

KERV Insights Report

# What to Know About Interactive & Shoppable Travel Ads



Consumer travel habits continue to climb. In 2022, **900 million** tourists traveled internationally, accounting for just 63% of pre-pandemic numbers. And despite mounting economic concerns, research shows that **nine out of 10 Americans** plan to travel in the first half of 2023.

The appetite for travel is there, but cutting through the noise of such a crowded market space is tough. As we'll show in this report, interactive and shoppable technology provides unique, immersive storytelling opportunities and insights that keep brands in-sync with the customer's journey and at the top of their mind.



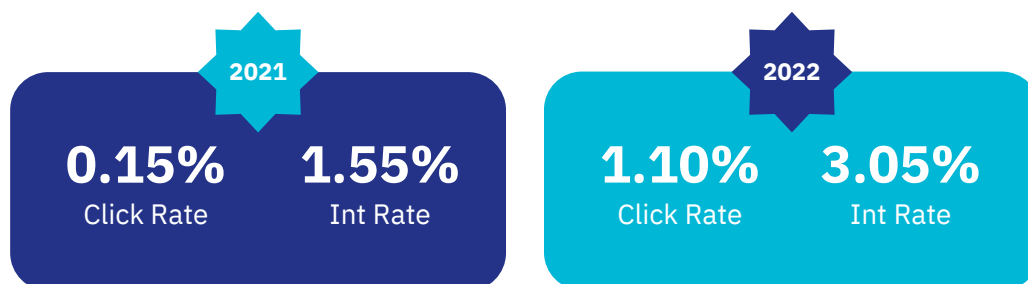
# Why you need interactive/shoppable video for your **TRAVEL CAMPAIGNS**

At KERV, we've seen the lean in to interactive and shoppable video from both brands and consumers grow exponentially year over year. From the brand side, the number of campaigns in the travel vertical increased by 85% in 2022. From the consumer side, click rate grew by over 600% and interaction rate grew by 96% in 2022.

## *Quick pause: How do we define an interaction rate?*

Interaction rate includes the sum of any organic action a user takes with a KERV interactive video, including hovering over an object, clicking into a scene, clicking on an individual object, etc.

### **Consumer Engagement\***



With travel intent on the rise and a demonstrated growth in consumers' desire to explore travel options through digital media, now is the time for brands to invest in immersive storytelling and automation to get the most out of users' attention.

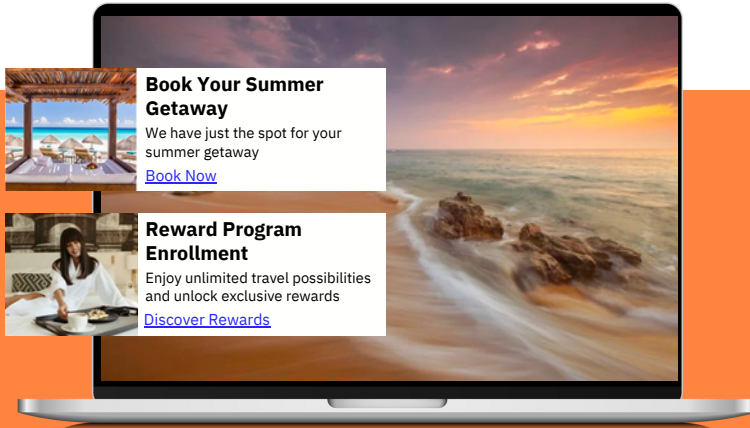
\*Source: KERV Internal Data, 2022



# KERV+TRAVEL BRANDS

Take a look at what two major travel brands accomplished using KERV's technology:

## Hotel Franchise #1



A leading hotel franchise leveraged KERV to amplify education and awareness across the US and Canada using [KERV Shop](#).

### There were two major goals for this campaign:

- Deliver messaging to the target audience that encouraged bookings, reward program enrollments, and brand loyalty.
- Maximize reach and exposure while driving foot traffic at the client's Hotels and Resorts.

By leveraging KERV Shop, the campaign provided audiences with a total of 15 interactive elements across three creatives that encouraged them to explore the hotel franchise's customer rewards, ensured safe and clean stays, and guaranteed lowest price, while also allowing users to instantly book a stay in their area through KERV's primary call-to-action (PCTA) button.

