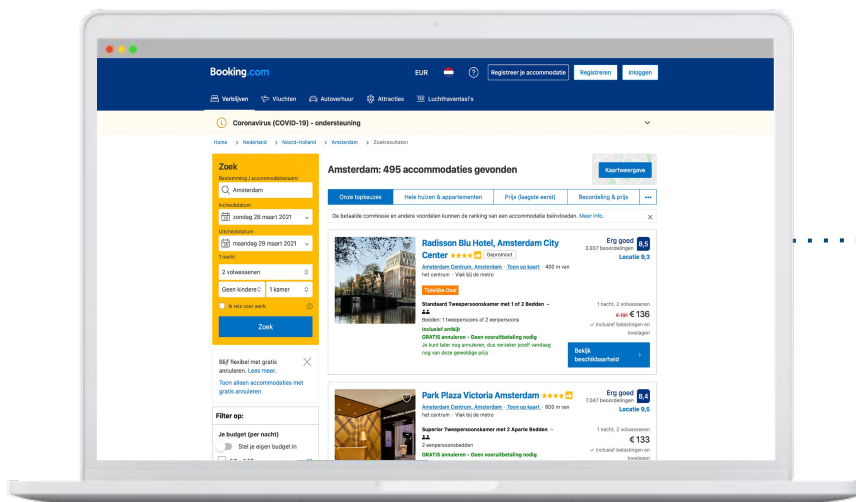


Booking Network Sponsored Ads.

Drive visibility like never before with premium placement in our vast search results combining the power of Booking.com, Priceline, and Agoda.

Booking Network Sponsored ads now combines inventory from Booking.com, Priceline, and Agoda all within one network, making it easier to manage setup and optimization for one channel. Booking Network Sponsored Ads allows you to leverage the power of each brand and reach a global audience on desktop, mobile, and in-app. In addition, it increases volume, improves budget utilization, and drives performance, giving partners increased placement and greater opportunity.

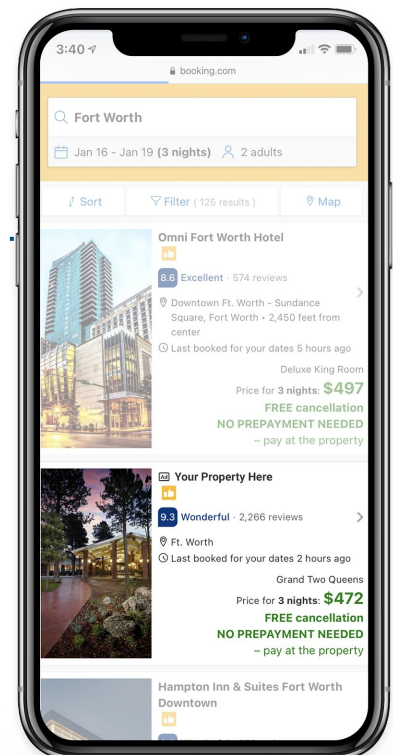


INCREASE VISIBILITY

Increase your property's visibility by moving it to the first (of two) available ad slots in the search results, accelerating bookings and driving increased revenue.

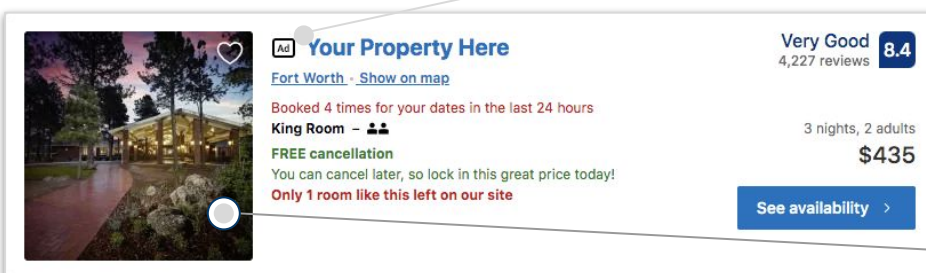
AD CALLOUT

Since this is a paid placement, there will be a sponsored "Ad" callout applied. This can be seen on your property's location.



DEFAULT HOTEL IMAGERY

No need to upload a custom hotel image. The image used in the placement is your current hotel image.



Set up your campaigns in 3 steps:

Activate ☐

CREATE CAMPAIGN

Select the “create campaigns” modal in the Booking Network tab.

\$ 0.50

SET UP YOUR BIDS

Configure your campaign goals and settings through the Campaign tab. This allows you to apply one base bid which will be active for all travel dates.

Your bids are then placed in a second-price auction. So your actual cost may not be equal to your base bid amount.



Options

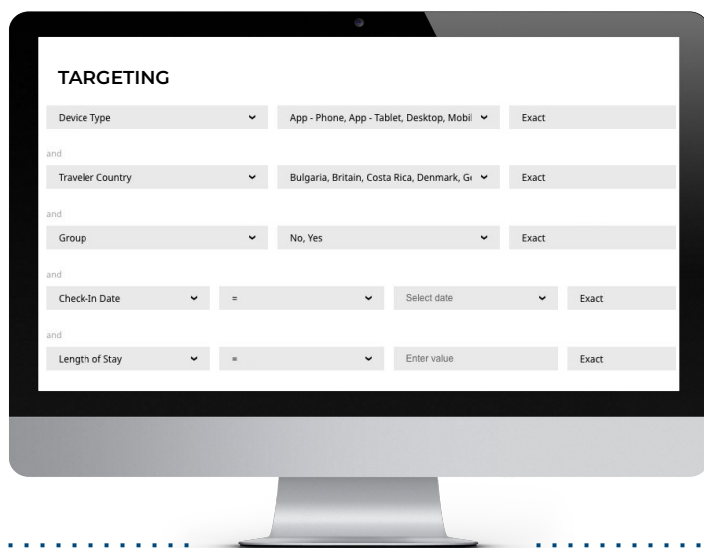
ENHANCE YOUR CAMPAIGN

After your ad group settings are configured - create the targeting by clicking “Add Target” and choose your targeting dimensions.

TARGETING

WHAT IS IT?

Booking Network Sponsored Ads offers dynamic targeting capabilities, letting you choose specific targeting dimensions for a single ad group. This provides more value to each ad campaign.



AVAILABLE TARGETING TYPES:

Create multiple campaigns or ad groups to target specific audiences or check-in dates

MULTIPLIER

Similar to traditional Metasearch advertising, multipliers allow you to place a % increase to the base bid for the selected targeting dimension.

BOOST

Boosts increase the bid amount on specific targeting characteristics by a set amount, without reducing overall eligibility.

EXACT MATCH

Define the specific audience that your ad group is eligible for. Only auctions that meet this criteria exactly, will be considered for the ad group.

PROGRAM BENEFITS



MOVE TO THE TOP

Your marketing spend puts you in the best, first available ad slot on the search results page, you're only charged when your ad is clicked.



USER-FRIENDLY REPORTING

Track campaign performance, revenue and bookings via the portal, and run customized reports for your hotel or chain.



ADVANCED TARGETING OPTIONS

Target the most valuable travelers for your hotel and choose from 10+ different targeting possibilities

Let's get started! Reach out to booking.sponsoredads@koddi.com for additional info and to set up your account today.



HERE TO HELP

Have questions, need some additional information, want to schedule a demo?

We're happy to help.



booking.sponsoredads@koddi.com



bookingnetwork.koddi.com