



DIGITAL PERFORMANCE MARKETING TO DRIVE TICKET SALES AND FOOTFALL IN BERLIN



TUG: DIGITAL PERFORMANCE MARKETING AGENCY

Digital Media specialists since 2006

Independent. International. Award Winning.

London | Sydney | Toronto | Berlin

75+ performance marketing professionals

Experts in targeting digital audiences around the world



ATTRACTION AND BRAND EXPERIENCE GLOBALLY



SEA LIFE

*Madame
Tussauds*



*the
London
Dungeon*



CHAMĀLEON

**Jamie's
ITALIAN**

COSTA



KitchenAid®

Barbour

HOUSE OF FRASER
SINCE 1849

Harrods

Clarks

CITRIX®

PHILIPS

Pioneer

SAMSUNG



tug

COMPETING FOR TOURISTS

Share of wallet,
Share of attention span,
Definition of entertainment
What makes a day out?



**OR HOW DO WE
STOP PEOPLE
BINGE WATCHING
GAME OF THRONES
/ STRANGER
THINGS AND GO
OUT TO ACTUALLY
DO SOMETHING IN
THE REAL WORLD?**



TRADITIONAL COMPETITION



Reichstag
building



Brandenburg
Gate



Museum
Island



Berlin
Cathedral



Checkpoint
Charlie



Berlin
Dungeon



LEGOLAND®
Discovery
Centre Berlin



Fernsehturm



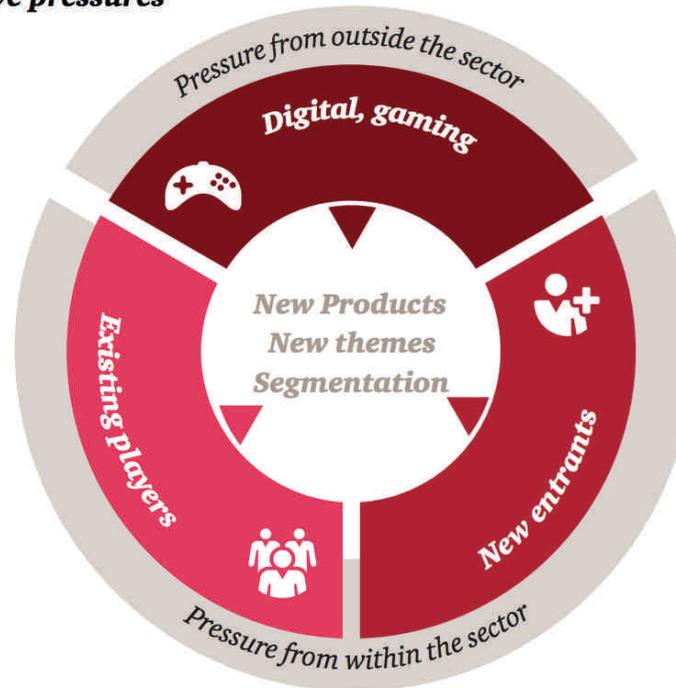
Madame
Tussauds
Berlin



DDR Museum

NEW COMPETITION CHALLENGING TRADITIONAL ATTRACTIONS SECTOR

Competitive pressures



<https://www.pwc.co.uk/hospitality-leisure/documents/uk-attractions-sector-report-2017.pdf>

E-SPORTS

Forecast to generate more than £1 billion in global revenue and double its audience to 600 million by 2020 according to the BBC



RETAILTAINMENT

The blending of mainstream retail and entertainment experiences
-common in the USA Mall of America

Disney and Westfield with plans for themed attractions within shopping centres as well as a Star Wars fashion campaign

Mattel Play! centre in Liverpool



NEW EXPERIENCES CHALLENGING ESTABLISHED INDOOR ACTIVITIES FOR KIDS AND ADULTS

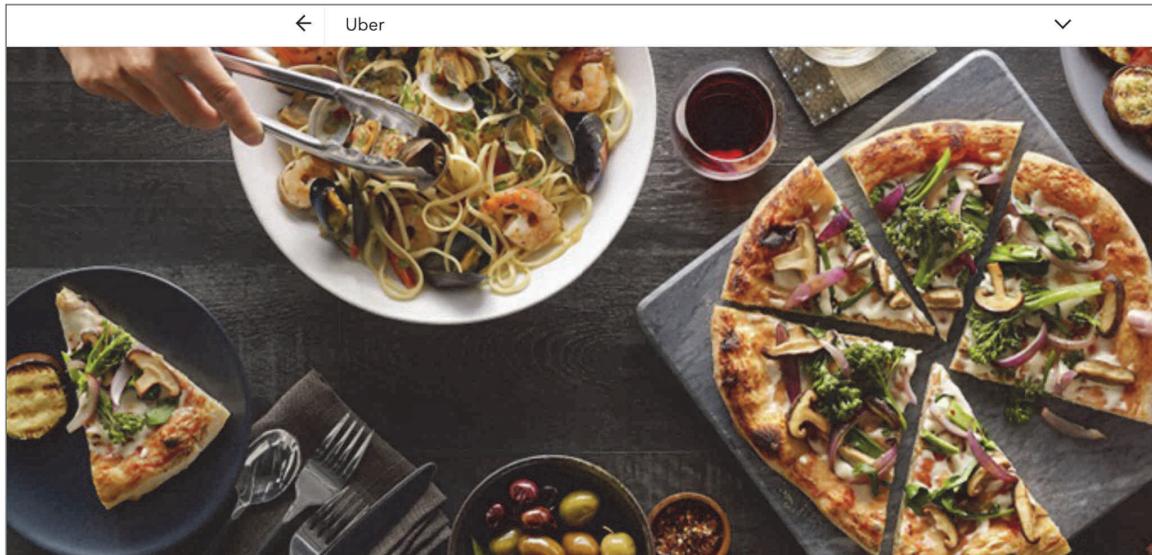
- Kidzania are targeting the younger generations.
- A new breed of family indoor active entertainment centre (trampoline parks are one of the fastest growing leisure sub-sectors in the UK)
- Bombay Sapphire Distillery (an attraction not just gin tasting) won Gold in the VisitEngland Visitor Attraction Awards for Excellence 2016
- Eataly in Bologna. The world's largest agri-food park



BRANDS AS COMPETITORS IN THE EXPERIENCE ECONOMY



NEW COMPETITORS. OR ARE THEY PARTNERS?



UBER – Rider data used to create restaurant guide

Dining in your city

Uber restaurant guide

Every month, millions of people use Uber to get where they're going. Not surprisingly, many of these trips start or end at restaurants and bars.

We've used this trip data to create a guide that reveals the most popular spots in cities across the country. Some of these restaurants might be top choices for the critics, but our guide also reveals a few places you didn't expect. That's because our methodology is unique—rather than a critic's opinion, we're using a data-driven approach that relies on where riders choose to go.

So explore this guide, discover new places, and try unique cuisines. We'll update our rankings regularly, so check back often. And remember—when you get hungry, your Uber is always a tap away.

IP OWNERS STRIKE BACK?

Cinemas to give 65% of ticket sales from new Star Wars film back to Disney





Holiday Rentals in Germany on Airbnb

Discover entire homes and private rooms perfect for any trip.

WHERE

Germany

CHECK IN

Check in

CHECK OUT

Check out

ADULTS

1 adult

CHILDREN

0 children

Search



HASSLEFREE AIRBNB

Airbnb Management in London, Edinburgh, Dublin, Brighton & Sydney

© See how Airsorted works

Discover the Airbnb value of your property

Type address	Email address	- 1 Bedrooms +	GET STARTED
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AIRBNB EXPERIENCES

- Airbnb has been elbowing into the tourism world for years.
- Until recently, it was seen as a hotel problem.
- Then Airbnb turned its attention to the tour and activity space: Airbnb Experiences
- In an effort to provide guests with a full travel itinerary, the company encourages “passionate locals” with authentic knowledge of a city to sign up to host experiences.
- Hosts take guests to the secret spots and unique activities that only an adventurous local knows how to find.

NEW YORK TRIP

Iconic New York City

Cruise the harbor in a sailboat, visit the Statue of Liberty with a comedian, and more offbeat ways to see the city's top landmarks.



DANCE LESSON

Try out new moves with a dance crew

Learn hip-hop dance styles with It's Showtime in the South Bronx



SHOPPING

Explore the city's top vintage clothing stores

Visit a fashion stylist's favorite Brooklyn boutiques

Meet the hosts

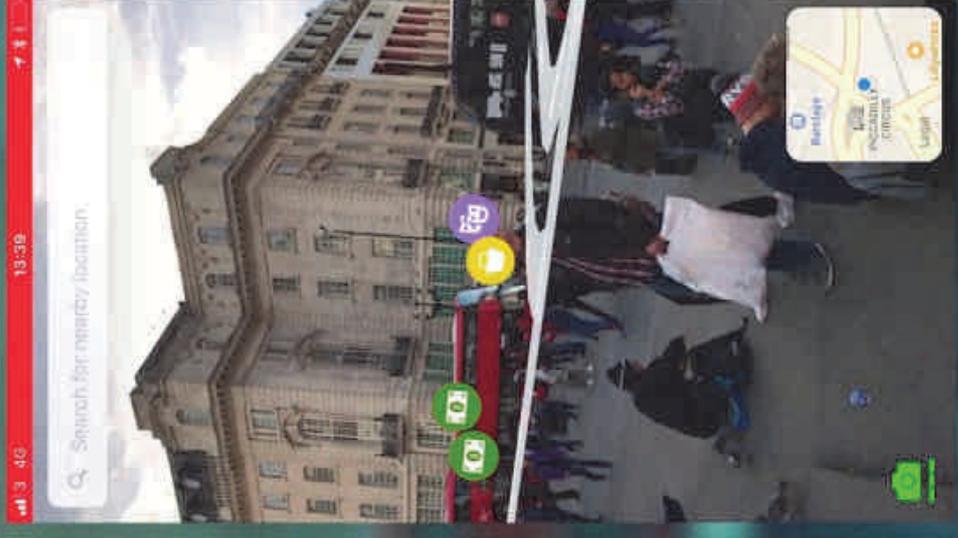
Discover the many sides of the city with the people who know it best: local hosts.





