

WHITE PAPER

RESPONSIVE DESIGN

AND WHY IT MATTERS TO ADVERTISERS

Mobile technology is evolving at breakneck speed. Nowadays, more and more consumers are doing their shopping and buying on tablets and smartphones. With the growth of multi-screen usage among consumers, the large-screen desktop experience is now only one of many ways to read, shop and buy on the Internet.



54% of the total Internet audience uses a combination of both PC and mobile devices¹



Nearly 3 of every 5 Internet users will access via a tablet by 2016.²

Traditional desktop display ads and placements can be harder to see on smaller handheld devices. For advertisers, the growth of multi-screen usage necessitates an innovative approach to reaching shoppers.

Web publishers are redesigning their user interface to accommodate these new user behaviors. Forward-thinking companies are hard at work developing responsive ad formats and technology to work optimally with all screen sizes – and to better integrate with the site's content.



▶ WHAT IS RESPONSIVE WEB DESIGN?

Responsive design is a technique of designing web pages to shift and resize the page layout based on the width of the screen on which someone is viewing the page. For example, when a consumer views the Internet on a tablet device, a page built responsively will change to a horizontal or vertical display when they switch the direction of the screen.

Responsive design creates an optimized view of the content to improve the consumer experience and drive higher performance of the page. Thinking about the various sizes of monitors that exist today – from tablet to wide-screen desktop monitors – this solution shifts away from a one-size-fits-all approach to one customized for the user's screen. While several sites have historically solved this problem by creating individual versions of the site for each display, responsive technology allows one site to adapt dynamically.

▶ MULTI-SCREEN USAGE IN TRAVEL

For the travel industry, responsive design is especially important. In the travel category, total time spent researching and booking travel across different devices has increased significantly.

MULTI-SCREEN USAGE IN TRAVEL

- Mobile travel planning is becoming more main stream with 77% of mobile users looking up general information.³
- In 2017, there will be 46 million US Internet users booking travel via a tablet and 42.9 million using their smartphones²
- Total travel minutes are increasing across devices

+45% YoY increase in total mobile travel minutes

+52% of the Internet population engaging with travel content access it via a mobile device

+28% of total travel minutes are consumed on a mobile device

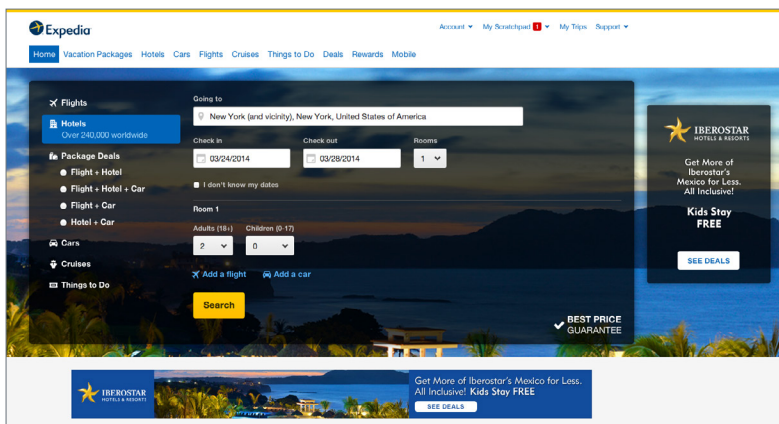
+24% access travel content exclusively on their smartphone and/or tablet⁴

WHY SHOULD MARKETERS CARE ABOUT RESPONSIVE DESIGN?

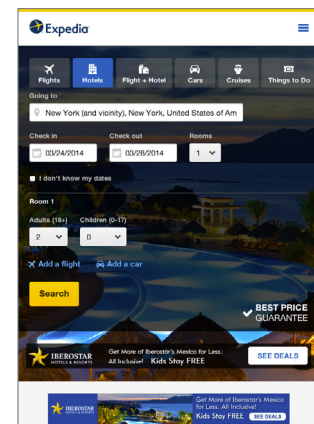
- Responsive web design allows for a better advertising solution than standard sites because ads are more likely to be visible.
- Responsive pages are tailored to the consumer's screen size, resulting in a better user experience and ensuring the best ad placements for advertisers regardless of the user's screen size.
- Since responsive design truly thinks about how consumers are engaging with content based on the device they are using, as the web page shrinks to smaller sizes, the need to think about what content is displayed becomes critical. For marketers, how and where ads are displayed becomes particularly more important. And thereby marketers need to think about their overall channel strategy.

EXPEDIA MEDIA SOLUTIONS' PRO-ACTIVE APPROACH

Expedia's responsive home page has been designed to address the growing trend of multi-screen usage among consumer travelers. Tablet usage among Expedia's traffic has increased by 30% year-over-year, taking share from desktop usage⁵, demonstrating that tablets have become a more prevalent device within consumer households and particularly among the consumer traveler.



Wide desktop screen



Tablet screen

EXPEDIA MEDIA SOLUTIONS' PRO-ACTIVE APPROACH

The Expedia home page is a clear example of how responsive pages can be created with the advertiser in mind.

Responsive Advertising Solutions

Expedia Media Solutions is focused on finding the best fit for advertising within each page – regardless of screen size – as opposed to just moving a static ad unit further down the page on smaller screens. We are able to offer our advertising partners a suite of home page ad products which includes a mixture of IAB and custom units. The custom-designed responsive ad solutions are integrated into the user experience, which provides better visibility of the ads.

Innovation

By continually staying abreast of changing consumer behavior and trends, Expedia Media Solutions works with partners to develop innovative solutions that provide learnings for both sides while optimizing to drive real results. Through a constant focus on innovation, Expedia is able to offer these innovative ad products that allow advertisers the ability to address the growing trend of varying screen sizes used by consumers.

To learn more about the advertising solutions we offer as well as key audience behavior insights that can drive your marketing strategy, contact [Expedia Media Solutions](mailto:advertising@expedia.com) or visit our website at:

WWW.ADVERTISING.EXPEDIA.COM

