

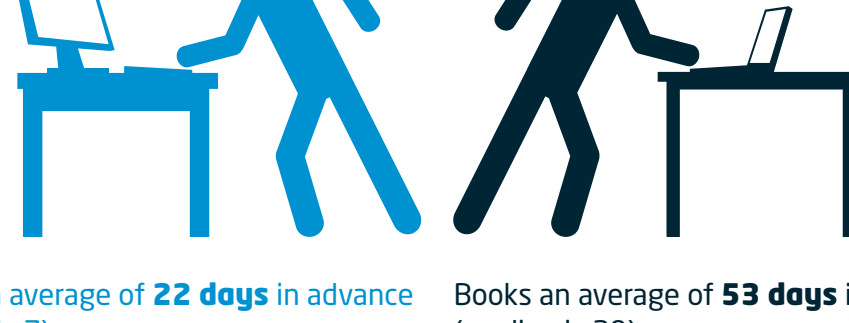
# A TALE OF TWO TRAVELERS

Retailers like to plan their marketing initiatives around seasonal events, such as holidays or "Back to School," but we've often wondered whether there were other good times to reach consumers, such as when they are preparing to take a trip. By looking at Rocket Fuel campaign data from multiple advertisers, from April 1 through November 30, 2014, we were able to identify travelers booking different types of hotels—luxury and non-luxury. We then looked at all of the conversion actions those travelers made between their booking time and the start of the trip. We looked at over 1.2 million conversions from over 240 thousand unique travelers, and the results surprised us.

## NON-LUXURY TRAVELER

## LUXURY TRAVELER

0.1% OVERLAP



Books an average of **22 days** in advance (median is 7)

Books an average of **53 days** in advance (median is 29)

Median booking cost of **\$127**

Median booking cost of **\$507**

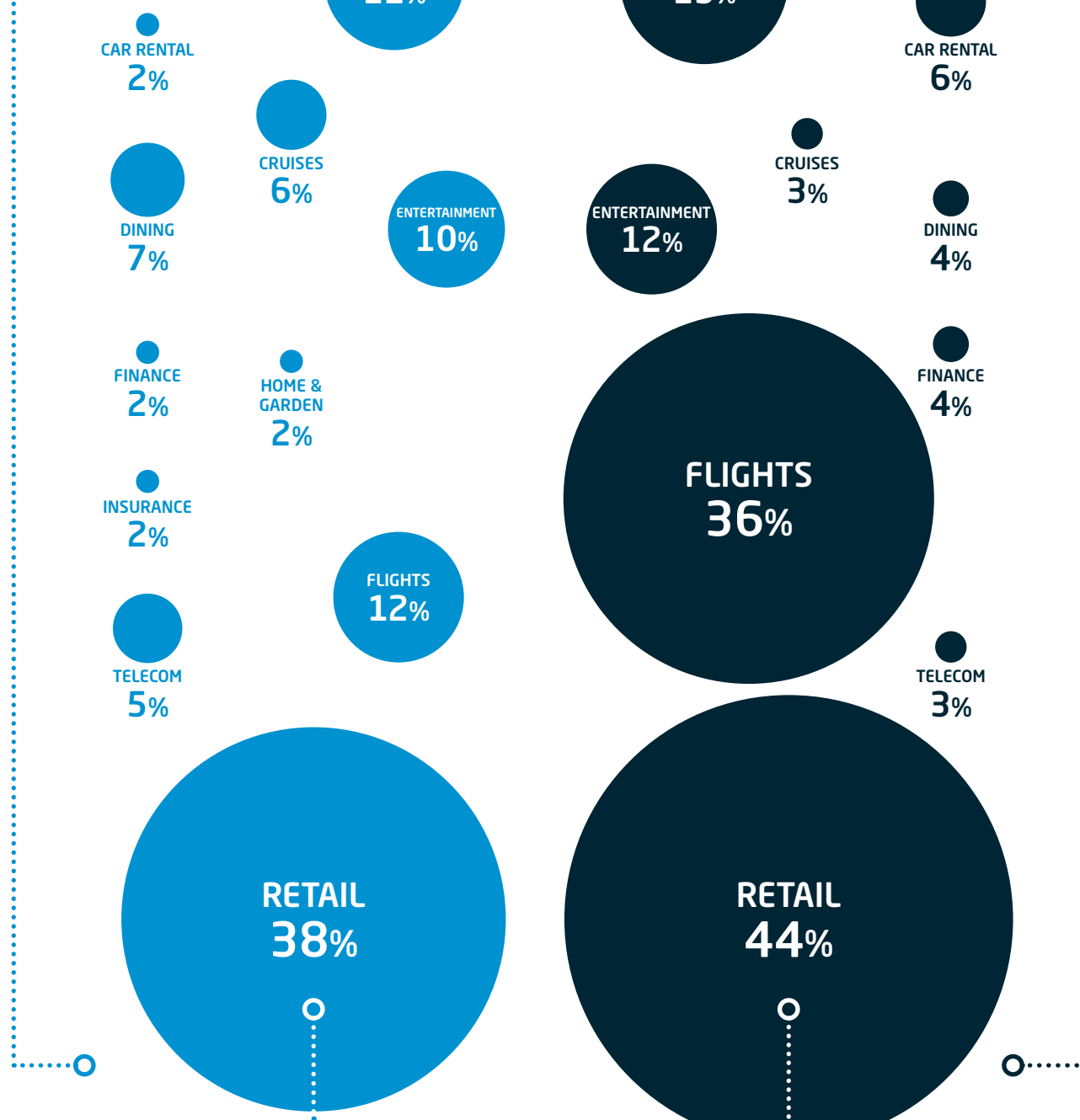
**76%** book rooms with a **king-size bed**. 17% book suites or other room types.