An Authentic Harlem, NYC Experience from Bike to Bite

[BOOK NOW](#)



BRIEF

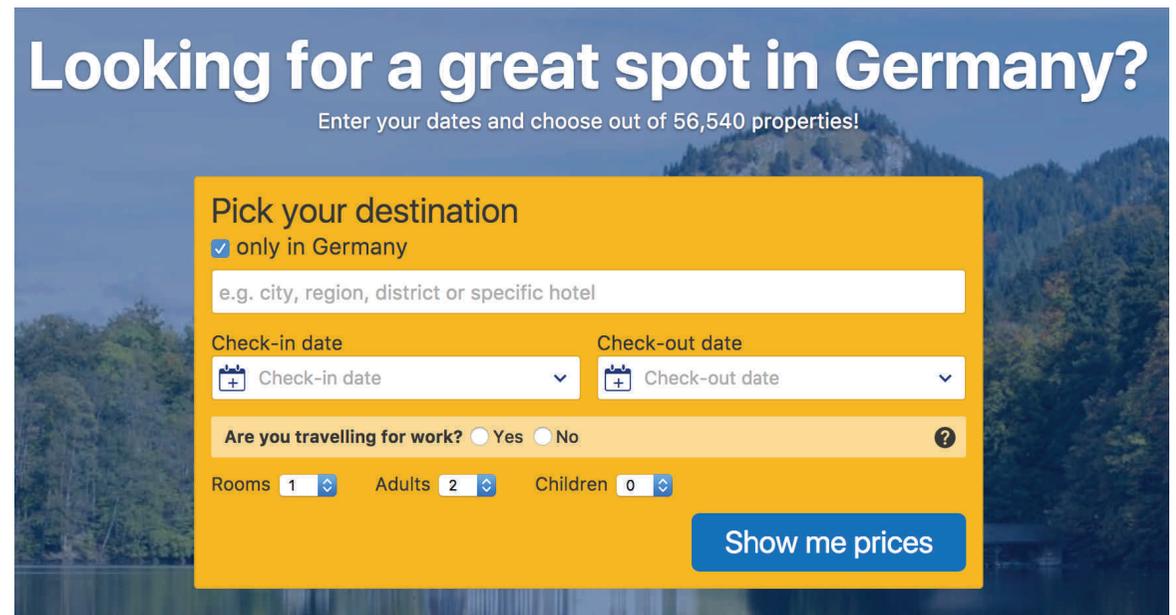
Blippar tests AR app to help users navigate cities

CHANGING DIGITAL LANDSCAPE FOR TOURIST ACQUISITION



BOOKING.COM FRIEND OR FOE?

- OTAs accounting for 76% of hotel bookings online
- Hotels rely on OTAs for booking rooms
- Most shoppers BEGIN their shopping for hotel at the OTAs
- Who happen to control a substantial percentage of travel and hotel traffic online
- For 85% of shoppers, PRICE is the most important factor in selecting a hotel.[Google]
- 52% of shoppers VISIT the Hotel's website PRIOR to booking [Google]
- OTA's charge between 15-22%
- Is there an alternative?

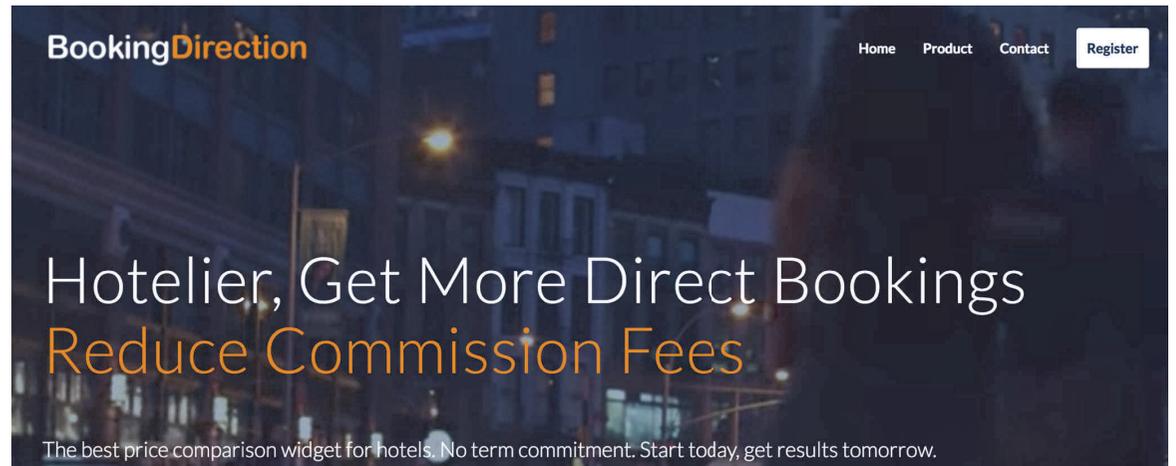


The image shows a screenshot of the Booking.com search interface. The background is a scenic view of a lake and mountains. The main heading is "Looking for a great spot in Germany?" with a subtext "Enter your dates and choose out of 56,540 properties!". Below this is a yellow search box with the following elements:

- Pick your destination**: A checked checkbox for "only in Germany" and a text input field with the placeholder "e.g. city, region, district or specific hotel".
- Check-in date**: A calendar icon and a dropdown menu labeled "Check-in date".
- Check-out date**: A calendar icon and a dropdown menu labeled "Check-out date".
- Are you travelling for work?**: Radio buttons for "Yes" and "No", with a help icon (?) on the right.
- Rooms**: A dropdown menu showing "1".
- Adults**: A dropdown menu showing "2".
- Children**: A dropdown menu showing "0".
- Show me prices**: A blue button.

BOOKING DIRECTION

76% of online bookings happen through OTAs however 52% of shoppers will visit your hotel's website after seeing you on an OTA and before making their reservation elsewhere. Why not stop them on your website and make them buy directly from you? Why pay commissions to OTAs for indirect booking?

The image shows a screenshot of the BookingDirection website. The background is a dark, blurred image of a city street at night with streetlights. In the top left corner, the logo "BookingDirection" is displayed in white and orange. In the top right corner, there are navigation links for "Home", "Product", and "Contact", along with a white "Register" button. The main headline in the center reads "Hotelier, Get More Direct Bookings" in white, followed by "Reduce Commission Fees" in orange. Below the headline, a smaller line of text states: "The best price comparison widget for hotels. No term commitment. Start today, get results tomorrow."

BookingDirection's technology works on your Hotel's website to increase direct bookings by providing online shoppers the OTA web experience and price transparency they have grown to like – e.g. showing them "all" the prices in the marketplace, and proving that the hotel has the lowest price. In so doing, the need to comparison shop is **eliminated**.

THREAT FROM GOOGLE WHAT'S THE PURPOSE OF YOUR WEBSITE?

BARBECOA
JAMIE OLIVER

Examples of:

- New Find a Table Button
- New Google Posts, To Promote offers or content – JI we had a 10.5% conversion rate (152 Bookings in one week), normal organic CR 7%
- Reservations Links – JI we had a 36% Conversation rate

The screenshot shows the Google Business Profile for Barbecoa. At the top, there are two images: an interior view of the restaurant and a map showing its location near St. Paul's Cathedral. Below these are buttons for 'See photos' and 'See outside'. The main header includes the name 'Barbecoa' with a star, a 'Website' button, and a 'Directions' button. It displays a 4.1 star rating from 398 Google reviews and identifies the business as '££££ - Steak house'. A prominent blue button labeled 'FIND A TABLE' is positioned below the header. The profile description states: 'Jamie Oliver's menu of grilled British and Irish meats, plus extensive list of American whiskies.' Key details include the location 'One New Change', address '20 New Change, London EC4M 9AG', hours 'Open today · 11:30am–11pm', menu 'barbecoa.com', reservations 'opentable.co.uk; bookatable.co.uk', and phone '020-3005 8555'. A 'Suggest an edit' link is also present. A 'Google Post' from 'Barbecoa St Paul's' is featured, dated '1 Sep - 13 Nov', with the text 'Enjoy Lunch at Barbecoa St P... Two courses £24 | Th... 31 Jul 2017' and a 'Get offer' link. The post includes an image of a burger. At the bottom, there is a link to 'Tell customers what's new with Posts: Learn more'.

The screenshot displays the OpenTable interface for Barbecoa. It features a 'Reviews from the web' section with three cards: 'OpenTable' (4.2/5, 8,057 reviews), 'Bookatable' (4/5, 167 reviews), and 'Zomato' (4.2/5, 180 votes). Below this is a 'Popular times' section with a bar chart showing busyness levels throughout the day. A 'Send to your phone' button is visible. The 'Reviews' section includes a 'Write a review' and 'Add a photo' button, followed by three user reviews: 'Excellent location and nice view- vet tasty and traditional English food.', 'It tasted very dry. The same you would eat a gum instead of steak.', and 'Decent size portions, reasonably priced, pleasant service.'. There is a 'View all Google reviews' link. The 'Profiles' section shows social media icons for Twitter, Instagram, and Facebook. Finally, the 'People also search for' section lists related restaurants: Bread Street Kitchen, Duck & Waffle, Hawksmoor, Madison Restaurant, and City Social.



New Question and Answers information:

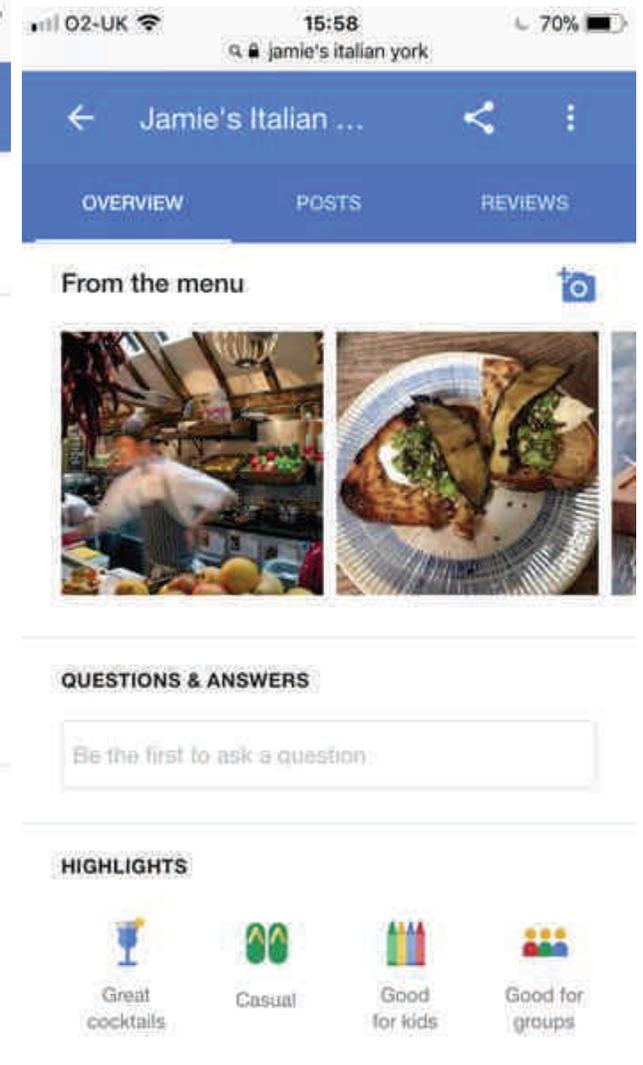
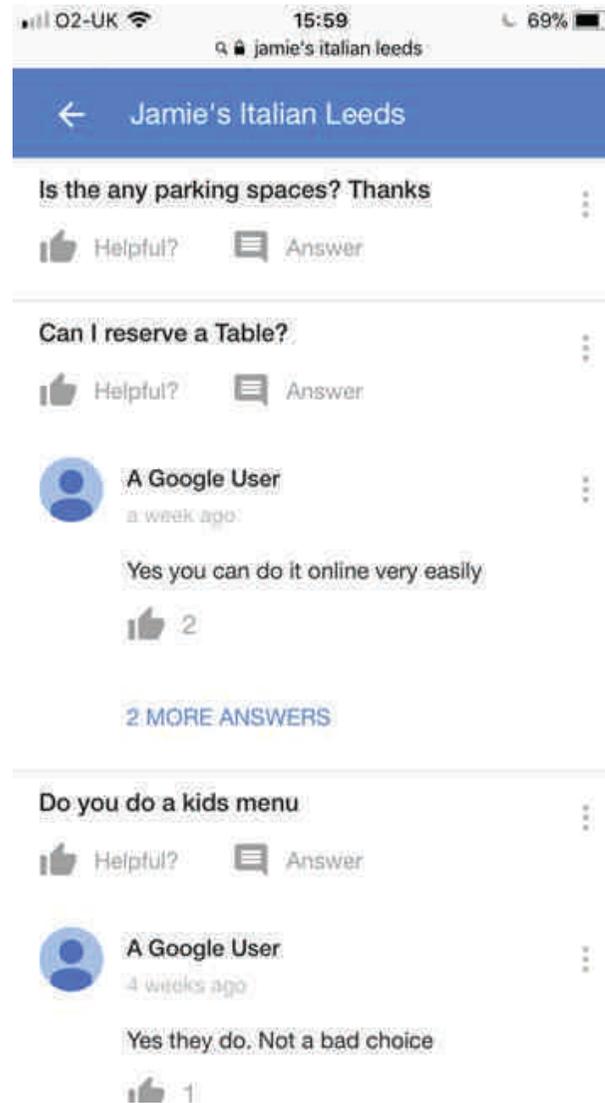
<https://searchengineland.com/google-questions-answers-local-businesses-now-available-android-280605>

Upcoming Live Chat through Search Results:

<https://searchengineland.com/google-begins-rolling-messaging-feature-within-google-business-278790>

New Highlights Icons:

Example Jamie's Italian





Madame Tussauds Berlin

4.0 ★★★★★ 1,783 Google reviews
Wax museum in Berlin, Germany

Website Directions

Museum chain for life-size wax replicas of famous Americans & historic icons in themed galleries.

Address: Unter den Linden 74, 10117 Berlin, Germany

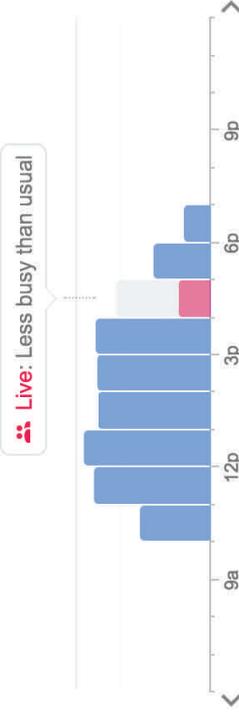
Hours: Open today · 10am–7pm ▾

Phone: +49 30 4000460

Suggest an edit

Popular times

Wednesdays



Plan your visit

People typically spend up to **1.5 hours** here

Reviews

Write a review Add a photo



"Nice and good organised place with **pleasure service.**"



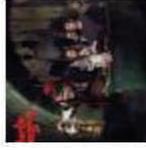
"It an unique **experience** to see the famous personalities **wax statues.**"



"**Fun** place to visit, a **bit expensive** tho."

View all Google reviews

People also search for



Berlin Dungeon



AquaDom



LEGOLA...
Discovery
Centre B...



Wax
museum



Fernsehtu...

View 15+ more

IT'S ALL ABOUT

User

Customer Service

Entertainments

Useful

EXPERIENCE

CUSTOMER EXPERIENCE

Customer experience is regarded as the primary way for organisations to differentiate themselves from competitors in 2017, but data capabilities aren't developing fast enough

DESIGN

Design is the not-so-secret strategic weapon and its continued importance is a key theme this year. It is considered the next level on the path to digital transformation, with 86% of survey respondents agreeing that design-driven companies outperform other businesses

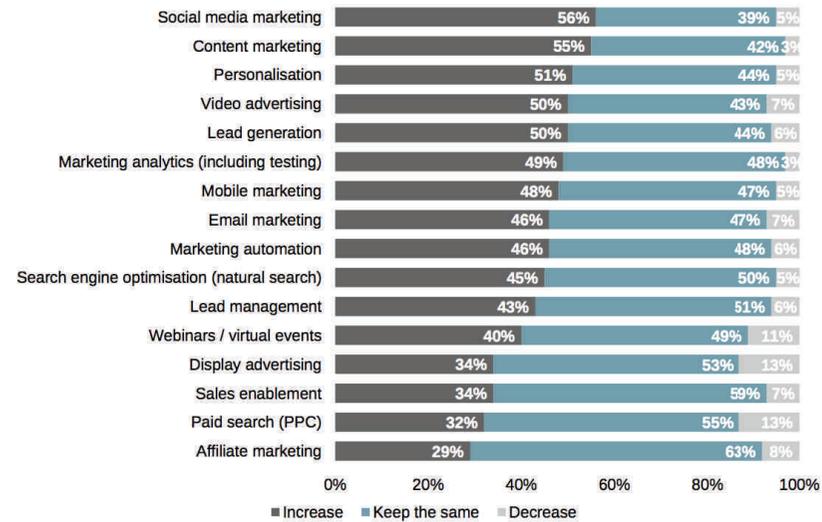
PERSONALISATION AND PERSONNALISABLE CHANNELS

Personalisation channels are a driving force behind marketing success in 2017. Marketers are seeing more personalisation possibility and impact from social marketing. In Asia Pacific (APAC) marketers are more likely to prioritise mobile app engagement

GLOBAL CHANNEL PLANS FOR 2017

Company respondents

Figure 6: What best describes your company's budget plans for the following digital marketing channels or disciplines in 2017?

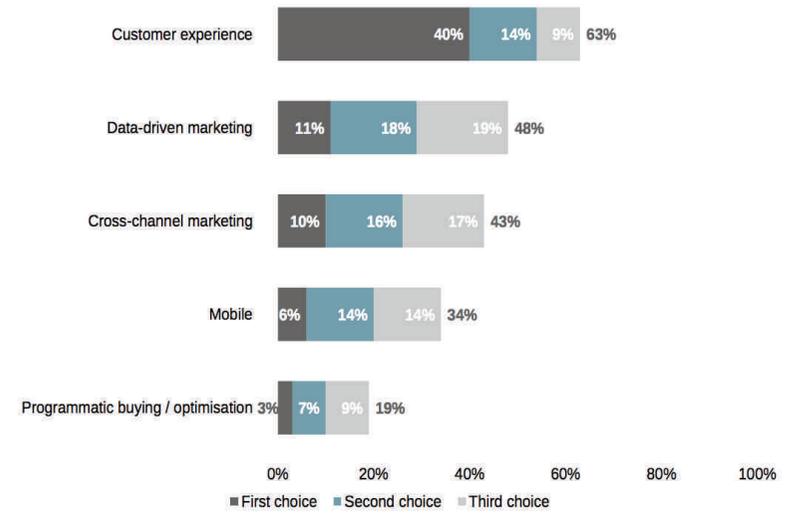


Econsultancy / Adobe Digital Intelligence Briefing

Respondents: 3,437

Company respondents

Figure 8: Please rank these five areas in order of priority for your organisation in 2017.



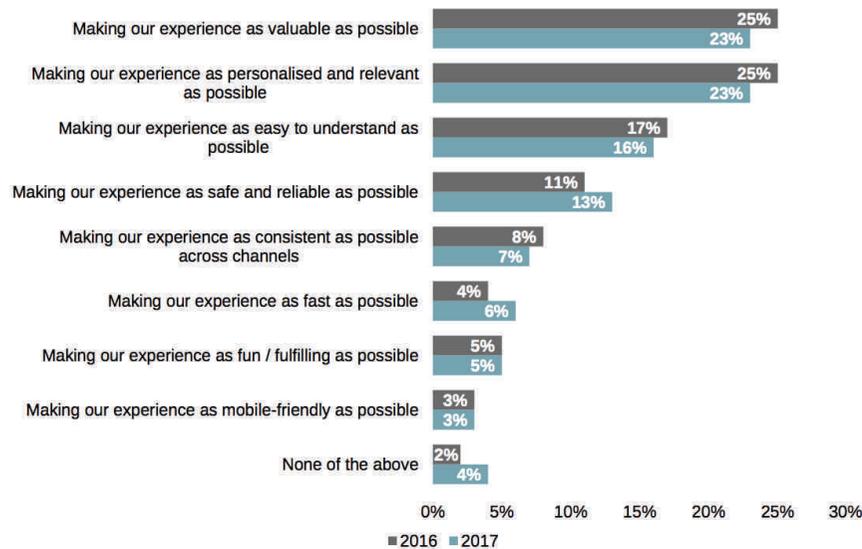
Econsultancy / Adobe Digital Intelligence Briefing

Respondents: 4,868

IMPROVING THE CUSTOMER EXPERIENCE

Company respondents

Figure 9: Where does your organisation place the highest emphasis in terms of improving the customer experience?

