

2023 OPTIMIZED AUDIENCE CAMPAIGN

Reach unique, highly qualified audiences curated by Brand USA

Using multiple touch points to influence behavior, this full-funnel campaign allows partners to reach travelers while they are planning travel by leveraging Brand USA's proprietary audience of pre-qualified visitors across markets that are available to others.



OPTIMIZED AUDIENCE CAMPAIGN

Leveraging Brand USA's proprietary audiences to drive engagement and activation during key planning periods

TARGET AUDIENCE:

CONSUMERS IN TARGET MARKET

KEY BENEFITS

OPTIMIZED AUDIENCE CAMPAIGNS



Brand USA's robust international media campaigns enable them to build audiences that create unique value for partners.



Using first party data, there is an opportunity to target and retarget audiences that are proprietary to Brand USA and their partners.



Reach audiences where they are, not where you think they are, across multiple touch points.



Deepen understanding of the impact and behavior from those reached by your media efforts.



In markets of your choice, during key seasonal planning periods, with relevant content and marketing messages are made available.

MARKET AVAILABILITY



AU



FR



DE



UK

CAMPAIGN KPIs



REACH

IMPRESSIONS



ENGAGEMENT

CLICKS/CTR

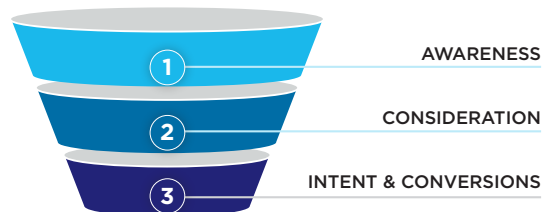


INTENT & CONVERSIONS

BOOKINGS

STAGE OF TRIP PLANNING

Leveraging Brand USA's Evolved Audience Development Strategy Targeting Hand-Raisers



IN-MARKET DATES

FALL 2023 OCT NOV DEC Winter 2024 JAN FEB MAR Spring 2024 APR MAY JUNE

AUDIENCE AND INSIGHTS

Gain in-depth metrics and reporting to demonstrate travel intent and conversions

Reach a curated audience of hand-raisers where they are seeking information, throughout the different stages of the travel planning process.

Benefit from deeper understanding of your marketing efforts with impact reporting.

Access measurable hotel booking data and other insights across multiple sources.



VisitTheUSA.com

Brand USA

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TIER	MARKET SPECIFIC SEASONAL INTERACTIVE TRAVEL GUIDE	PROGRAMMATIC CAROUSEL AD UNIT	PROGRAMMATIC NATIVE AD PLACEMENT	SOCIAL CAROUSEL AD UNIT	EXPEDIA MEDIA STRATEGY	REPORTING & ANALYTICS
Tier 1 State Co-Op/2 Partners Max	1 Inclusion Content + Image Per Partner	1 Tile on Carousel Ad Unit Links to Interactive Travel Guide Content/750,000 Impressions/Partner	1 Native Ad Unit/Headline & Copy/325,000 Impressions/ Partner Links to Partner's Content on Visit the USA	1 Tile per Partner/ Links to Partner's Content on Visit the USA	One State Sponsored Custom Landing Page 900K impressions with Partner specific display ads rotating at 50%	Expedia Attribution Report + Adara Impact Insights
Tier 1	2 Inclusions Content + Images	2 Tiles on Carousel Ad Unit Links to Interactive Travel Guide Content/1,500,000 Impressions/Partner	Native Ad Unit/Headline & Copy/625,000 Impressions Links to Partner's Content on Visit the USA	1 Tile/Links to Partner's Content on Visit the USA	Custom Landing Page 900,000 Partner Specific	Expedia Attribution Report + Adara Impact Insights
Tier 2	1 Inclusion Content + Image	1 Tile on Carousel Ad Unit Links to Interactive Travel Guide Content/750,000 Impressions	Native Ad Unit/Headline & Copy/400,000 Impressions Links to Partner's Content on Visit the USA	1 Tile/Links to Partner's Content on Visit the USA	Hotel Search Page 400,000 Partner Specific	Expedia Attribution Report + Adara Impact Insights
Tier 3	1 Inclusion Content + Image	1 Tile on Carousel Ad Unit Links to Interactive Travel Guide Content/750,000 Impressions	Native Ad Unit/Headline & Copy/300,000 Impressions Links to Partner's Content on Visit the USA	N/A	Text Link Placement on Custom VTUSA Landing Page Supported by Overarching Media Campaign	Expedia Attribution Report
Tier 4/ State Co-op	1 Inclusion Content + Image	Benefit from State media impressions	Native Ad Unit/Headline & Copy/300,000 Impressions Links to Partner's Content on Visit the USA	N/A	Inclusion on State Landing Page	Expedia State Report

Brand USA Partner Engagement

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PARTICIPATION CLOSING DATES

FALL 2023	CLOSING DATE	WINTER 2024	CLOSING DATE	SPRING 2024	CLOSING DATE
UNITED KINGDOM	JUNE 23, 2023	MEXICO	SEPT. 1, 2023	BRAZIL	OCT. 13, 2023
MEXICO	JUNE 23, 2023	UNITED KINGDOM	SEPT. 8, 2023	AUSTRALIA	OCT. 20, 2023
GERMANY	JUNE 30, 2023	CANADA	SEPT. 15, 2023	CANADA	NOV. 3, 2023
		FRANCE	SEPT. 22, 2023	GERMANY	NOV. 3, 2023
		SOUTH KOREA	SEPT. 29, 2023		
		INDIA	OCT. 6, 2023		