

## Utilizing Tripadvisor's New Proprietary First-Party Data Platform, Tripadvisor Navigator, Abu Dhabi (DCT Abu Dhabi) Partners With Tripadvisor in Launching New Campaign to Drive Traveler Inspiration and High Return on Advertising Spend

- New data-intelligence solution enables advertisers to more efficiently realize a return on their advertising spend (ROAS) by delivering more relevant, personalized advertising experiences to high-intent consumers
- The Department of Culture and Tourism - Abu Dhabi is one of the first to partner with Tripadvisor's first-party data platform

NEEDHAM, Mass., Sept. 15, 2020 /PRNewswire/ -- Tripadvisor®, the world's largest travel platform, today launches Tripadvisor Navigator, a proprietary first-party data platform delivering audience targeting, insights, and performance reporting. [The Department of Culture and Tourism – Abu Dhabi \(DCT Abu Dhabi\)](#) is one of the first clients to partner with Tripadvisor using this new data-intelligence solution for its latest campaign, which will be launching at the end of this year.

With the goal of promoting Abu Dhabi as a top destination to the Tripadvisor audience, the co-branded promotion will target high-intent travelers to discover more about the destination and deliver efficient conversions for DCT Abu Dhabi.

Tripadvisor Navigator connects an advertiser's brand, via valuable first-party audience segments, with the platform's high-value audience — all within a brand-safe environment.

"With the pandemic impacting travel globally, now more than ever advertisers need timely and reliable first-party insights to ensure media is relevant and reflective of the fast-changing environment we're living in today," said Christine Maguire, vice president, Global Advertising Revenue, Tripadvisor.

"One of Tripadvisor's greatest assets as a media platform is our wealth of first-party data. Tripadvisor Navigator allows advertisers to tap into this data intelligence to help brands understand audiences and reach them with the right message, in the right moment. We believe this behavioral data will enable marketers to determine where to most effectively invest their media budgets and therefore ultimately help toward the travel industry's recovery."

The campaign also incorporates a bespoke insights platform that enables partners like DCT Abu Dhabi to monitor performance in real-time through their own performance dashboard, allowing them access to a market-specific understanding of the way users are engaging with the destination and how it stacks up against competitors.

"As the world gradually reopens following this pandemic, real-time updates and active travel audience insights are more important than ever. The Tripadvisor platform is a powerful demand-driver for our destination and a fantastic resource for decision making when it comes to our marketing spend. This is especially the case when it comes to tracking current trends that are changing with a high level of frequency," said Saeed Al Saeed, destination marketing director, Department of Culture and Tourism – Abu Dhabi.

"We are also excited to be launching a new range of content — aimed to inspire and drive even greater levels of engagement — in the form of bespoke videos and podcasts that will inspire travelers to come to Abu Dhabi once normal travel is resumed."

### **How Tripadvisor Navigator Works**

Available globally, Tripadvisor Navigator provides opportunities for both endemic and non-endemic advertisers across Tripadvisor media solutions — on and off-platform. This includes the Tripadvisor site and off-platform solutions that enable advertisers to reach Tripadvisor audience segments on Facebook and Instagram.

This rich, first-party data can now be leveraged to target custom audiences in real-time.

While other media solutions rely on third-party data or cookies, Tripadvisor collects behavioral insights from travelers' actual interactions on the platform, inclusive of site browsing data, preference filters, and a traveler's booking intent. This data helps connect advertisers with high-intent audience segments at the opportune point in their travel journey.

Advertisers can reach more than 460 million monthly unique users at every stage of their trip, from researching accommodations and flights to finding restaurants and things to do in-destination, and even when writing reviews after they've returned.

Tripadvisor Navigator quickly follows the launch of two other advertising solutions: [Tripadvisor Connect](#), an off-platform media solution, and [Tripadvisor Media Manager](#), a self-serve advertising platform for small and medium-sized businesses.

Interested in learning more about Tripadvisor Navigator? [Click here](#) to contact us and a sales representative will be in touch soon.

### **Note to Editor:**

You can download accompanying images via this link: <https://bit.ly/3ivOoSw>

### **About Tripadvisor**

Tripadvisor, the world's largest travel platform\*, helps 463 million travelers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 867 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:

[www.bokun.io](http://www.bokun.io), [www.cruisecritic.com](http://www.cruisecritic.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.bookatable.co.uk](http://www.bookatable.co.uk), and [www.delinski.com](http://www.delinski.com)), [www.helloreco.com](http://www.helloreco.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.seatguru.com](http://www.seatguru.com), [www.singleplatform.com](http://www.singleplatform.com)

\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019

\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019

### **About the Department of Culture and Tourism - Abu Dhabi**

The Department of Culture and Tourism conserves and promotes the heritage and culture of Abu Dhabi emirate and leverages them in the development of a world-class, sustainable destination of distinction, which enriches the lives of visitors and residents alike. The organisation manages the emirate's tourism sector and markets the destination internationally through a wide range of activities aimed at attracting visitors and investment. Its policies, plans and programmes relate to the preservation of heritage and culture, including protecting archaeological and historical sites and to developing museums, including Zayed National Museum, Guggenheim Abu Dhabi, and Louvre Abu Dhabi. DCT Abu Dhabi also supports intellectual and artistic activities and cultural events to nurture a rich cultural environment and honour the emirate's heritage. A key role is to create synergy in the destination's development through close co-ordination with its wide-ranging stakeholder base.

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<https://tripadvisor.mediaroom.com/2020-09-15-Utilizing-Tripadvisors-New-Proprietary-First-Party-Data-Platform-Tripadvisor-Navigator-Abu-Dhabi-DCT-Abu-Dhabi-Partners-With-Tripadvisor-in-Launching-New-Campaign-to-Drive-Traveler-Inspiration-and-High-Return-on-Advertising-Spend>