**47%** book rooms with a **king-size bed**. 38% book suites or other room types.

Will make as many as **4 purchases** before their trip.

Will make as many as **18 purchases** before their trip.

### PERCENTAGE OF CONVERTERS

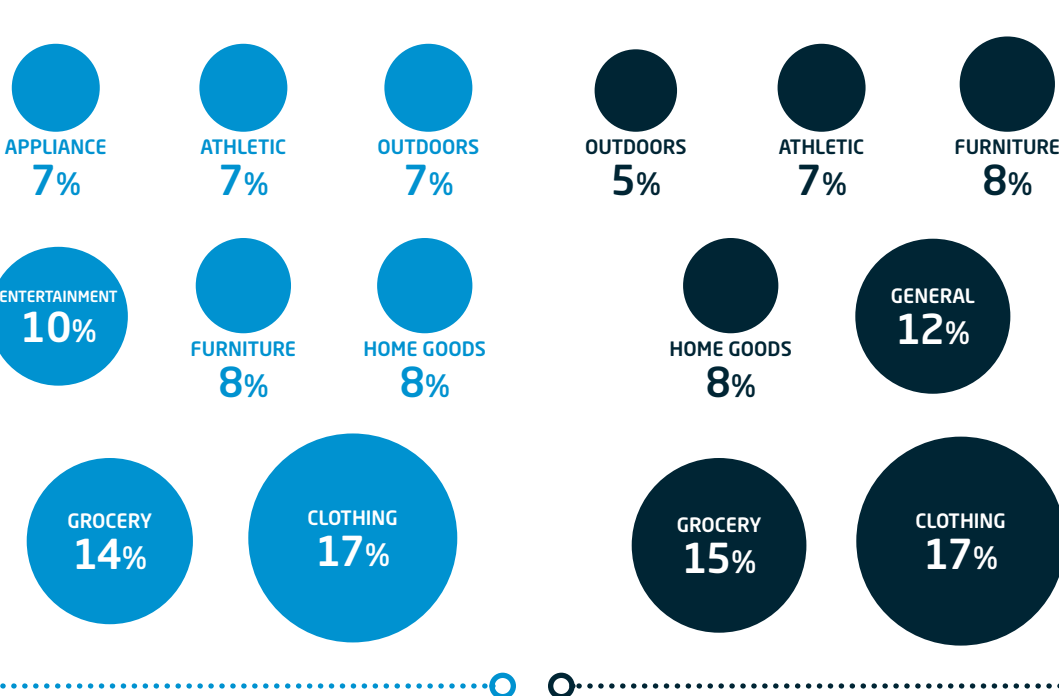


AVG. SPEND PER PURCHASE: **\$110.97**

AVG. SPEND PER PURCHASE: **\$184.55**

AVG. RETAIL PURCHASES: **1.2**

AVG. RETAIL PURCHASES: **1.4**



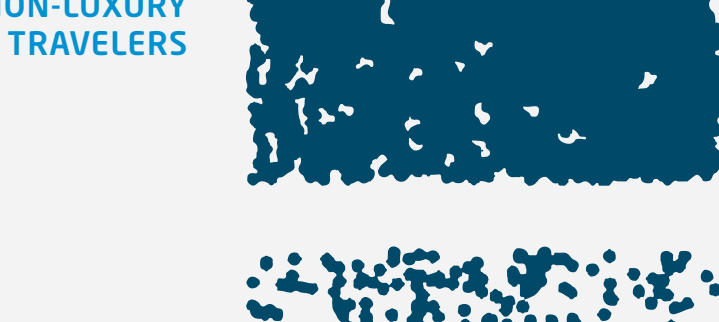
## WHERE ARE THEY SHOPPING?

Luxury travelers are 206% more likely to make a retail purchase at a luxury retailer than non-luxury travelers.

