

HOLIDAY STRATEGY GUIDE

Marketing Strategies That Will Top Your Holiday List



The winter holidays mark big travel days, whether folks travel to see family and friends or take the time for a jet-setting vacation away from home.

Last year, AAA estimated that over 112 million people would travel “50 miles or more away from home from December 23 to January” with over **90%** of travelers expected to travel by car and **6.5%** by air.¹

Beyond the holiday season, travel is making a comeback. In fact, 1 in 5 U.S. adults say that leisure travel is a top budget priority in 2023.²

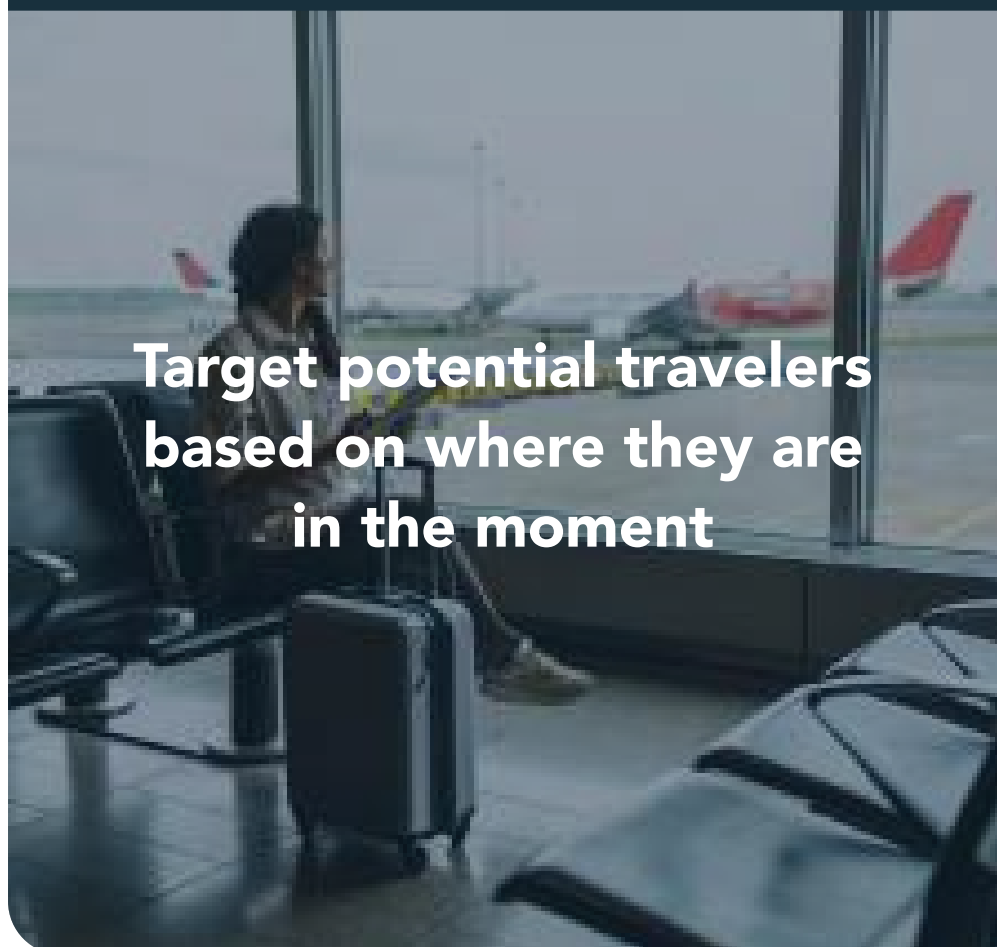
There is still plenty of runway left for travel and tourism-focused businesses to add impactful marketing strategies to their media mix to increase consideration, bookings, and visits. GroundTruth can help you not only reach key audiences in the right moments, but ultimately measure the impact to your business.

Destination ROI

In a survey from American Express, **7 out of 10** people polled say that they are planning trips three to six months ahead of their travels⁴, so now is the time to get in front of key audiences to influence where they choose to take the PTO.

