
In-Market
Search



Retargeting
Cross-Device
Opt-in/Opt-Out
Dynamic

Creative That Converts

It's not just about who you target—it's what you show them. Tailor your creative to match where someone is in their travel journey. Inspire them with beautiful imagery and clear next steps.

- Clear CTAs: “Book now” or “Plan your trip”
- Compelling visuals
- Match messaging to traveler mindset



Campaign Timing & Seasonality

Intent signals help you understand when to reach travelers. Whether it's spring break, summer vacations, or holiday travel, hitting audiences at the right time is key.

- Leverage seasonal booking windows
- Example: Spring Break, Holidays



Key Metrics to Track

To know what's working, track both engagement metrics like click-through rate and deeper conversions like bookings or form submissions. This helps you refine your targeting over time.

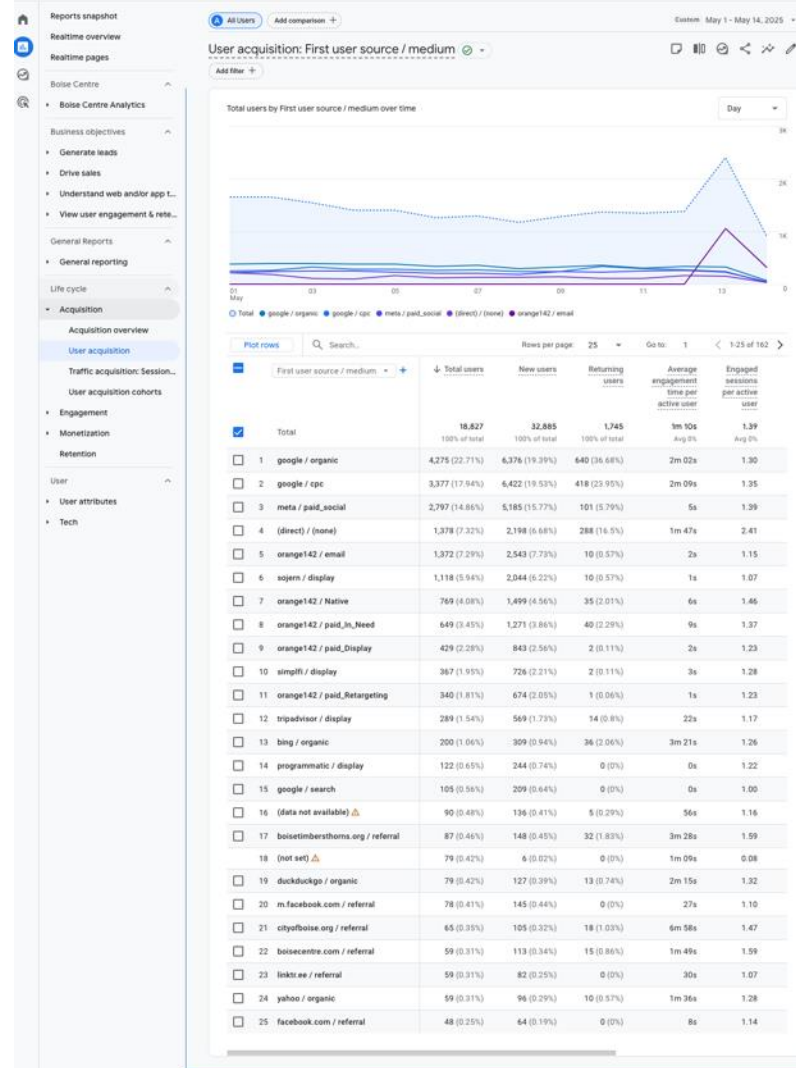
- CTR, CPC, Conversion Rate
- Time on Site, Pages per Visit
- Booking form fills, RSVPs



Tracking & Attribution

With tracking pixels and UTM codes, you can connect the dots between ad exposure and action. It's essential for showing ROI and understanding which channels drive results.

- Use UTM tags
- Pixel tracking
- Tie campaign to actual bookings



3 Key Takeaways

First, intent targeting helps you reach people most likely to book. Second, it works across budgets. And third, it delivers measurable impact. These are the essentials to remember.

- Intent = better targeting
- Flexible & scalable
- Proven results for all destination sizes





Thank you.

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