### NON-LUXURY RETAILERS

### LUXURY RETAILERS

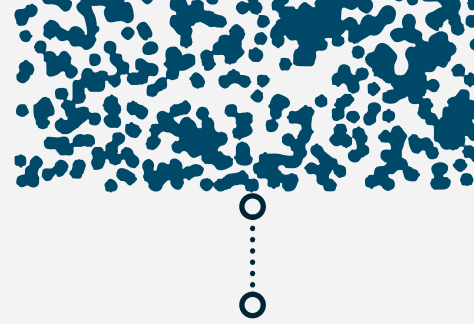
NON-LUXURY TRAVELERS



LUXURY TRAVELERS



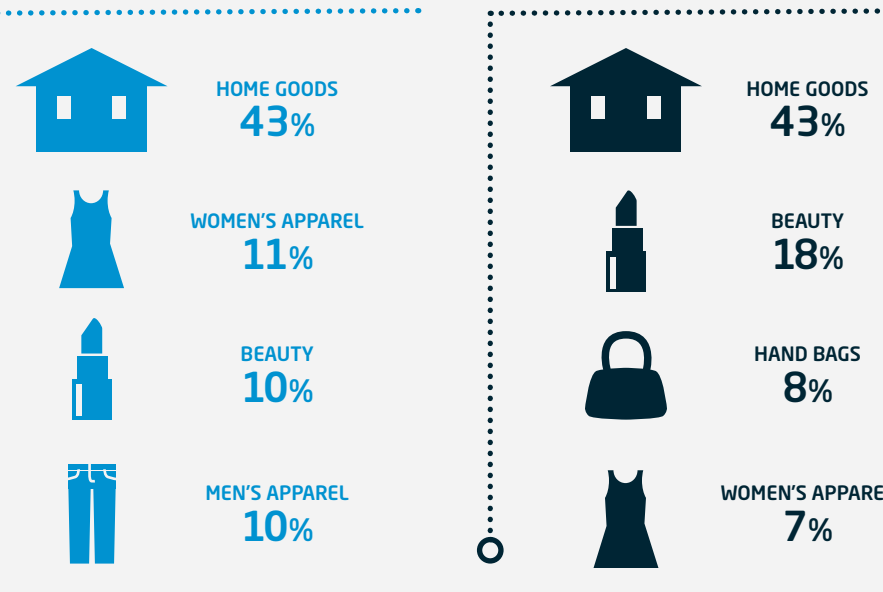
LUXURY TRAVELERS



### NON-LUXURY TRAVELERS

### LUXURY TRAVELERS

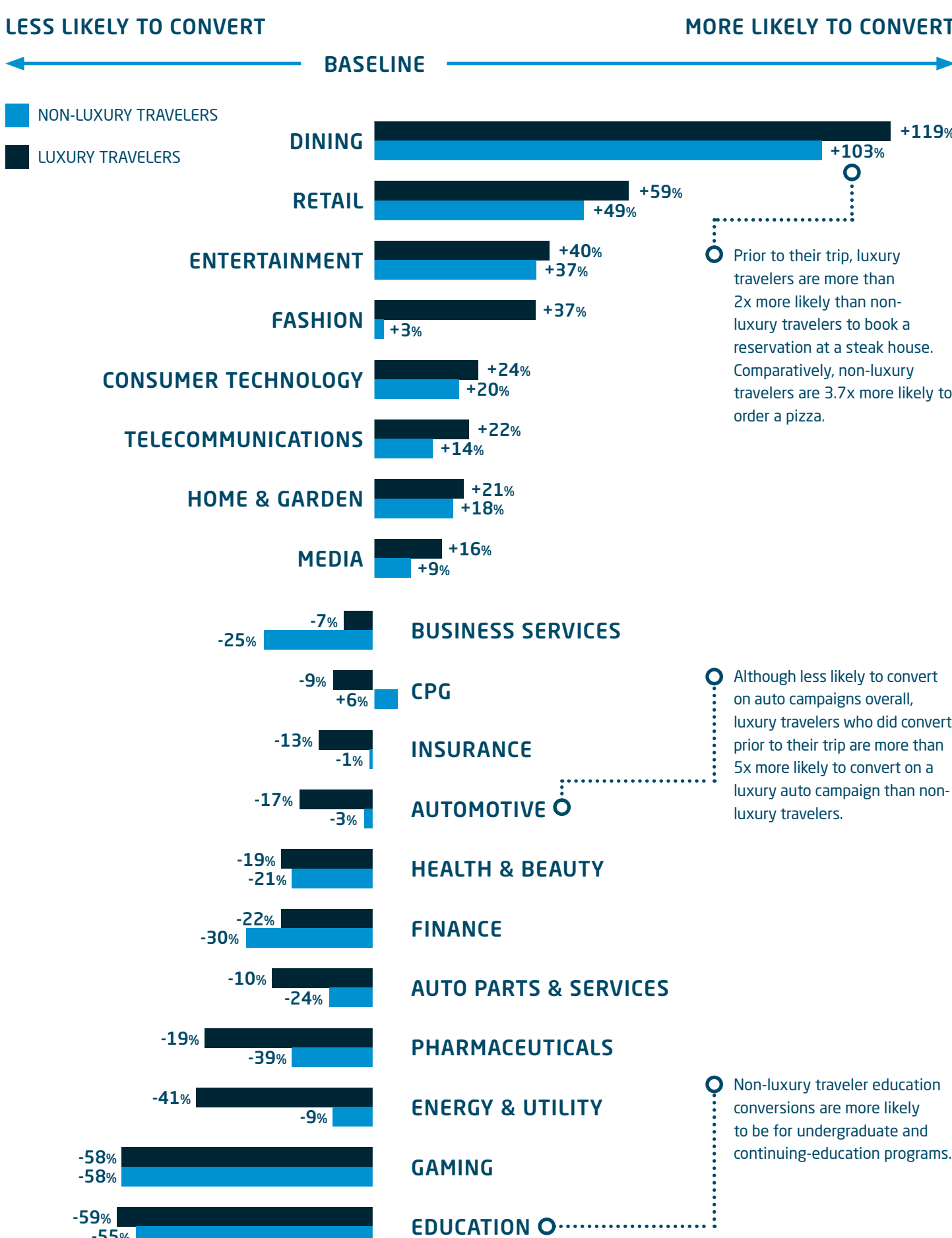
THE MOST COMMON LUXURY RETAIL PURCHASES BY GROUP



## WHAT ABOUT NON-TRAVELERS?

Comparing luxury and non-luxury travelers is only asking half of the question. How do habits across the board change once a traveler, luxury or otherwise, has booked a trip? Looking at the conversion habits of non-travelers over the same time period, we can see what types of campaigns travelers are more or less likely to convert on between the time of booking and the start of their trip.