What are some of the key real-world behaviors that marketers can tap into for a more precise reach?

Real-Time Moments



Target potential travelers based on where they are in the moment

Proximity

Reach travelers in real-time when they are near your location to influence incremental visits.

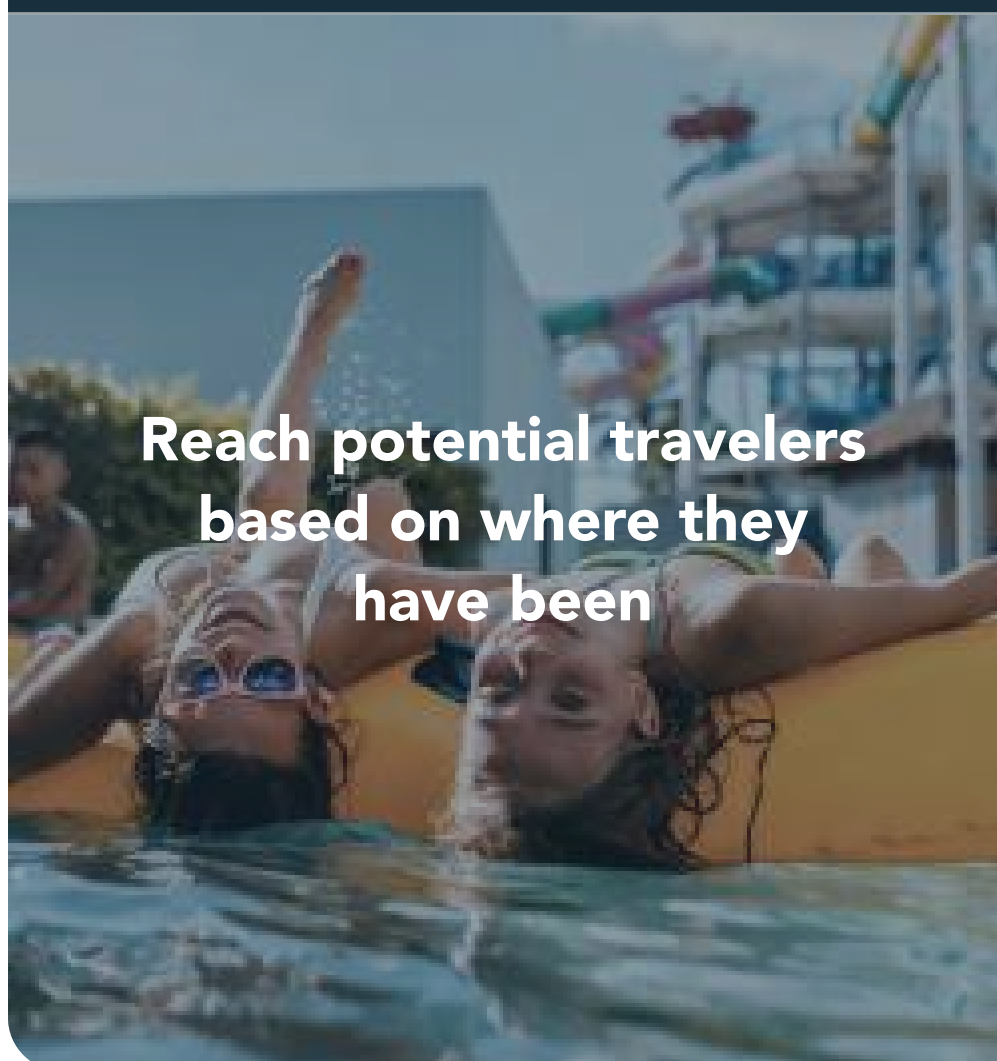
Neighborhoods

Maximize your media spend by focusing your ad delivery to key trade areas with high affinity to your locations. These distinct geo blocks ensure that your ads are served in areas with lookalike audiences.