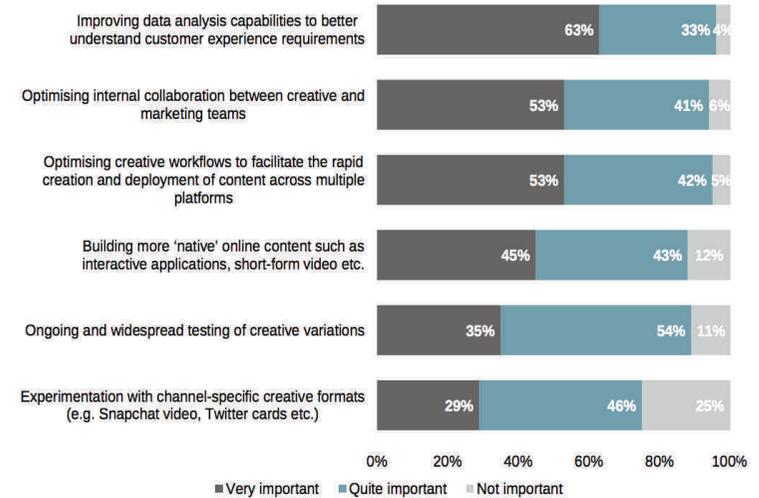


Econsultancy / Adobe Digital Intelligence Briefing

Respondents 2017: 4,494
Respondents 2016: 2,179

Company respondents

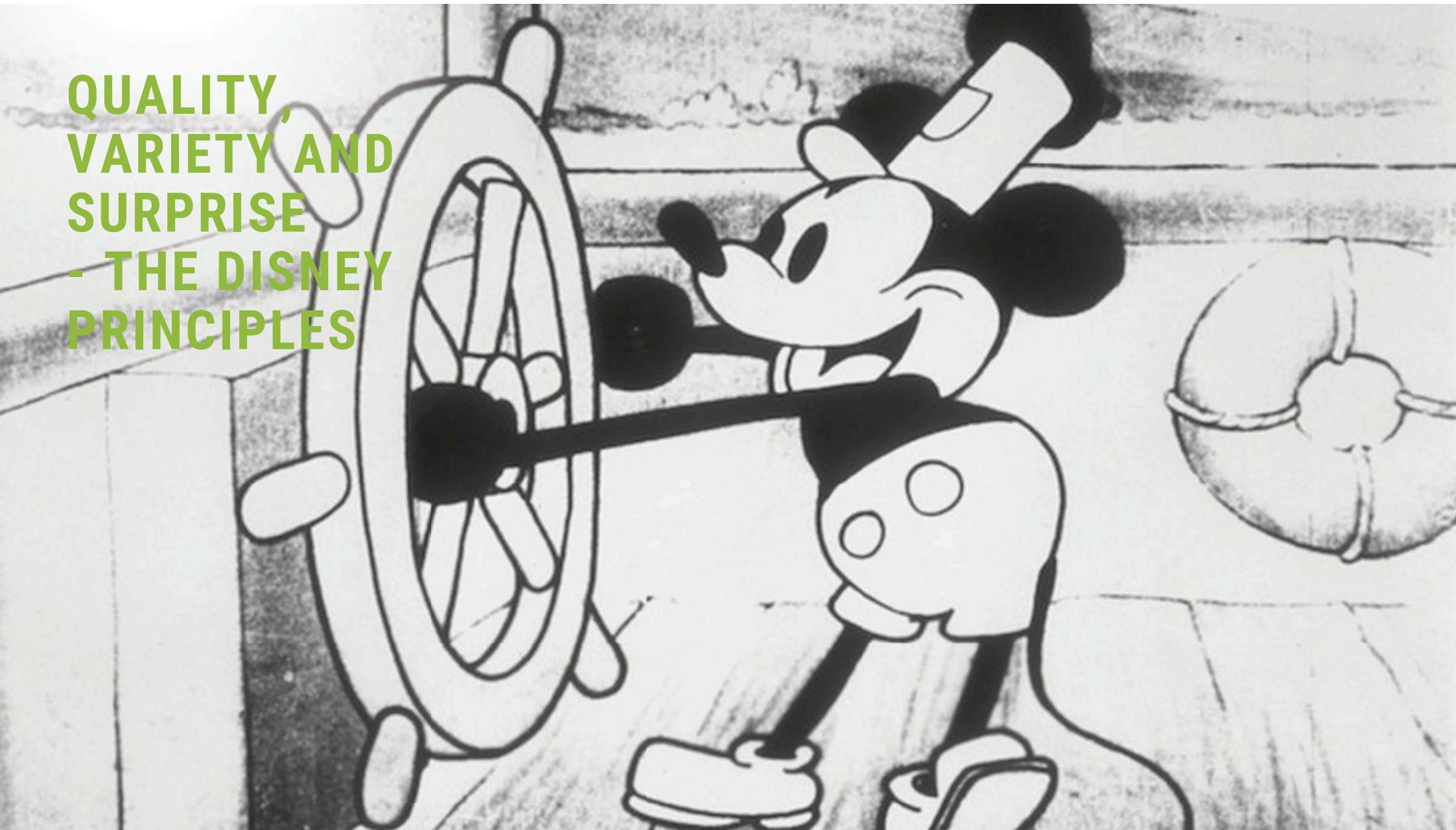
Figure 10: How important do you think the following internal factors will be in delivering a great customer experience over the coming year?



Econsultancy / Adobe Digital Intelligence Briefing

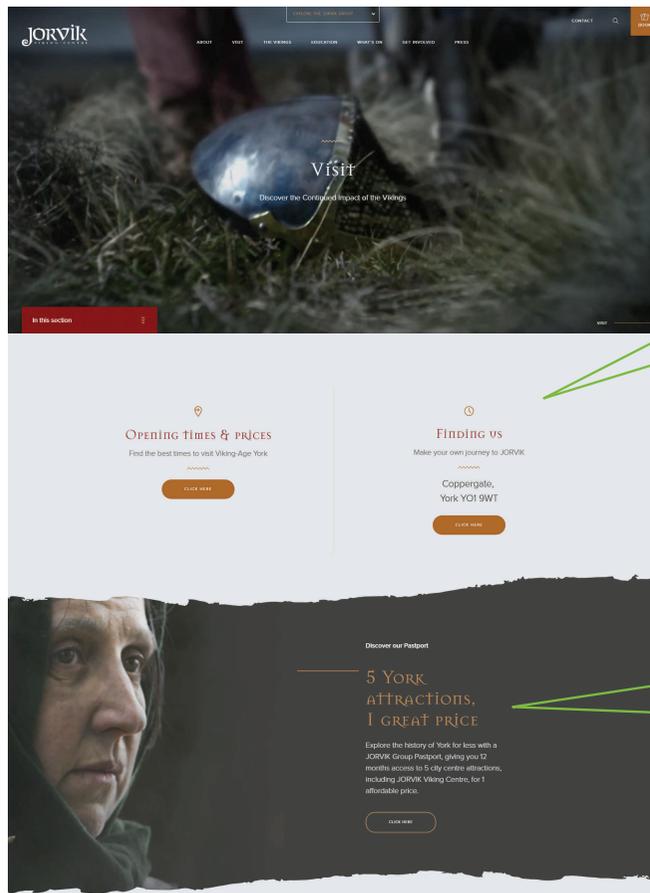
Respondents: 3,812

**QUALITY,
VARIETY AND
SURPRISE
- THE DISNEY
PRINCIPLES**



GREAT EXAMPLE OF A WEBSITE EXPERIENCE

The [Jorvik Viking-Centre](#) in the UK is a good example of how attractions can leverage their offering in an interactive way without losing sight of the purpose of their website – to offer users something more than information available on directories whilst generating bookings and revenue:



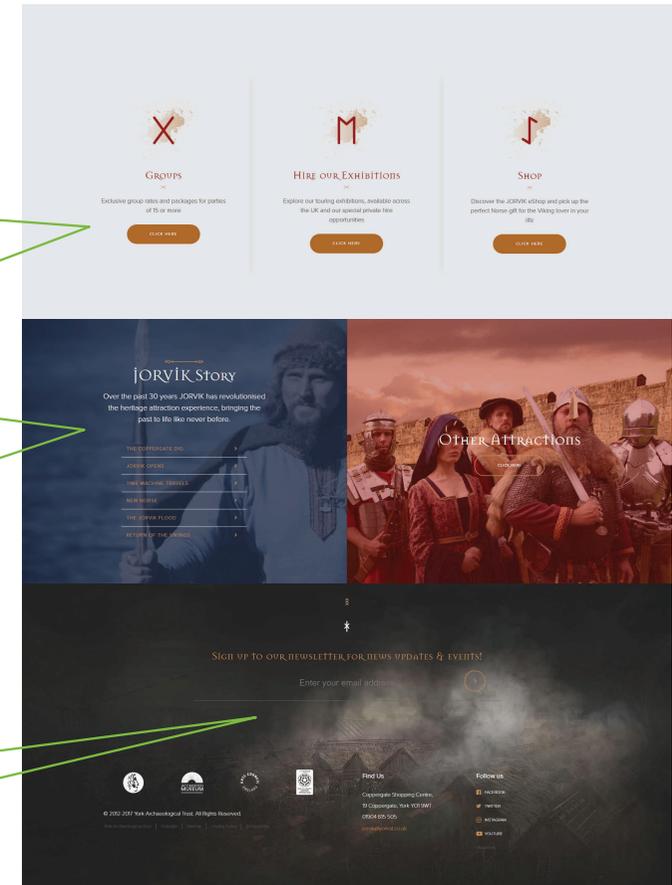
Key information is clearly presented for visitors.

Higher ticket item information available including: group bookings, private higher and the attraction shop.

Further attraction information as well as other locations also offering combination tickets.

Pushing combination offers.

Newsletter sign-up



GREAT PERSONALISATION

 **Lauren**
@xoxLaurennnnn Follow

Just had an Onken YouGurt personalised ad on All4. It actually shouted 'LAURENNN' at me. The machines are too smart they are taking over.

2:15 pm - 20 Sep 2017

6 Likes 

   6



 **Jen Chapman**
@Chappers_x Follow

Wow never been so terrified of a 'personalised' advert shouted at me, if you were personalised you'd know I don't eat dairy [#Onken](#) [#GoVegan](#)

4:25 pm - 18 Sep 2017

 **Laura Attridge**
@laura_attridge Follow

No, [#Onken](#), I won't 'fancy a yoghurt' ever again since your creepy "personalised" advert just said my actual name out loud. Gross.

