



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Mastering Precision in Digital Marketing

REVENUE OPTIMIZATION CONFERENCE



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Charline Boccara
Vice President ALL Brand & Marketing Middle East, Africa & Asia Pacific
Accor

Presentation Itinerary



BOARDING PASS



**ADTECH
PERFORMANCE**

Carolina



**CONTENT
IMPACT**

Charline



Open Discussion

Q&A



What is Adtech?

Advertising technology, often referred to as AdTech, refers to tools and platforms used to *deliver, target, measure & optimise* paid digital media campaigns.

Paid Digital Channels



Walled Gardens

- Social Media
- eCommerce
- Search
- Super apps



Everything else

- Open internet (Web/App)
- Connected TV / OTT
- Digital OOH
- Digital Audio



ADTECH LANDSCAPE 2023

Most solutions are built for Programmatic

DEMAND SIDE PLATFORMS

MALVERTISING SOLUTIONS

AD QUALITY SOLUTIONS

APP MEDIATION PARTNERS

SUPPLY SIDE PLATFORMS (SSPs)

AD NETWORKS

VIEWABILITY MEASUREMENT PROVIDERS

PUBLISHER MANAGEMENT PLATFORMS

IDENTITY MANAGEMENT SOLUTIONS

NATIVE AD SOLUTIONS

BRAND SAFE PROVIDERS

REVENUE AMPLIFICATION PLATFORMS

DATA MANAGEMENT PLATFORMS (DMPs)

CONSENT MANAGEMENT PLATFORMS (CMPs)

What is Programmatic?

Programmatic is the use of automation technology to buy and sell ads across digital media channels

