

Travel advertiser: Navigating the COVID-19 landscape



COVID-19 has impacted the way we live our lives, look at our health, and run our businesses in a very short time. In times like this, safety is the number one priority for everyone. At the same time, companies need to react quickly to the changing landscape and change their strategies.

Smartly.io helps brands to deliver personalized social advertising at scale.

We can help your business react fast to the changing consumer needs and shift your advertising efforts where it is most impactful.

- Global travel & tourism on hold, drop in demand
- Consumers making plans shorter term
- Flexible booking policies and safety emphasized
- Brands participating in the conversation

Travel advertiser

Your COVID-19 checklist

Be present with your brand and to your customers

1. People are spending even more time on their devices and social channels to stay connected. Finding a way for your brand to be present at a time like this is crucial. Being proactive about communication and updating your customers is important.
2. Building brand awareness of your approach to responsible travel and safety can be beneficial. Consider shifting budgets to brand awareness campaigns and participate in the conversation.

Focus your messaging on reliability and well-being

1. Messaging is everything at a time like this. Adjust your tone and underline the special measures you are taking.
2. Be mindful of the local authorities' instructions in your ad messaging.

Highlight flexible booking policies and customer support

1. As a lot of uncertainty is in the air, highlighting flexible options in booking policies can go a long way. Reconsider your creatives and call to actions. Being informative and transparent is always helpful.
2. Ability to shift dates around or even book now & pay later alternatives can help keeping travelers engaged.
3. Making plans far ahead with flexible booking can also help generate bookings at this moment.

Future-proof your funnel and technical set up

1. This is a great time to focus on innovation and building foundations for more advanced advertising efforts.
2. Check your catalog and pixel setup - required pixel or app events, catalog fields and match rates.
3. If you are not running Facebook Travel Ads yet, now is a great time to build the setup. When consumers get back to making travel plans, you can be more relevant than ever. The dynamic recommendation algorithm brings your most relevant offering to people.
4. Fulfill your funnel and build a learning agenda. Use this time to improve your campaign structure and creatives for future tests.

Smartly.io can help your business react fast



Adapt your ad creatives at scale

Shift your creative and messaging to reflect the situation across your full offering.

Highlight your message in a visually engaging, mobile-first way with our image and video template solutions.

Localize easily & effectively

The situation differs dramatically per region, country or even city.

Customize your ads to reflect the local offering, instructions, special discounts or flexible booking policies. Target locally or globally with ease.

Get technical expertise & support

Get our experts to help to set up your catalog and pixel in no time.

Our Smartly.io team is very technical and we solve our customers setup challenges on a daily basis. If you are not running Dynamic Ads yet, we can get you going fast.

Smartly.io is more than a platform, we are an extension of your team.

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- Self-Serve & Managed Service
- Performance & Creative Expertise
- 24/5 Chat Support