3:21 pm - 19 Sep 2017 From Bromley, London

BOTS



SOLUTION

HOW IT WORKS

CUSTOMERS

EXPLORE

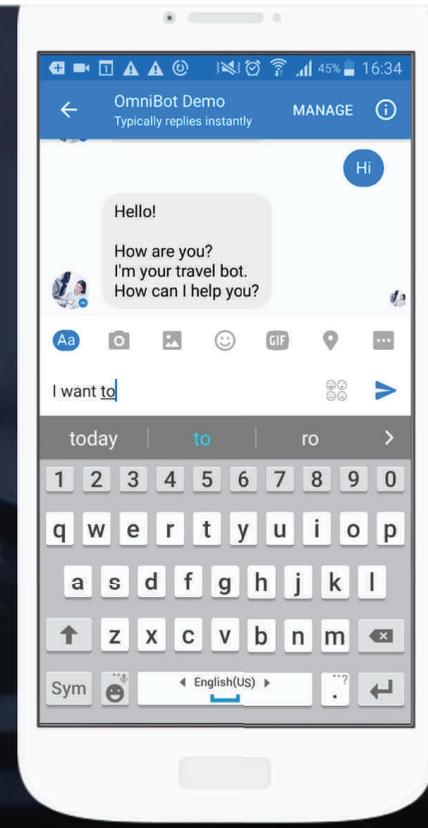
ABOUT US

FREE DEMO

Intelligent Customer Service Bot

Driving the Future of Customer Service and Support

FREE DEMO



DIGITAL PERFORMANCE CASE STUDIES

Promoting your site and
experience, bookings and
ticket sales and driving footfall



INCREASING ROI BY 600% IN BERLIN

In 2012, Madame Tussauds Berlin was struggling with a reduction in visitor numbers from locals and tourists, as well as a lack of online visibility.

Tug worked with the Merlin Marketing team to understand the local audience, focusing targeting and messaging on areas within a 2 hour drive time from Berlin. International tourists were targeted within and outside Germany with English keywords and ad copy. The campaign worked to a strict CPA target of > 5 euro



LAUNCHING THE ORLANDO EYE

Tug was appointed to launch the new Orlando Eye attraction in a very crowded Florida market.

Display and Social were used to build awareness amongst Domestic and International tourists.. Prospecting activity targeted international travellers arriving at airports, while domestic travellers were targeted on mapping and other mobile apps within a 3 hour drive time (waze, yelp).

PPC was deployed in tandem with this targeted prospecting strategy. The campaign keyword strategy was focused on capturing searches from users planning their trip from abroad, or domestic searchers in Florida alike. Re marketing was also used to make the final sale.



YIELD MANAGEMENT THROUGH DIGITAL MEDIA

Tug was tasked with growing online booking by 10% across 39 Jamie's Italian sites in the UK, through a combination of Display, PPC and SEO.

Within 6 weeks, we had met the target - but the business didn't see an increase in revenue!

In order to deliver a step-change, Tug focused on mid-week bookings (Monday – Thursday).

Tug orchestrated a channel specific promotion focused on capturing location specific searches (e.g. Jamie's Italian in...) only active between Monday – Thursday.

Mobile campaigns focused on geo-targeted areas around venues to capture customers on the move especially with lunch deals, and desktop campaigns focused on advanced booking keywords over a significantly larger target region.



INCREASING MARKET SHARE IN BERLIN

Tug has been working in partnership with The Chamaeleon Theatre for over 6 years, engaged primarily in SEO, PPC and on-site conversion rate optimisation.

Paid success has been achieved through a combination of geo-targeted PPC optimisations to known top-performing sales areas, international country expansion and campaign structure development and optimisation. In 2017, a particular area of success has been in increasing the volume of advance bookings.

Continuous on-site optimisation and off-site outreach has allowed The Chamaeleon Theatre to generate significant traction on target keywords, allowing Chamaeleon to compete in ranking with the bigger aggregators (TripAdvisor etc.).



DIGITAL TACTICS



LOCAL SEO - TIPS FOR THE TOURISM INDUSTRY



LOCAL SEARCH RANKING FACTORS



1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) 19%
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 17%
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 14%
4. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 13%
5. **Review Signals** (Review quantity, review velocity, review diversity, etc.) 13%
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 10%
7. **Personalization** 10%
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%

GMB BEST PRACTICE

Google my business listings allow your business to appear in the local SERP for search terms and queries specific to your offering. These free listings also dominate search results on mobile devices making them an essential piece of digital real-estate.

Include interior, exterior and product or event photos

Star Rating and Google Reviews
Local Ranking Factor

4.3 ★★★★★ 145 Google reviews

92% of consumers read online 'local' reviews

Primary Category

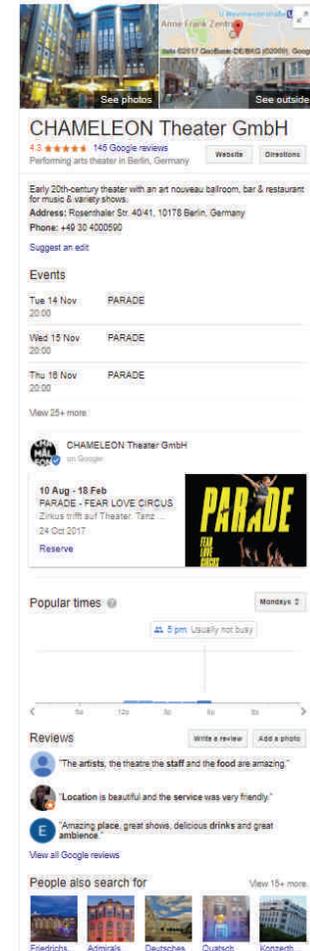
Choose the category most relevant to your business

Performing arts theater in Berlin, Germany

Events

Upcoming events can be pulled through from your website

Events	
Tue 14 Nov 20:00	PARADE
Wed 15 Nov 20:00	PARADE
Thu 16 Nov 20:00	PARADE
View 25+ more	



Create tracking links to your website to monitor GMB traffic in GA

Correct Contact Details

So users can call (from mobile), or find directions to your business from the search results.

Address: Rosenthaler Str. 40/41, 10178 Berlin, Germany
Phone: +49 30 4000590



Google Posts

Use to promote events and offers



Manage and Respond To Reviews
Local Ranking Factor



BEST PRACTICE ON AND OFF SEO



CITATION CONSISTENCY IN LOCAL SEARCH

For local businesses, citations are one of the most important signals to Google and Bing that your business is authentic and the information it could serve to users is accurate.

Any local business citations with inconsistencies are given a demerit in the search engine's set of ranking signals.

Clean citations mean your business cares about providing searchers with the right information.

Overall, there are three types of citations that should be monitored for errors. These are:

Duplicates - Duplicate listings on the same directory

Mismatches - Listings for your business that have the wrong Business Name, Physical Address, or Phone Number (or just the 800 number and no local number).

Incomplete Citations - It is important that you fill out the profiles to completion once you've claimed them. This includes adding a photo and filling out every field there is an option for.

REVIEWS = TRUST AND INCREASED CLICK-THROUGH-RATE

24%

of internet users view reviews before purchasing offline

40%

of internet users view reviews for restaurants and hotels



Review Website	U.S. Alexa Ranking	Reviews Best For	Avg. Monthly U.S. Traffic	% U.S. Traffic (of Total)
Google My Business	1	any business	158.03 million	34.30%
Facebook	3	any business	85.57 million	29.10%
Amazon	4	e-commerce related	85.44 million	55.40%
Yelp	52	any business	40.47 million	89.10%
Trip Advisor	88	related to food, restaurant, travel	28.27 million	53.40%
Yellowpages	402	any business	10.5 million	85.30%
BBB (Better Business Bureau)	824	any business	6.15 million	88.90%
Manta	1,002	any business	6.48 million	70.50%
AnglesList	1,150	service related business	5.44 million	88.90%
Foursquare	1,561	any business, mostly restaurants	3.67 million	23.10%

UNBALANCED VALUE EXCHANGE: COST AND VALUE OF REVIEWS

 **Feefo**
Promoted ⋮

Find out how much your reviews are worth our free ROI calculator.
<https://lnkd.in/edVxxhD>



TIPS FOR MAKING REVIEWS WORK FOR YOUR BRAND

1. **Have a strategy.** Do not leave your brand's reputation to chance.
2. **Encourage reviews.** There are many ways to encourage more reviews, whether it's through the site itself, email campaigns, or social media.
3. **Track and improve your score.** It's not just about gaining new reviews, but also about improving your ratings to increase the conversion rate.
4. **Reward reviews.** This can help increase the number of reviews by incentivising customers to leave a comment on your service.
5. **Use rich snippets.** Rich snippets on your product pages may help your reviews show up in search results.
6. **Reply to reviews.** Reviews are still part of your communication with your customers, so even the worst review needs to be answered. Always apologise to a disappointed customer and be ready to help if possible.
7. **Keep calm and carry on.** Set a tone that reflects your brand and stick to it.
8. **Sign up with the best third party review site.** As Google relies on third party review sites to determine a site's reviews, reputation management can lead to better SERPs. (e.g. TripAdvisor, Trustpilot).
9. **Don't forget Facebook ratings.** Your review strategy should not ignore reviews on social media, especially on Facebook.
10. **Embrace bad reviews** Negative reviews are still important for your review strategy, as they tend to be the most sought out and read by users. Keep monitoring them to improve your customer experience, be ready to respond, and never delete them or hide them.

POOR CUSTOMER SERVICE REVIEWS CAN LEAD TO SUSPENSION FROM GOOGLE SHOPPING

Websites and Merchant Center accounts which violate our Shopping quality policies and lead to an unsatisfactory user experience, based on customer reviews and aggregated rating via Seller Ratings, may be suspended.

If your account has been suspended, it is possible to be reinstated if and when we see improvement in the customer reviews and aggregate Seller Rating.

In order to improve the behavior, we recommend the following:

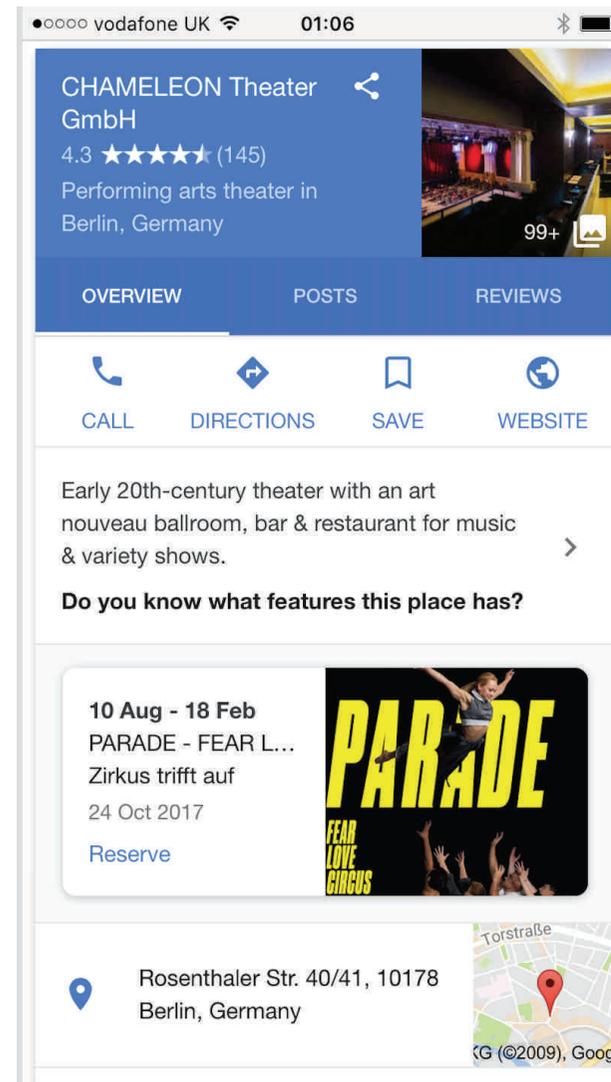
1. Review your internal customer service processes and user reviews found on <https://www.google.com/shopping/seller?q=<<domain name>>>
2. Implement [Google Customer Reviews](#) and/or work with [review providers](#) to ensure that reviews are being given internal visibility and also being submitted to Google.