TECH

DATA

INVENTORY

ML / AI

target the right person, at the right time, with the right ad

The Traditional way

Manually buying ads in hopes of reaching your audience



\$50,000
4 WEEKS



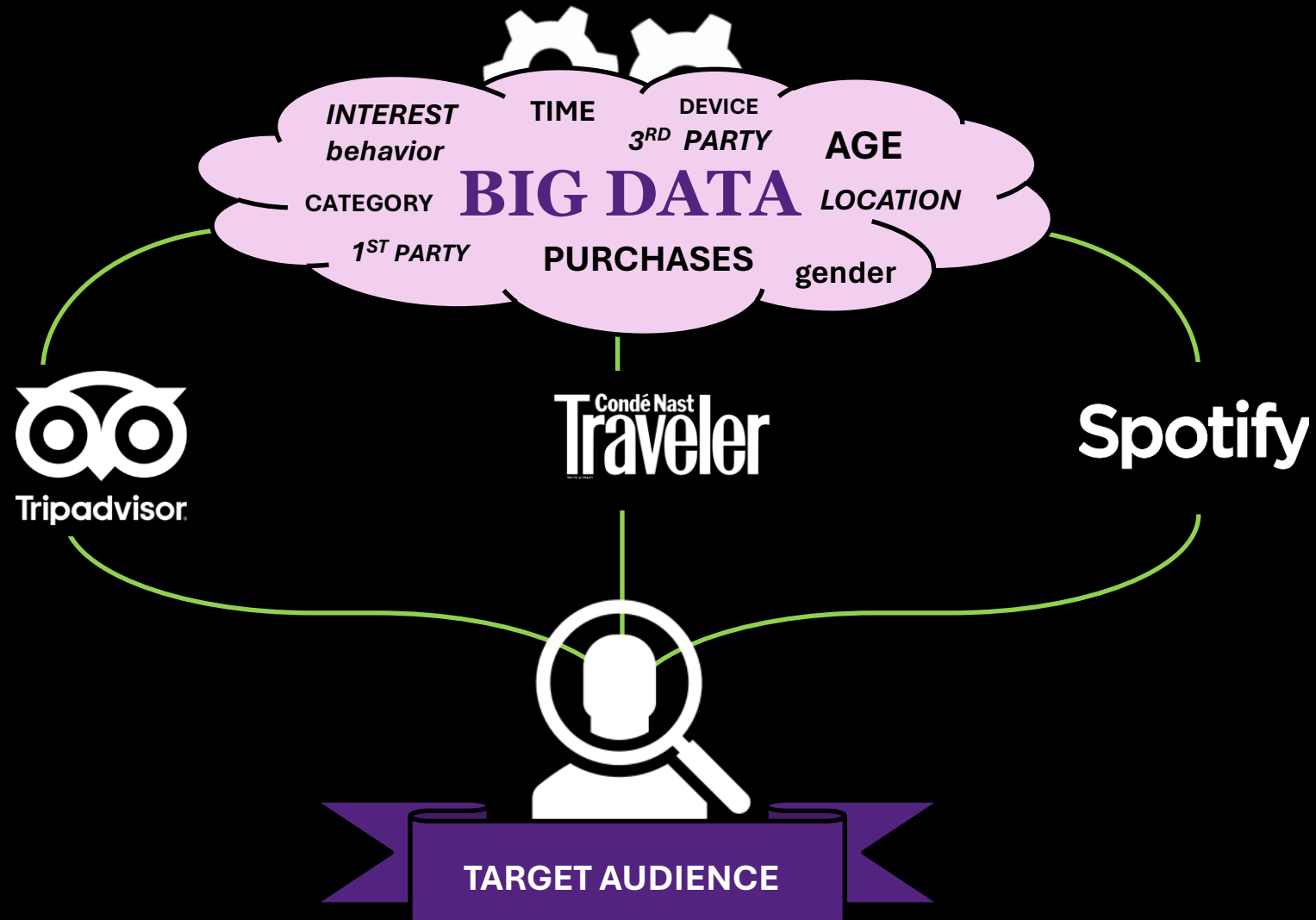
\$20,000
4 WEEKS



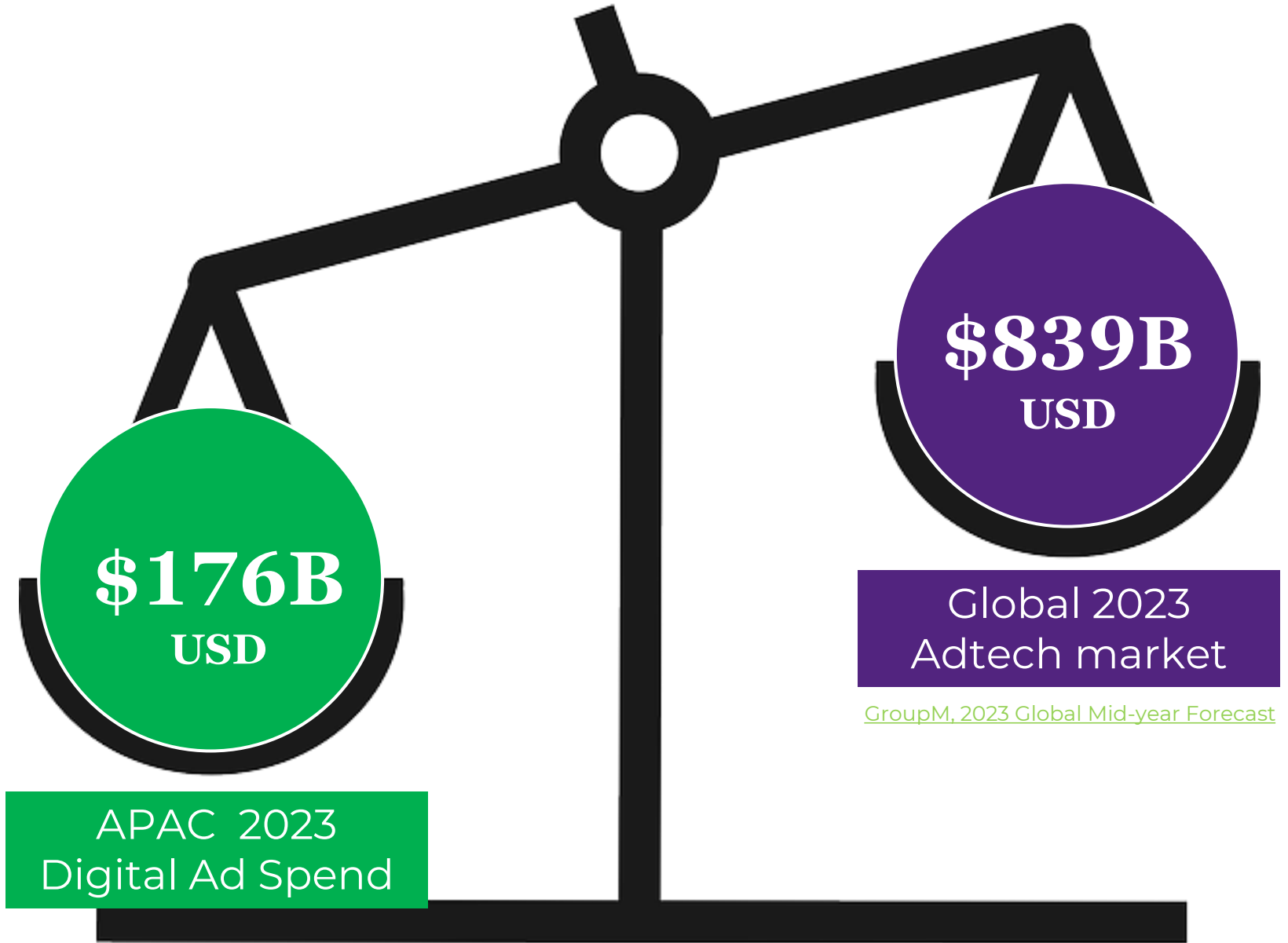
\$25,000
4 WEEKS

The Programmatic way

Using automation to target audiences you want in real-time



**Opportunity
for APAC to
take advantage
of Adtech
solutions**



[GroupM, 2023 Global Mid-year Forecast](#)

Debunking Myths

**Programmatic
is bidding on left
over crappy
inventory**