The campaign results speak for themselves, with a CTR of 1.15% and an interaction rate of 3.38%. A third-party brand study from FourSquare showed a 3.97% in behavioral lift, as well as a strong upside in foot traffic (154,600 stays would've been generated if each user booked once when factoring in unique reach) and prospective revenue from bookings driven by KERV Shop's interactive units.

### What is KERV Shop?

KERV Shop is our object-focused interactive video solution. As a video plays, object tiles appear, contextually matching in-line with the video content. KERV Shop tiles make it possible for brands to link out to multiple retailers, individual products and unique landing pages, so viewers can have a seamless path to explore, learn and convert.



# KERV+TRAVEL BRANDS

## Hotel Franchise #2



Another hotel franchise leveraged KERV TV, for their ad campaign. The KERV TV product made it possible for the client's creative to have **three different QRs that led to distinct landing pages based on the context in the video.**

## What is KERV TV?

KERV TV creates dynamic, interactive, shoppable experiences that can be run on CTV, Set Top Boxes, Gaming Consoles, and even Broadcast TV. Built using our unmatched, AI-driven image recognition, KERV is able to deploy ads with unique QR codes and even creative elements like logos that match the context of the scene in an ad, making it possible for consumers to shop or learn more about promoted products. In addition to increasing time spent with the brands, this also adds value to the impression while providing brands with better insight into the audience's intent via engagement. Videos also leverage Dynamic QR codes that can lead to multiple destinations like product pages, websites, or even fully-interactive versions of the video on their mobile device that are relevant to the consumer's location and context.

## *Feeling inspired?*

Let's keep that momentum going and take a look at best practices we've uncovered for travel campaigns using interactive and shoppable video.