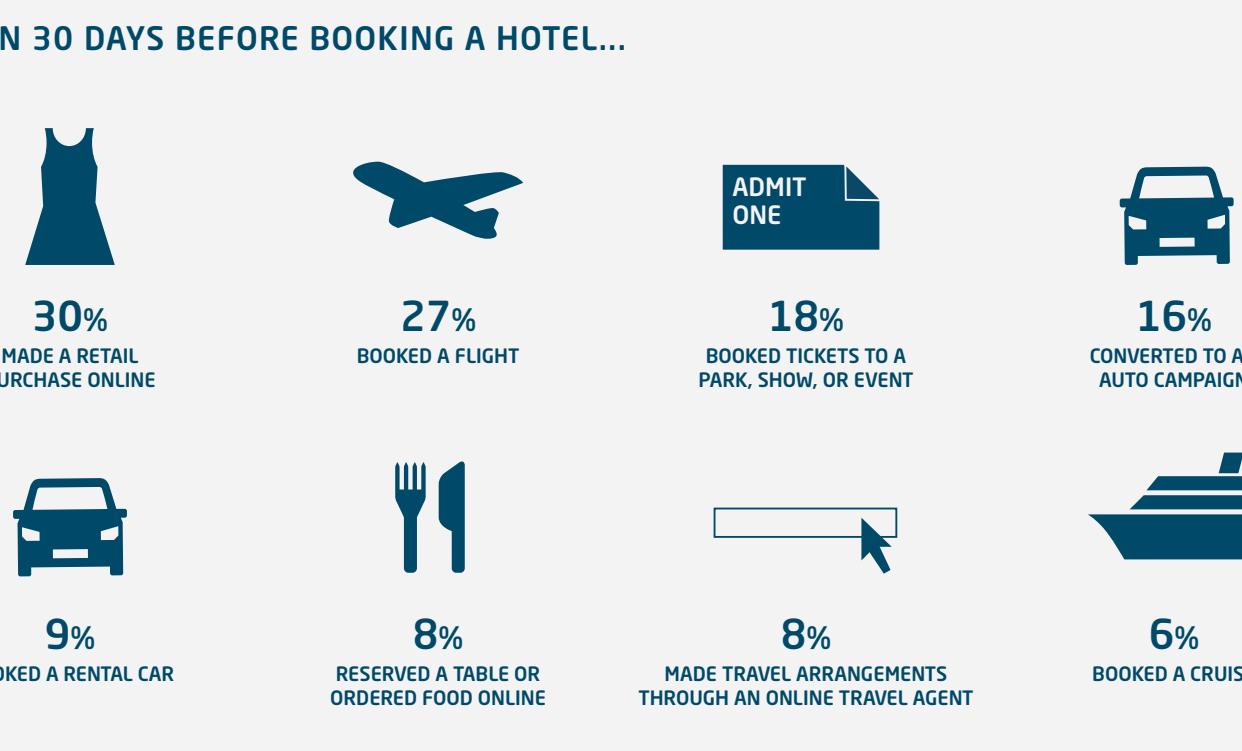
Here, we're showing the comparative likelihood that a traveler in either group (luxury or non-luxury) will convert to a given campaign before their trip compared to consumers who have not booked a trip online.



## PREDICTING UPCOMING TRAVEL

In addition to looking at the purchases and conversions made after booking their hotel, we can see what types of actions came before they booked their trip. Similarly, our Artificial Intelligence can learn from this information to better pinpoint the best times to reach travelers with travel advertising.

### WITHIN 30 DAYS BEFORE BOOKING A HOTEL...



## ABOUT ROCKET FUEL:

Rocket Fuel combines the science of Artificial Intelligence with the scale of Big Data to improve the effectiveness of programmatic marketing. Customers trust Rocket Fuel's Marketing That Learns™ to achieve brand and direct-response objectives in diverse industries across North America, Latin America, Europe, and APAC. With the acquisition of marketing technology firm [x+1] in September of 2014, Rocket Fuel now offers a complete programmatic marketing platform for the world's most innovative, always-on marketers. The platform includes data management, programmatic media-buying, site optimization, and predictive analytics capabilities that extend across a marketer's paid and owned channels, and personalize each customer interaction. Rocket Fuel operates in more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL."