

## **TripAdvisor Enables Resellers and Agencies to Offer Restaurant Marketing Solutions to Clients via New API Program**

### **MomentFeed Named as First Partner to Join API**

NEEDHAM, Mass., Oct. 2, 2018 /PRNewswire/ -- TripAdvisor (NASDAQ:TRIP), one of the world's largest restaurant sites, today named MomentFeed as the first company to join TripAdvisor's new API program. The API program enables MomentFeed, a leader in mobile consumer experience management for multi-location brands, to sell TripAdvisor's sponsored advertising product – TripAdvisor Ads – to its hospitality clients. MomentFeed clients who purchase TripAdvisor Ads will have the ability to monitor and manage the product directly within the company's platform.

While the vast majority (88%) of restaurant operators engage in paid marketing, advertising and promotional activities<sup>1</sup>, 85% still believe they should be doing more to promote their businesses.<sup>2</sup> By leveraging TripAdvisor's new API program, resellers, agencies and partners like MomentFeed can empower restaurants of all sizes to easily manage their marketing spend and drive more diners to their listing. In addition, the API simplifies group purchasing for multi-location businesses, introduces more flexible pricing options for TripAdvisor Premium and TripAdvisor Ads, and allows for TripAdvisor Ads subscriptions to be managed by a third-party.

"Since launching TripAdvisor Premium in 2016, we've been working to provide restaurant owners with a suite of easy-to-use online marketing tools," said Bertrand Jelensperger, Senior Vice President, TripAdvisor Restaurants. "We are excited to collaborate with companies like MomentFeed and scale how we offer our TripAdvisor Premium and TripAdvisor Ads products to help independent and multi-location restaurants better reach the more than 200 million travelers and local diners searching TripAdvisor for great places to eat each month."

#### **TripAdvisor Premium and TripAdvisor Ads for Restaurants**

TripAdvisor Premium helps owners better showcase their restaurant to prospective diners. Subscribers can optimize their presence on TripAdvisor by highlighting their best photos and reviews via Storyboard – a dynamic visual presentation appearing at the top of a restaurant listing. Owners are also able to publicly share the top three reasons why prospective diners should choose their restaurant. Additional benefits of Premium include the ability to highlight a favorite review and access in-depth performance data.

Highly targeted TripAdvisor Ads allow restaurants to be discovered by locals and travelers who are actively looking for a place to eat. Ads target diners based on their search selection queries, inclusive of categories like average meal price, cuisine type and timing of meals such as breakfast, lunch or dinner. Diners see sponsored ads appear in the first spot of a relevant restaurant category on TripAdvisor, as well as in the top spot of the ranked search results. TripAdvisor Ads works on a cost-per-click basis, thus you are only charged for the number of clicks received. Owners have no long-term risk and can cancel at any time.

"We're proud to expand our partnership with TripAdvisor and bring our hospitality clients the most complete set of solutions to manage and maximize their online presence," said Cynthia Countouris, Senior Vice President of Marketing and Product at MomentFeed. "In addition to providing our customers with the ability to manage their TripAdvisor restaurant listings within MomentFeed, they will now have opportunity to attract more diners than ever by directly signing up for TripAdvisor Ads via the MomentFeed platform. Those who want to take it a step further are also able to seamlessly activate a TripAdvisor Premium subscription."

Interested resellers and agencies should contact TripAdvisor at [RestaurantPartners@TripAdvisor.com](mailto:RestaurantPartners@TripAdvisor.com) for additional program details. By virtue of the guidelines applicable to the program, all partners will be approved and registered by TripAdvisor to ensure that data and services are used appropriately.

#### **About TripAdvisor**

TripAdvisor, the world's largest travel site\*, enables travelers to unleash the full potential of every trip. With over 661 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.7 million accommodations, airlines, experiences, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel

booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 456 million average monthly unique visitors\*\*, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including more than 20 travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bokun.io](http://www.bokun.io), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com), [www.cruise critic.com](http://www.cruise critic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

\* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2017

\*\* Source: TripAdvisor log files, average monthly unique visitors, Q2 2018

## **About MomentFeed**

MomentFeed's mobile consumer experience management software enables multi-location brands to make their nearest location the best choice for every mobile consumer. The Mobile Consumer Experience (MCX) management platform helps organizations manage consumer engagement at the store or field level, creating a mobile customer experience that is more authentic, relevant and engaging for local consumers and directly drives in-store foot traffic across multiple channels, providing marketing attribution for each channel.

With an integrated management and reporting system that spans multiple channels including mobile search, social media, digital advertising and customer care, the MCX platform helps continuously and predictably capture more in-store sales for retailers, restaurant chains, banks, auto dealers, insurance companies and other franchised and corporate-owned multi-location businesses. MomentFeed was founded in 2010 and is headquartered in Santa Monica, California. For more information visit [www.momentfeed.com](http://www.momentfeed.com).

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<sup>1</sup> Source: [Toast's "Restaurant Success in 2018" Industry Report](#)

<sup>2</sup> Source: [TripAdvisor's 2017 Restaurant Marketing Study](#)

SOURCE TripAdvisor

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<https://tripadvisor.mediaroom.com/2018-10-02-TripAdvisor-Enables-Resellers-and-Agencies-to-Offer-Restaurant-Marketing-Solutions-to-Clients-via-New-API-Program>