Geofencing

Trigger your ads to be served once a key target audience member crosses the threshold of a specific location, whether it's yours, your competitors, or a point of interest relevant to your business, i.e. a nearby landmark.

Past Behaviors



Reach potential travelers based on where they have been

Location Audience

Target audiences with past visitation to business categories or specific brands that align with your offering. This can include your business, airports, specific hotel chains, and more.

Behavioral Audience

Focus your efforts on key personas built from GroundTruth's 1st party data, such as Leisure Travelers, Business Travelers, International Travelers, Entertainment Enthusiasts, Casino Goers, Spa Enthusiasts, and more.

Custom Audiences

Customize your audience based on the key attributes that matter most to you. You can layer in 1st party or 3rd party audiences, GroundTruth audiences, past purchases, and more.

Weather Conditions



Provide contextual ads based on the conditions around your audience

POWERED BY



Forecast

Current Temperature

Weather Conditions

Lean into weather patterns for more dynamic media plans. You can tailor your messaging based on the current or forecasted weather conditions, powered by top-rated weather app, WeatherBug.

This means you can effectively reach potential snowbirds looking for sandy beaches, or people who live in areas that tend to have warmer holidays and influence them to hit the slopes.

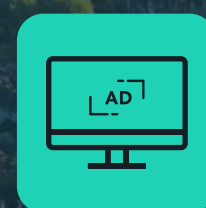
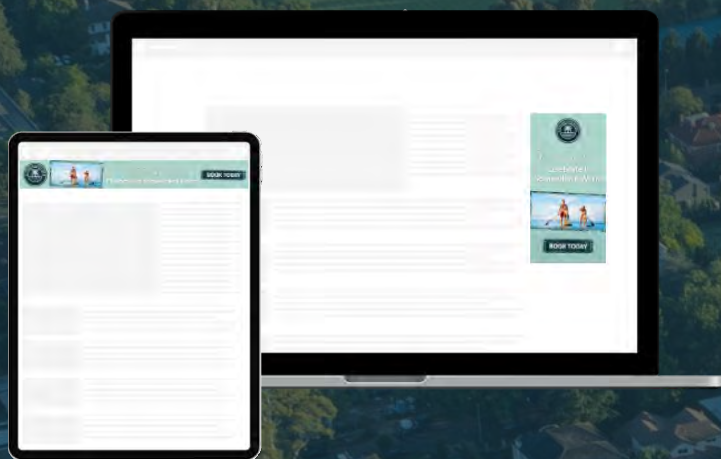


Apply our Learnings & Strategies to a Full-Funnel Marketing Campaign

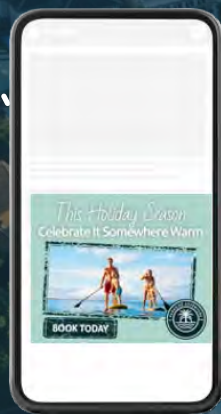


Build brand awareness while consumers enjoy their favorite TV moments.

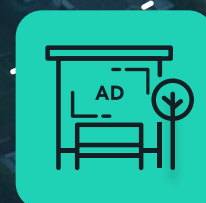
GroundTruth can measure visits post-CTV ad exposure, not to mention we can also capture real-time engagement with reporting on GroundTruth QR Code scans.



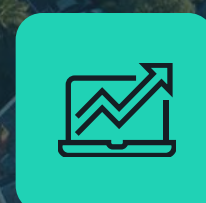
Reinforce your messaging by targeting key audiences on desktop and tablet.



Connect with potential travelers on-the-go.



Amplify your reach with Digital-Out-of-Home and Direct Mail powered by GroundTruth Audiences.



Measure your cross-channel GroundTruth media campaigns and learn from custom insights.

- Arrival Rate and Arrival Lift
- Distance and Days to Travel
- Origin Markets
- Dwell Time





TV



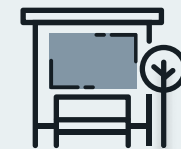
Desktop



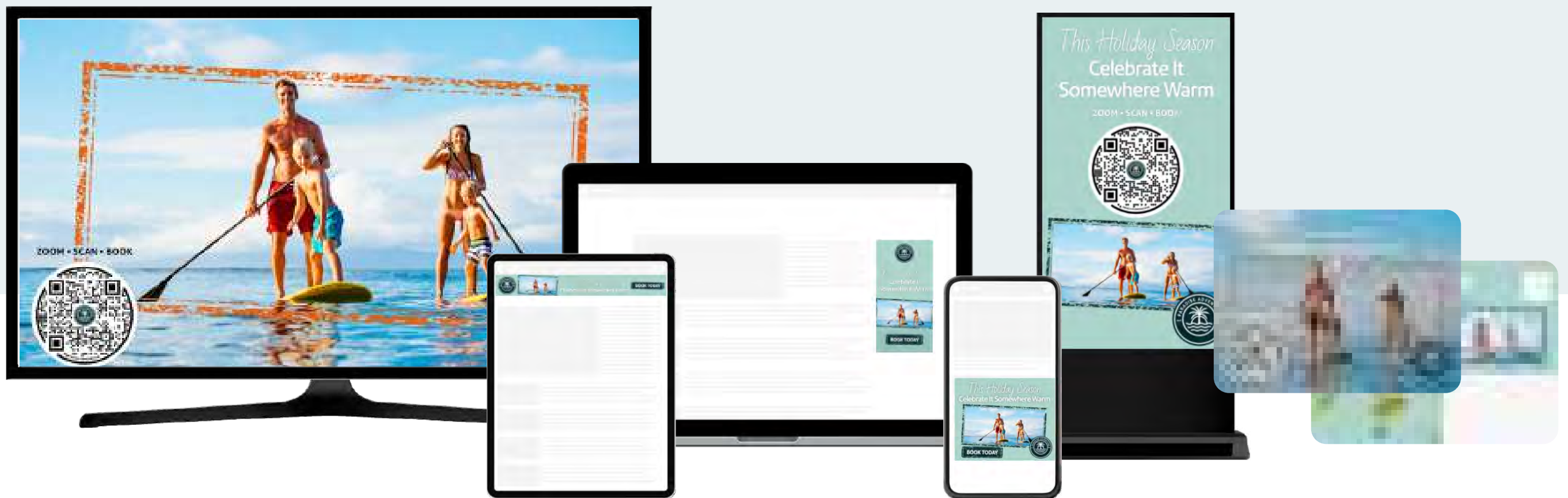
Mobile



Direct Mail



Digital-Out-Of-Home



Looking for the best creative this holiday season? Here are some tips from the creative experts at GroundTruth:

- **Relevant images:** Use relevant images compared to your target audience and specific to the holiday.
- **Keep your message simple:** Focus on the key message and keep the copy simple. We found copy with 5 words or less performed 13% better in CTR.
- **Create a sense of urgency:** Use limited time offers or promotions. Dynamic countdown creatives helps set a reminder and encourage users to take action on deals or purchase products before the holiday.
- **Leverage your product benefits:** Highlight your unique proposition and what sets you apart from the competition.
- **Offer solutions:** Identify what your target audience's challenges are and position your product or service as a solution.
- **Leverage user-generated content:** Social media posts and reviews can showcase real-life examples and generate a sense of trust.
- **Always be testing:** Get the most out of your creative testing by only changing one creative element at a time.
- **Keep it fresh:** On longer running campaigns, refreshing the creative once a month can help increase CTR on the campaign.

About GroundTruth

GroundTruth is a media company that turns **real-world behavior** into marketing that delivers **real business results**.

Sources: ¹AAA Away from Home for the Holidays, ²Deloitte ³NerdWallet Travel Inflation Report: May 2023, ⁴American Express) ⁵GroundTruth Creative Best Practices

Interested in Learning More?

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Real-world behavior. **Real business results.**

www.groundtruth.com