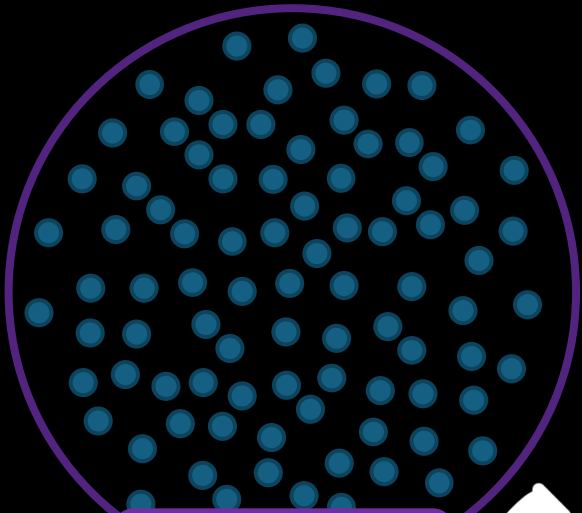
**Programmatic
is a lower
funnel tactic**

**Programmatic
doesn't perform**

Ways to buy Programmatic

Open Exchange

Bidding on audiences



\$4 CPM



Private Marketplace

Closed curated list of publishers



\$10 CPM



Programmatic Guaranteed

Acts like a Direct IO



\$15 CPM



Programmatic Ad Formats & Channels

IMAGE/
BANNER



VIDEO



NATIVE



RICH
MEDIA



DCO



AUDIO



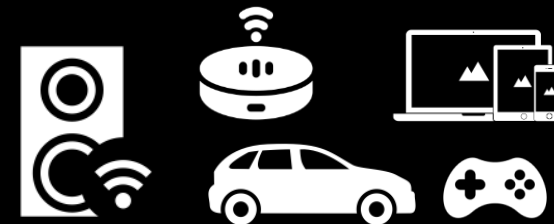
DOOH



CONNECTED TV / OTT



DESKTOP & MOBILE / TABLET



DIGITAL AUDIO



Dream Plan Book



Inspiring
the dreamers

What happens after search?

First organic search result for:
"Best family holiday destination in Asia"

best family holiday destinations in asia

Time Out
https://www.timeout.com/singapore/travel/the-best-...
7 Best Family Friendly Holiday Destinations in Asia
24 Nov 2023 — Where to travel with the family · The Maldives · Bali, Indonesia · Seoul, South Korea · Tokyo, Japan · Dubai, United Arab Emirates · Penang, ...

People also ask :

- Where is the best place to holiday with kids?
- What is the best country to take kids to?
- Which is best place for family trip?
- What is the best place to go with a family?


Feedback

SINGAPORE

TimeOut

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News Things to Do Food & Drink Culture Travel Shopping & Style Coca-Cola Foodmarks More



Photograph: COMO Hotels


The best family-friendly holiday destinations in Asia

Start planning your next memorable family escape


Written by [Cam Khalid](#) Friday 24 November 2023

f t p e s

It's never too early to ignite your little ones' sense of wanderlust. And thanks to [the Singapore passport](#) (the most powerful in the world according to the Henley Passport Index), you can enjoy



Popular on Time Out



The best things to do in Singapore this week (May 6-12)

Contextual Technology

Scan and interpret content on a web/app page to place your ads beside relevant content the user is actively consuming in real-time

- **Customizable** – build custom segments with specific words and phrases
- **Brand safety** –block negative keyword combinations and content on a page-level

The image shows a screenshot of a travel website with several contextual advertising elements:

- Search Results:** The main heading is "Best hotels in Singapore". Below it, a search bar contains "The Fullerton Hotel Singapore".
- Hotel Listing:** A listing for "The Fullerton Hotel Singapore" is shown. It includes a photo of a pool, a rating of "9/10 Telegraph expert rating", and a price of "FROM £224 per night". A purple box highlights the hotel name, and a white box highlights the rating.
- Advertisement:** A purple arrow labeled "Your AD" points to a rectangular advertisement for "MARINA BAY Sands SINGAPORE". The ad features a night view of the hotel and offers a "10% OFF ROOM RATES BY BOOKING DIRECT".
- Other Listings:** Below the main listing, a partial listing for "Singapore Marriott Tang Plaza Hotel" is visible.



Adtech industry needs to champion sustainability and prioritise carbon emissions reduction reveals ExchangeWire report

Online advertising emits more greenhouse gases than you think

'Bad' digital ad spending can harm the environment

How reducing your carbon footprint can save you money and increase ad impact

FORBES > INNOVATION

Sustainability Is Becoming A Priority For Digital Advertising



Reduce CO2 Emissions

SEEN
THIS

Adtech solution that *loads creatives instantly*,
using adaptive streaming so they appear in the
highest quality and with *less data waste*