Once we see that the user experience for your site has improved, your site should automatically be made eligible for Shopping once again.

Please note that we are continually evaluating websites and Merchant Center accounts which have been suspended for such policy violations. These evaluations are automatic and it is not necessary to reach out to Google to confirm changes made on your end. We are also unable to provide a specific timeline for re-eligibility as any changes would depend on the quality and quantity of new user reviews being generated for your site.

LOCAL AND MOBILE FIRST

1. Mobile Access has changed the consumer buying process, expectations, and even the way they buy travel and travel related services.
2. Local and “near me searches” have changed the travel path to purchase with in-destination or “in the moment” sales increasing year over year.
3. Consumers expect the “mobile first” user experience with easy access to contact information, maps, directions and reviews. They expect accuracy in listing information, and immediate response from brands in solving problems.
4. Within the online mobile experience, local listings, maps, and review sites are dominating the points along the customer journey, and directly impacting revenue in the travel category, more now than in the past with reviews integrated into the local and mobile search experience.



LOCATION SEARCH AND MOBILE

30%

of all mobile searches
are related to location

85%

of travellers decide on
activities only after
arriving at the
destination

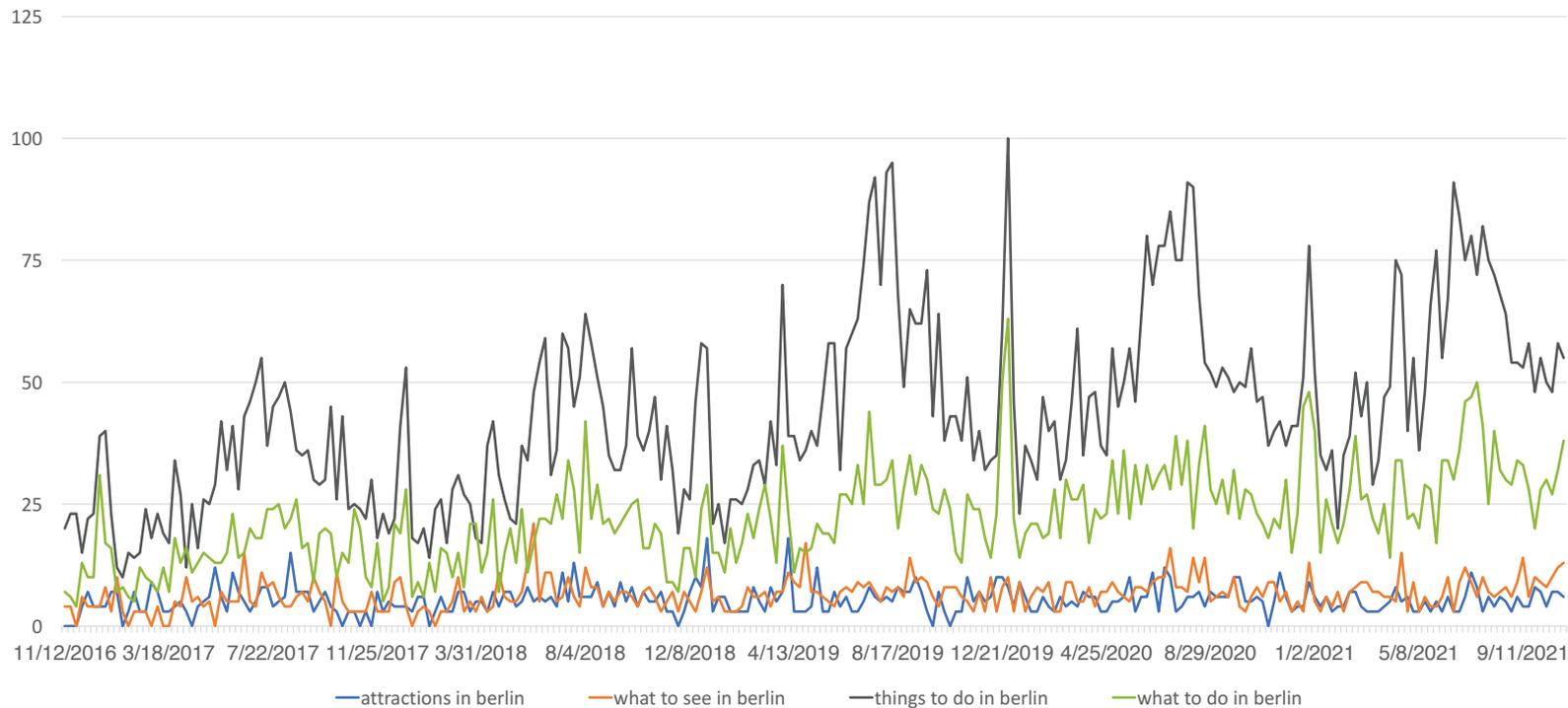
Half

of international
travellers use their
smartphones to look
for things to do once
they have arrived

52.21%

of internet traffic
comes from mobile
traffic compared to
42.16% percent in
2016

HOW PEOPLE SEARCH EXAMPLES – GERMANY DATA



► **Things to do in Berlin**

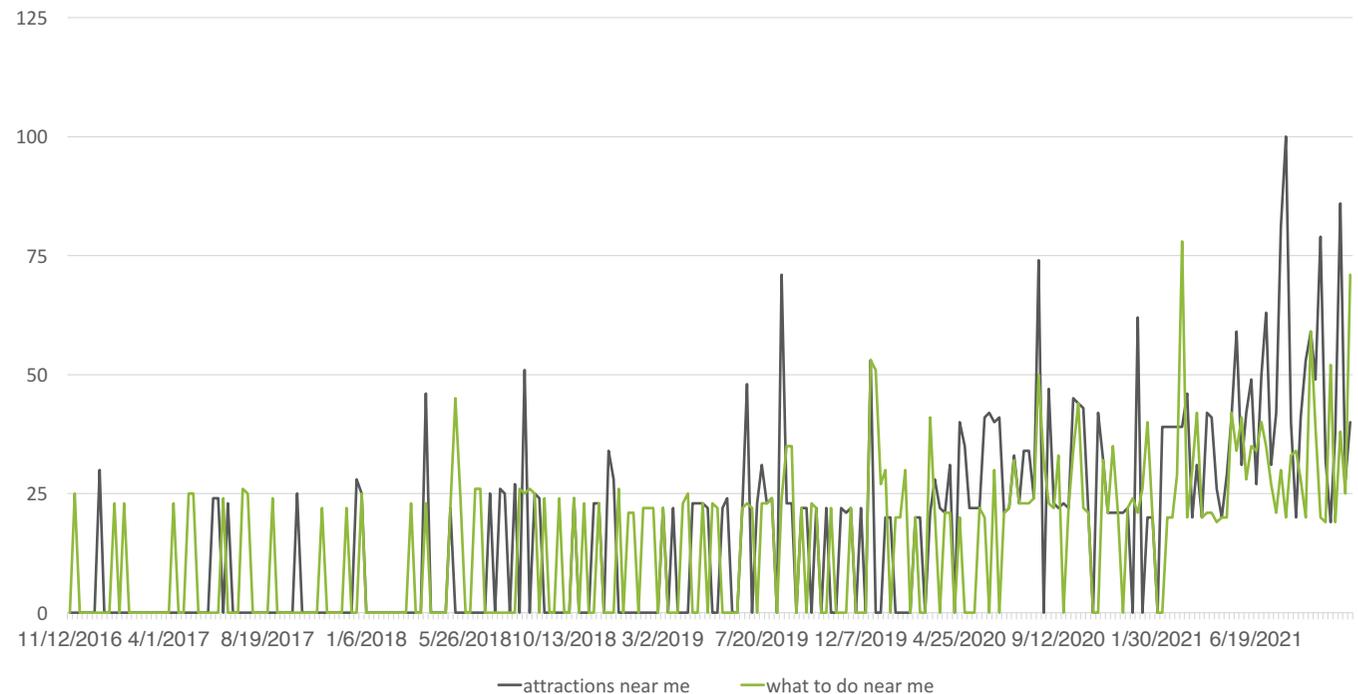
► **What to do in Berlin**

12% increase in 2017 vs 2015 for 'things to do in Berlin'

HOW PEOPLE SEARCH EXAMPLES – GERMANY DATA

**323% increase 2017
vs previous 4 years
for ‘...near me’
keywords**

**67% increase 2017
vs 2016**



N.B months marked as 0 represents a low number of searches as opposed to non-existent

TRAVEL BRANDS VS TRAVEL AGGREGATORS: THE MAIN CHALLENGE TO TRAVEL SEO

Travel aggregator websites are the biggest challenge for local tourism and attraction websites.

In most cases sites like Expedia, Skyscanner, Travelsupermarket, TripAdvisor and yelp will take up the first positions in the SERP for some high value and big volume keywords.

These are the biggest challengers for smaller sites with hopes of ranking for top keywords.

In order to beat these challengers it is important to focus on:

Long tail keywords - these have smaller volumes and are less appealing to the big challenger sites but offer high CTR

Content strategy - smaller sites can have the ability of concentrating some of their efforts in creating compelling content for their users

Citations – any local business citations with inconsistencies are given a demerit of sorts in search engine's set of ranking signals. These can be used to a local business' advantage

Google my business – brand is undoubtedly one of the biggest assets for a local brand. Utilise and optimise it so Google recognises you.

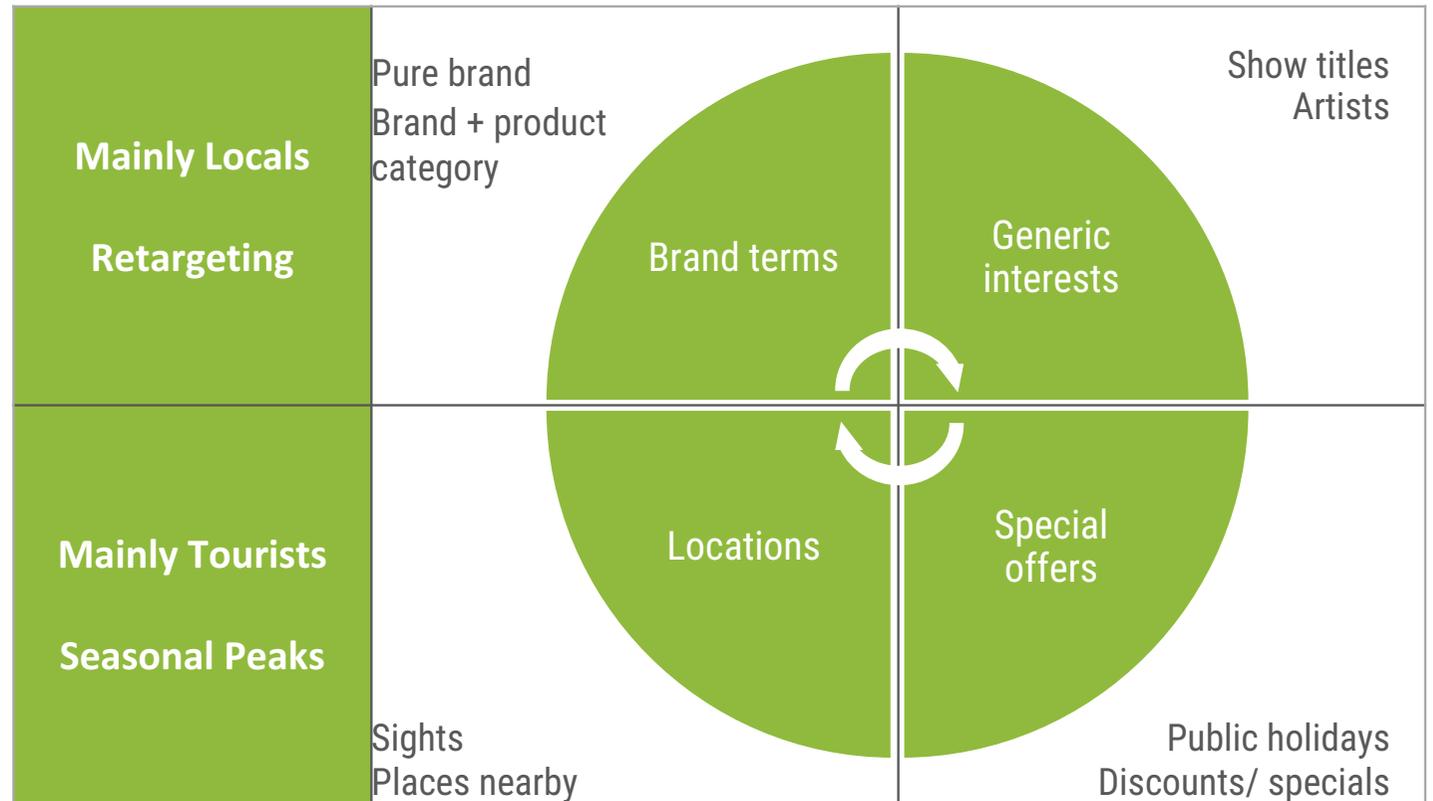


SEA - TIPS FOR THE TOURISM INDUSTRY

Using programmatic display
to isolate and reach our core
demographic

KEYWORD SET UP

- Important to differentiate between **Locals and Tourists** – different needs and search behaviors
- Carefully define distribution of categories & adjust **seasonally**
- **Local searchers** who know what is on offer are more likely to convert on brand related terms
- **Tourists** with less prior knowledge would rather respond to longtail and generic keywords



GEO TARGETING



Berlin

German and English campaigns to target locals and tourists

Locals: Brand & interest specific copy
(e.g. Show title)

Tourists: Sights & Location related copy



Rest of Germany

Unweighting areas with high business conversion rates

Able to adjust bids and budgets during state-specific holiday periods



International

Localised language ad copy

Focusing on holiday periods

Copy focused on location specific terms
(e.g. 'shows in Berlin')

PAID SOCIAL

Mainly used as an awareness driver

Targeting people interested in...

- Related companies/events/competitors
- Berlin Nightlife
- specific event categories e.g. theater/performing arts/dance

Best practice

- Appealing creative
- Engaging Ad Copy
- Test of different demographic/targeting settings



CHAMÄLEON Theater
Sponsored -

Ein kleiner Nervenkitzel gefällig? Das Warten hat ein Ende - hier kommt der erste Teaser zu **PARADE!!**
Holt Euch einen exklusiven Vorgeschmack auf das, was das geniale Team von **battleROYAL** gerade für unsere... [More](#)

PARADEtheshow Teaser
Ein überwältigender Genremix: Weltklasseakrobati...
[vimeo.com](#)

143 reactions (Like, Love, Wow) | 14 comments | 17 shares

Like Comment Share

TARGETING TOURISTS THROUGH DIGITAL

Using programmatic display to isolate
and reach our core demographic

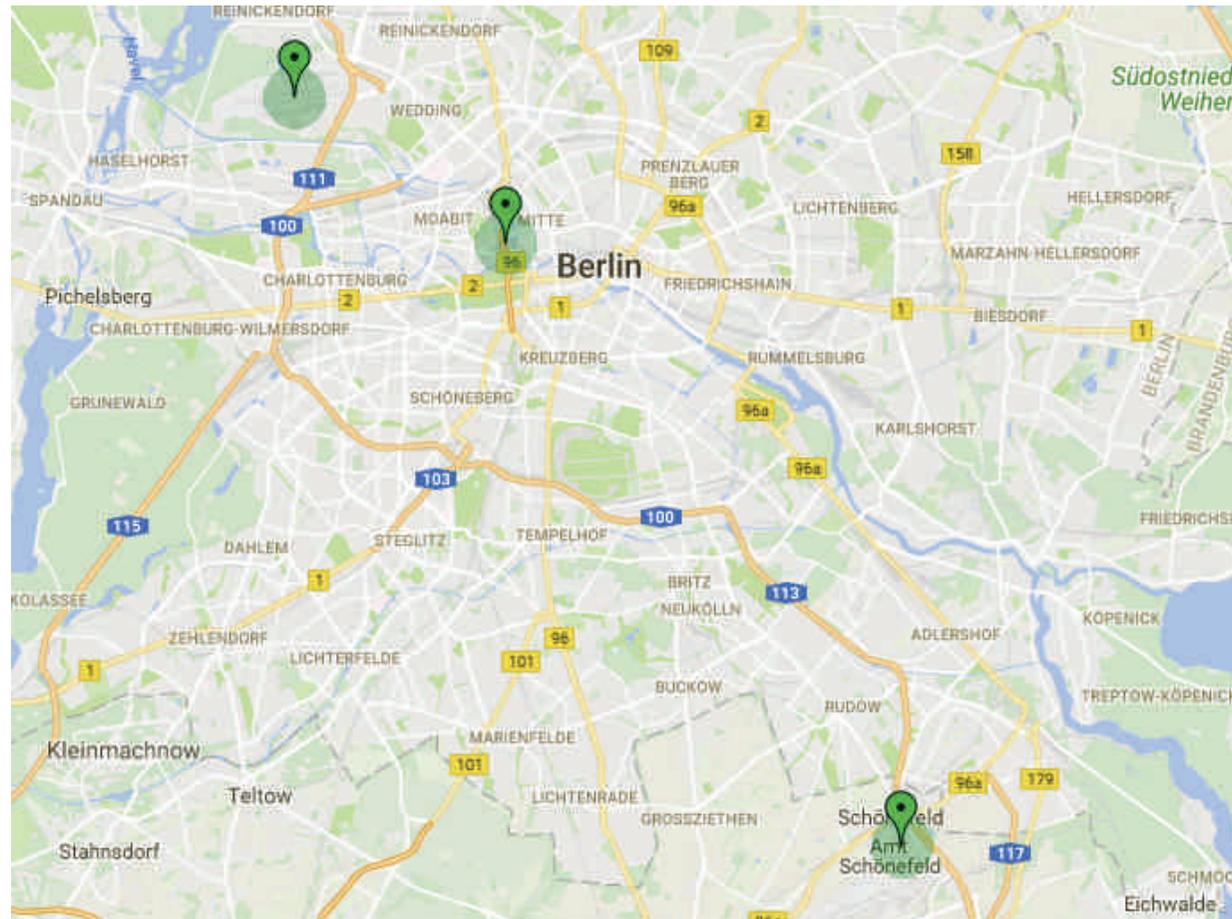


LEVERAGING LOCATION DATA

Building audiences based on the real-time and historical location data.

For example:

- Users who have recently been in the arrivals area of Berlin Airport
 - You can also add a condition that the device must be recently seen in the Berlin area to ensure that they aren't a resident
- Users who have visited other tourist attractions in the last 24-48 hours and are still in Berlin



FINDING TOURISTS USING ONLINE BEHAVIOUR DATA

Using behavioural data to create segments of users to determine who is visiting Berlin in the near future. Data sets can be combined to really hone in on the audience.

For example:

- Users in-market to travel to Berlin based on browsing history
- Users who frequently spend on leisure using Visa/Mastercard data
- Users currently in market for car hire, currency exchange etc.