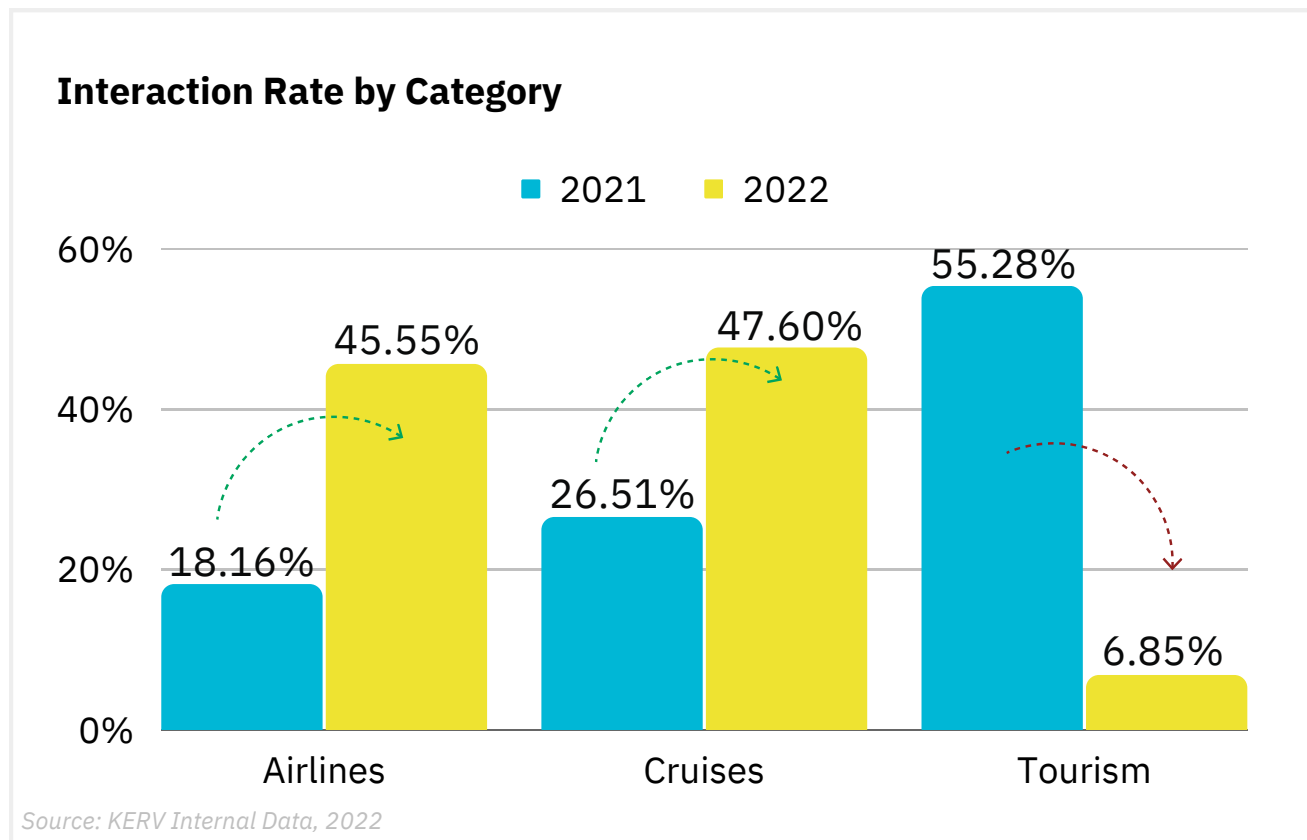


# KERV-recommended best practices for **TRAVEL CAMPAIGNS**

When looking at performance data for all the travel campaigns run with KERV's technology, we note a few key trends:

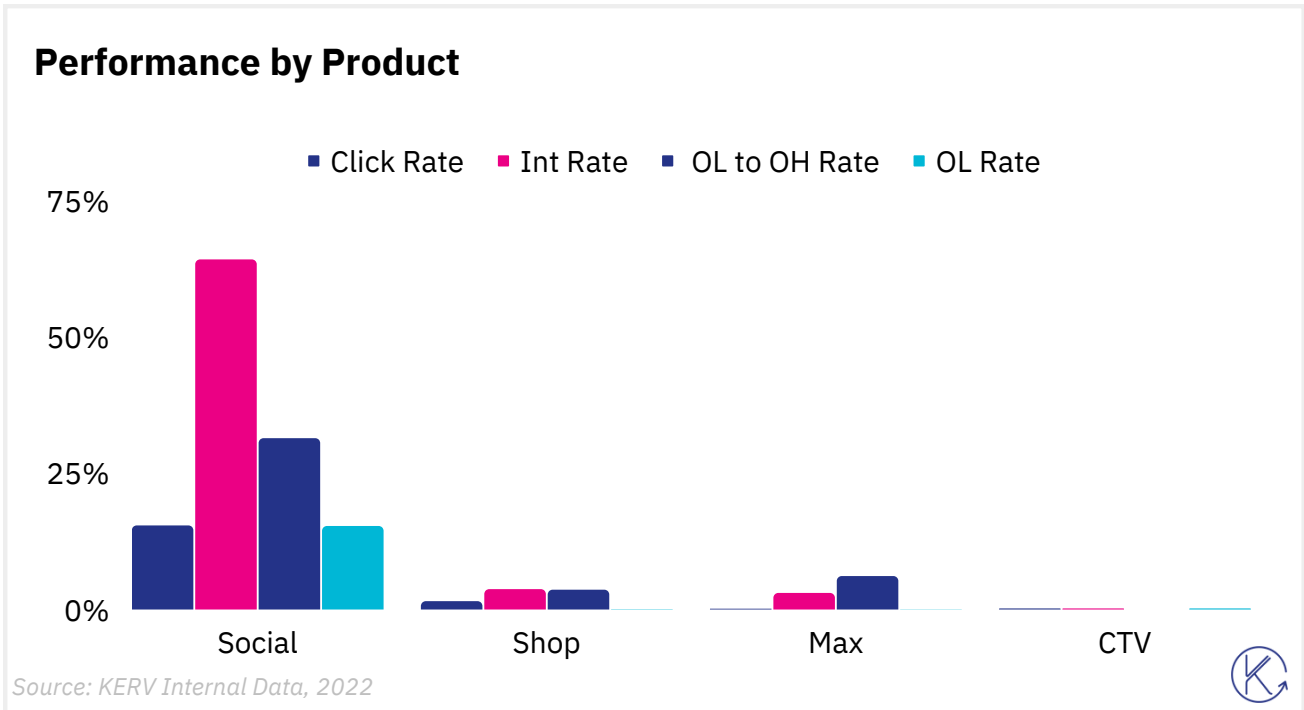
## Which travel categories are on the rise?