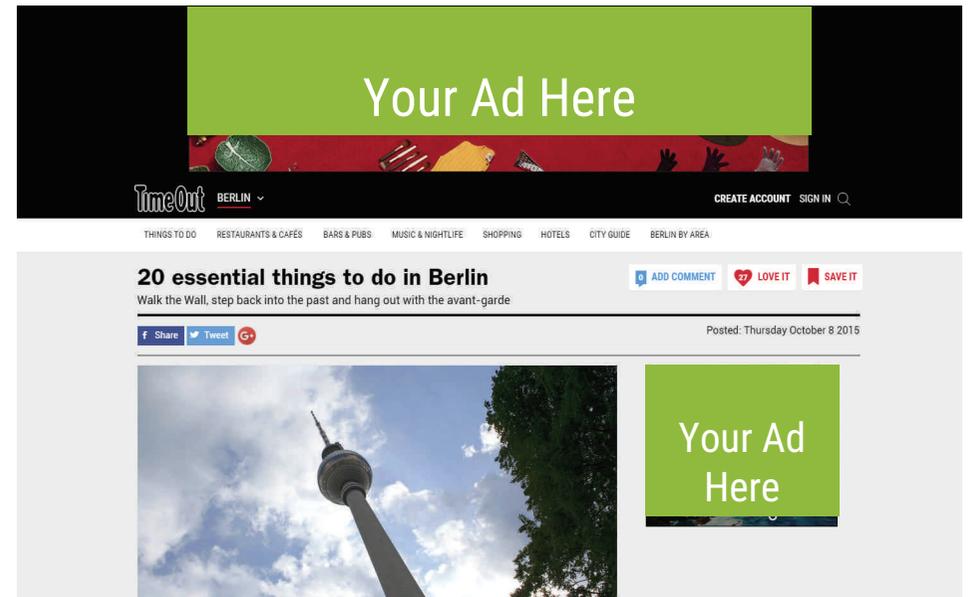
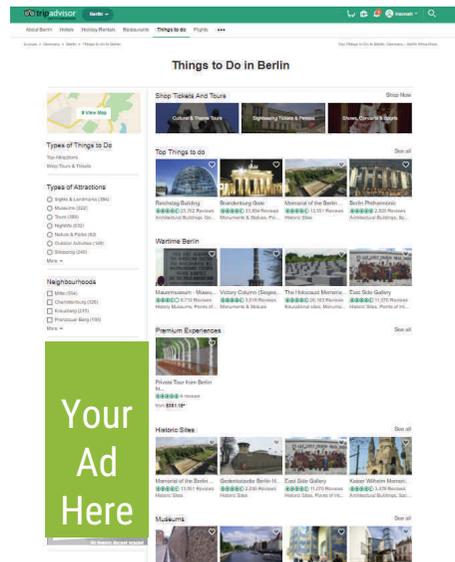
Using what you know about your users to identify others within this demographic before they book their trip.

Audience List	Potential Impressions
Bluekai - Branded Data » Visa Audiences powered by Oracle » UK » Entertainment » Days Out	98,746,982,400
Bluekai - Branded Data » Visa Audiences powered by Oracle » UK » Travel » Frequent Travelers	78,228,758,528
Bluekai - Branded Data » MaxPoint » Interest Targeting » Travel » Tourist Destinations » Historical Sites & Buildings	14,024,373,248
eXelate » Sirdata » Hot Prospects » Currency Exchange	24,852,784
Oracle Data Cloud (ODC powered by Datalogix DLX, BlueKai, and AddThis) » Travel » In-Market » Destinations » Europe » Germany » Berlin	2,170,971,392
Bluekai » In-Market » Travel » Air Travel » Departure Locations » International » Europe » Germany » Berlin - Berlin Tegel (TXL)	2,128,993,152
BlueKai » In-Market » Travel » Air Travel » Destination Locations » International » Europe » Germany » Berlin (All Airports)	1,973,124,224
Bluekai » In-Market » Travel » Hotels & Lodging » Locations » International » Europe » Germany » Berlin	623,598,592
eXelate » Intent » Travel » Destination » Europe » Germany » Berlin-BER	580,808,704
Navegg » In-Market » Travel & tourism » Travel to Europe » Travel to Germany » Travel to Berlin	1,135,714

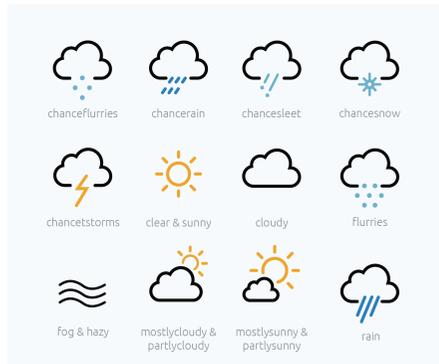
APPEARING ON THE SITES THAT YOUR AUDIENCE ARE USING

Targeting pages and sites relevant to Berlin-based tourist content. For example:

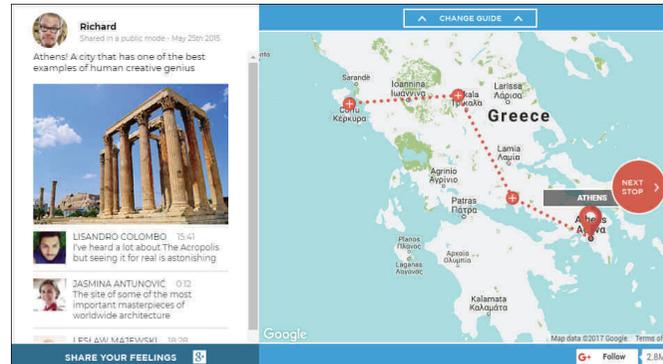
- Keyword targeting around topics such as “Things to do in Berlin”
- Working directly with sites such as Trip Advisor



BE INNOVATIVE



Using new data such as weather targeting to become a “spur of the moment” decision e.g. if you are an indoor attraction then serving ads with a relevant message when it’s raining



Using new creative techniques such as including maps/distance in the banners or using sequential messaging to promote offers



Ensuring that you are regularly using new beta tests and cross-channel strategies such as Search Query Audiences (targeting searchers on YouTube on expensive terms such as “things to do” and “hotels, Car hire etc” where its not always efficient to do this via. PPC)

DIGITAL OUTDOOR OPPORTUNITIES IN BERLIN

Leveraging your digital activity with Out of Home display



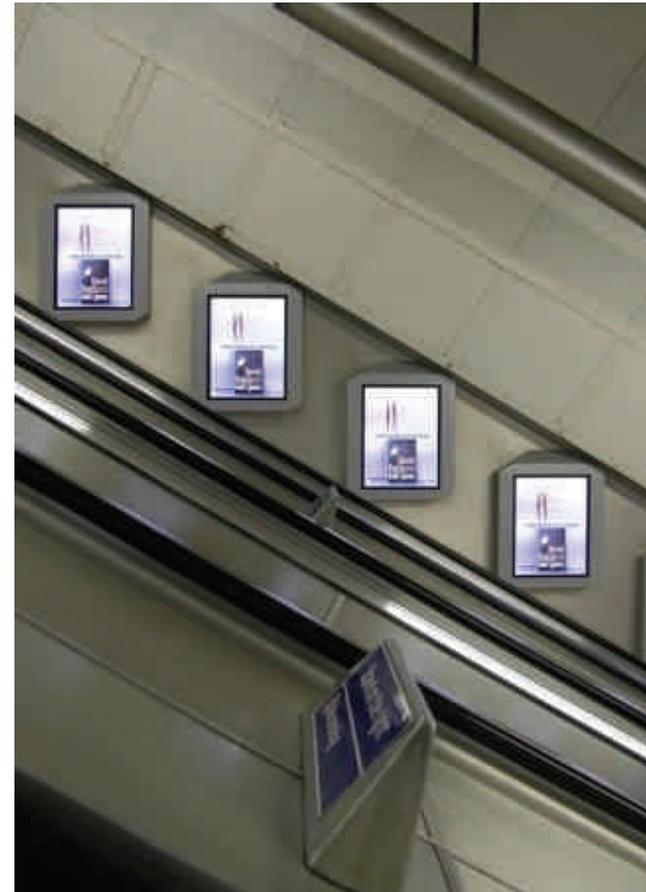
DIGITAL CAPABILITIES HAVE MADE OOH A DATA-FOCUSSED CHANNEL

Out of home advertising has shifted from a B2C only channel, to one which caters for all businesses. Due to the development of digital technology, we can now make data-led decisions on where to place OOH, allowing for precision targeting.



AT TUG, WE BUY OUT OF HOME IN THE SAME WAY AS DISPLAY

- Most agency's let the creative decide the out of home (OOH) media buy - we believe this should be the last piece of the puzzle.
- At Tug, we think of OOH as an extension to a digital plan, and we use audience, location and proximity targeting to decide the media buy.
- Working with our partners we deliver media against live location signals.
- Location data, combined with other data points, allow us to build and track robust audiences.
- This data helps us to plan where we buy digital OOH screens to:
 - Reach mobile purchasing layers of the population
 - Generate immediate impetus for action
- Ability to re-contact people who have seen the digital OOH with other digital media activity
- We are now able to buy a large portion of digital out of media inventory using our programmatic buying tech. The dynamic media planning and display approach minimises scattering loss and costs and optimises the efficiency of campaigns



REACHING YOUR AUDIENCE WITH OUT OF HOME

Focusing our efforts into capturing both the loyal local audience, and the tourist market, with digital activity running across a number of touchpoints across key dayparts for each location will reap greater rewards...



Airports, and Stations

offers the opportunity to reach the young, mobile target group. Spots can be flexibly booked according to timetable and updated at short notice.



Passenger TV

Advertising on flat screens in the cars of selected, highly frequented metro and tram lines, and sometimes also on buses across key cities; Berlin, Munich, Hanover and Ulm.



Street Furniture

offers you the chance to get your brand showcased in the heart of the city, where there is a high concentration of our audience and in the areas that they frequent- e.g cinema, theatre or concert venues or near a place of interest/attraction



Ambient Media:

There are around 150 different types of ambient media that could be used to target based on location & place in German. As they often encounter people in situations where they do not expect advertising it can lead to higher engagement and consideration.

MEASURING OOH IN TANGIBLE DATA

We can measure Out of Home in a number of ways:



Traditional Tracking

Footfall figures



Website Analytics

Looking at increases in website traffic in and around areas of OOH



Mobile Insight

Wifi Hotspots & GPS data provide:

Gender Split

Number of unique (Views/CTR/VTR)

Dwell time

Affluence

The creative can also carry a specific URL or offer code which allows for stronger measurement

Poster and mobile recognition

Double Impact through cross-media contact

Recognition:
6-sheets



Basis: all respondents, n=1,020

Recognition:
mobile / online ad



Basis: all respondents, n=1,020

Reading example: 82% of the banner contact group also had campaign contact with OOH



Basis: those who noticed the banners, n= 151

*Recognition: recognised poster when shown
Question: "Here are various Germanwings visuals (6-sheets, Digital 6-sheets, mobile). Have you recently seen one or more of these visuals or anything similar to them?"

Performance of mobile ad

Above-average figures

WallDecaux
Premium Outdoor Sales

Average figures during the OOH campaign from 19.01-25.01.2015:

Impressions: 2,818,812

Clicks: 14,009

CTR (click rate): 0.50%

Benchmark figures *:
Mobile CTR: 0.38%
in travel industry: 0.13%

Mobile advertising – wish-list

Discounts and coupons especially popular

WallDecaux
Premium Outdoor Sales

I would like:



40%

To be told about discounts / coupons when I am near a shop.

23%

To be told about a brand's new offers that are suitable for me.

20%

To be told about new offers that are suitable for me when I am near a shop.

20%

To be able to load the things advertised on posters directly to my smartphone to find out more.

13%

To be told about competitions and prize draws.

Question: "If you were to get mobile advertising on your smartphone/tablet, what would you like it to be?" Multiple answers permitted; all respondents (n=1,020)



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