Consumer engagement held steady year over year for both Airlines and Cruises. However, there was a significant drop in Tourism, indicating consumers are more inclined to lean into ads when they're ready to take action on a trip.



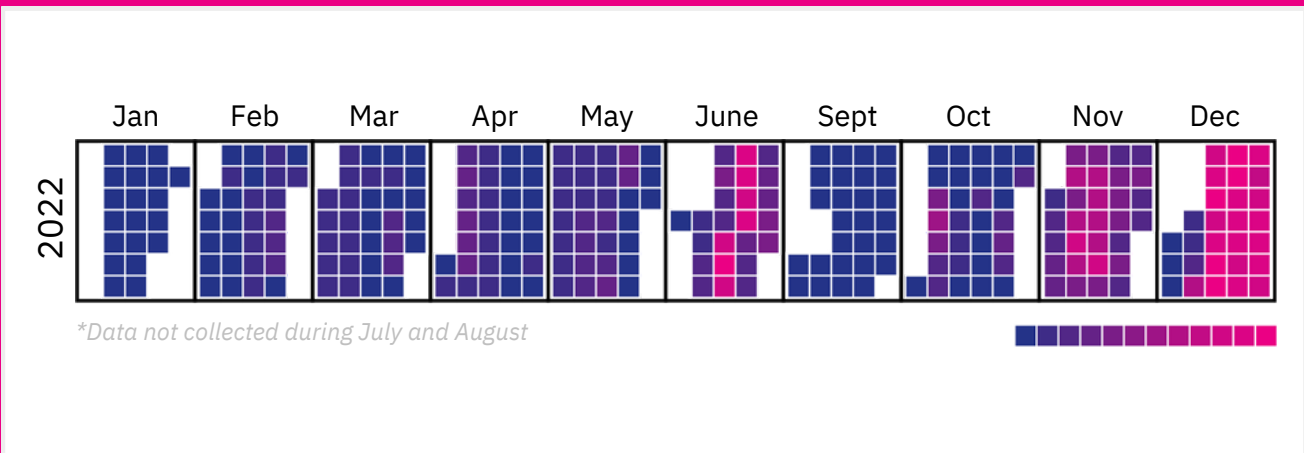
## Where should you run your ads?

According to performance data from 2022, social ad placements saw significantly higher engagement compared to any other online video placement.



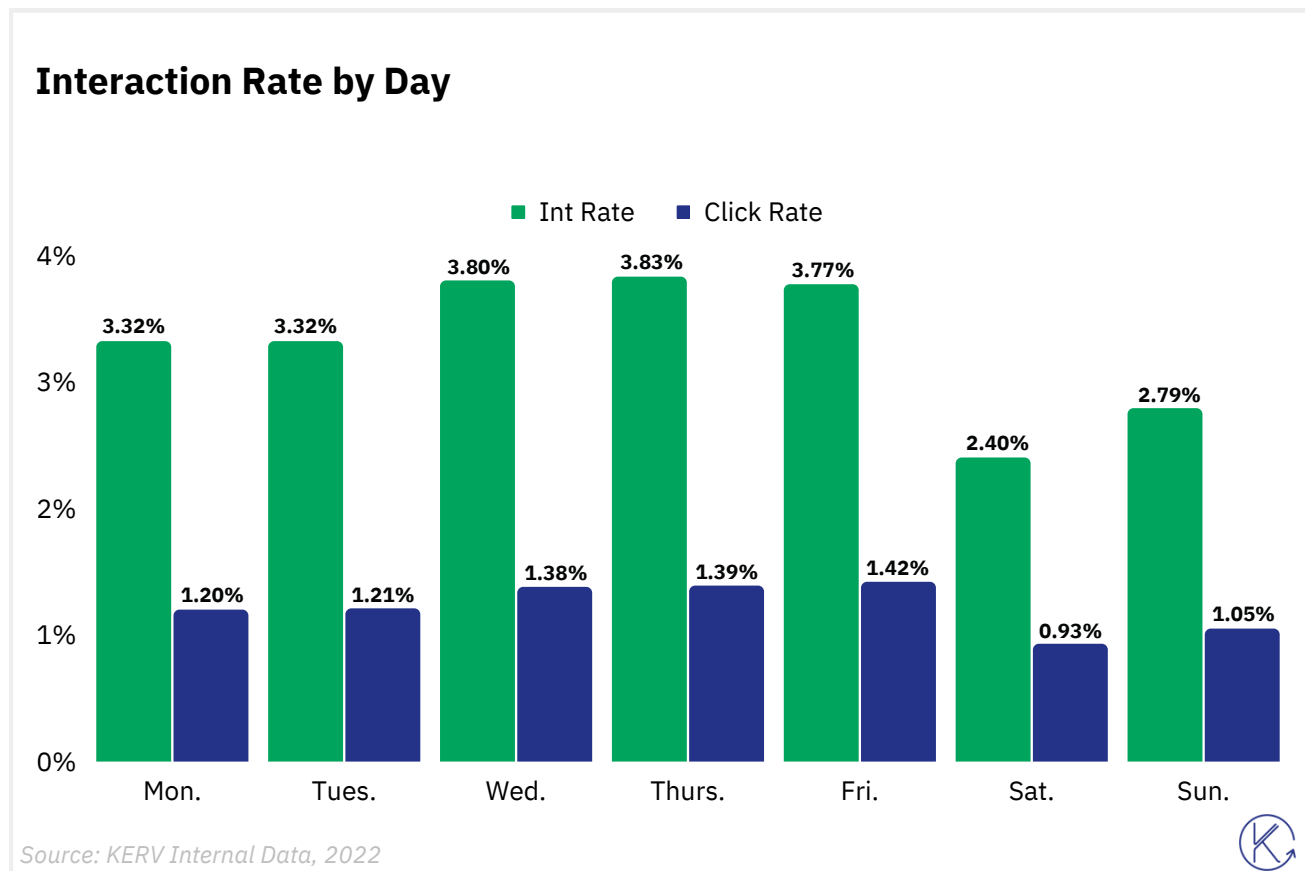
## What's the best time of year to run travel ads?

Consumer engagement peaked in December and June of 2022, with November following close behind. Consumer engagement also peaked in scattered points throughout April, May and October.



## What are the best days of the week to run travel ads?

Consumer engagement shows a slight increase mid-week, with an overall tendency of higher engagement during the week compared to weekend.



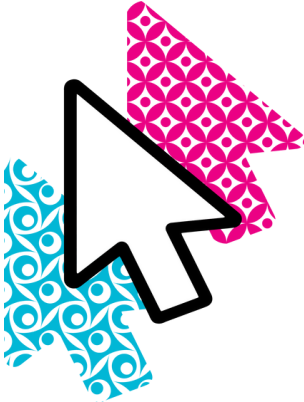
*This snapshot gives us an idea of best practices for interactive and shoppable ad videos, but the learnings from the unique user engagement data that KERV's technology captures goes even deeper.*





Power smarter creative optimizations with

# INTERACTIVE VIDEO DATA



KERV's interactive, shoppable video technology makes it possible to highlight multiple elements within a creative and encourage consumers to engage on a deeper level. From location information, to vacation packages, to directly buying tickets for a trip—travel brands can power an entire consumer journey all within one video.

Because brands can provide numerous calls to action within one video with KERV's technology, we're also able to provide insights into what aspects of a creative best captures the audience's attention. So what can you do with these insights?

- Create smarter audience targeting based on user clicks and hovers with interactive elements
- Sequentially target based on the elements users engaged most with
- Inform future creatives based on which elements encouraged more user engagement

So now you've seen how brands are leveraging KERV, you've got the data to inform best practices for your campaigns, and you've discovered how KERV's unique data and insights can take your video ads to the next level.

*All you need now is to take the next step and partner with KERV.*

[Contact us today to learn more.](#)



#### Report Methodologies

The report findings are based on data gathered from January 1, 2021 to December 31, 2022 from the KERV platform and represents data collected across over 38 video ad campaigns for 11 brands and agencies that ran on the KERV platform to understand consumer interest in travel video ads.