SEEN
THIS

Explained



**APAC's average
Viewability rate is
70.5%**

Display: 50% of pixels on
screen for 1+ sec after
ad has rendered

Video: 50% of pixels on
screen for 2
continuous secs

**Which means
30% of all video
and display ads are
*not in view***

Live load test times

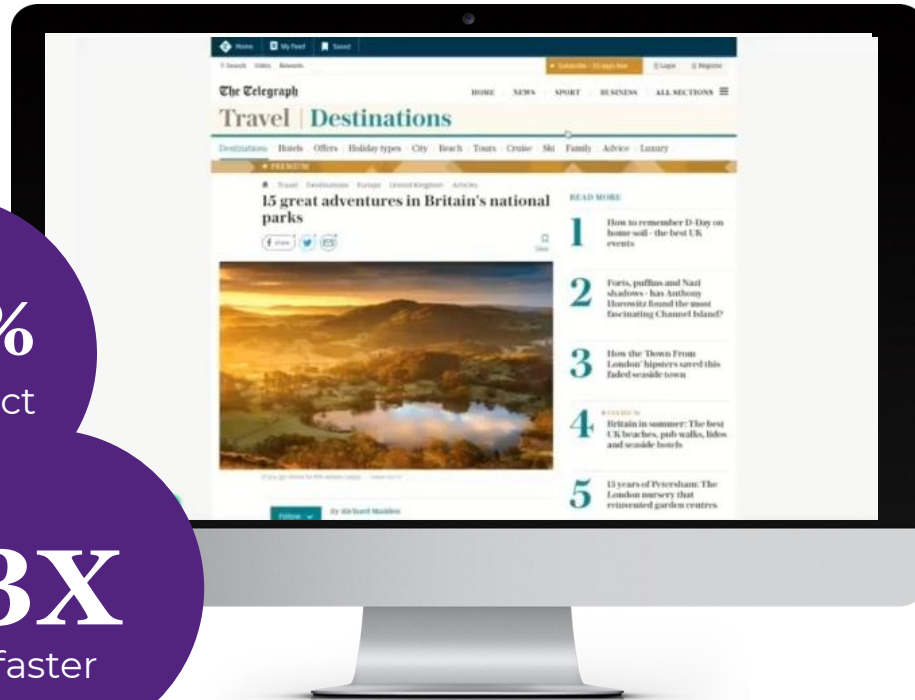
SEEN
THIS

Streaming

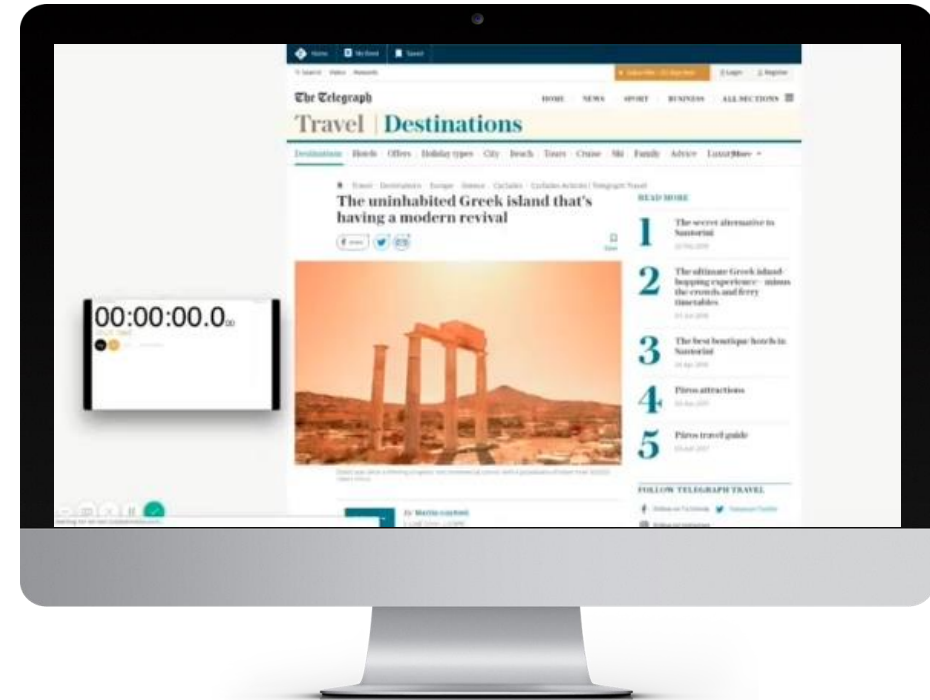
Traditional Ad: Download

-26%
CO2 impact

3X
faster



- Instant load times
- Maximum quality
- No file size limit



- Slow load times - 3.5s to load ad
- Poor quality
- 1-2MB file size limit

Faster load times

=

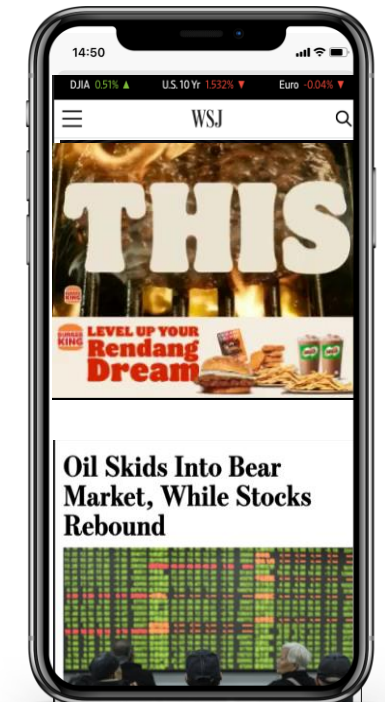
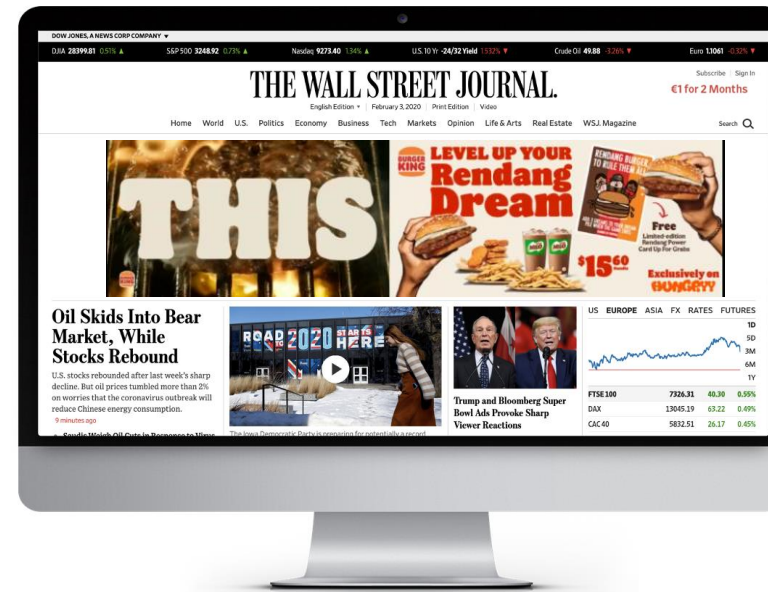
Increased viewability



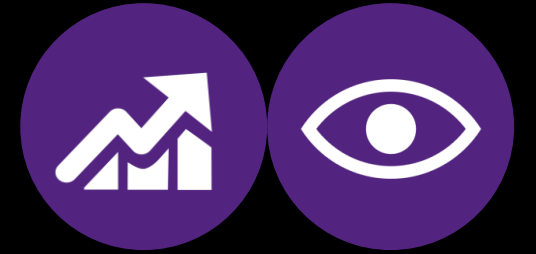
More **SEEN THIS** Benefits...

- Stream HD video to any display format
- Reduced media ad serving costs
- No file restrictions
- Increased performance (-20% CPA, +120% CTR, +24% CVR)
- Emissions savings dashboard
- Free ad adaptation & ad format build

Free creative adaptation & ad-format builds



- Full HD banner video ads
- Hybrid banner + image
- Shoppable ads
- Carousel ads



Improving Performance

DV | Scibids

largest AI /ML driven **algorithm-as-a-service** solution, supercharged DoubleVerify's **fraud, viewability and attention** data to increase desired KPIs and mitigate media waste



- Turnkey solution for advertisers
- Custom AI bidding algorithms
- Choose KPI that matters most
 - Ex. ROAS, qCPM, Attention, etc
- 500,000 monthly models- constantly learns & builds
- Available on DV360, YouTube, TTD & Xander,



Objective:

Assess the impact of the AI on Icelandair's digital ad efficiency

Goal:

Maximize online flight bookings

Solution:

Leverage Scibids AI via DV360's custom bidding tool across 11 markets

- 70%
Cost per booking

10X
ROI

Personalisation

Dynamic Audio Ads

Dynamic elements

- Voice Over
- Background music
- Sounds effects

Dynamic Triggers

- IP data
- Day / time / weather
- Location
- Behaviour
- 3P data / feeds

Measurement

- Foot traffic
- Sales lift
- Cart value
- New Customers



Up next....



BOARDING PASS



**ADTECH
PERFORMANCE**

Carolina



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Open Discussion

Q&A



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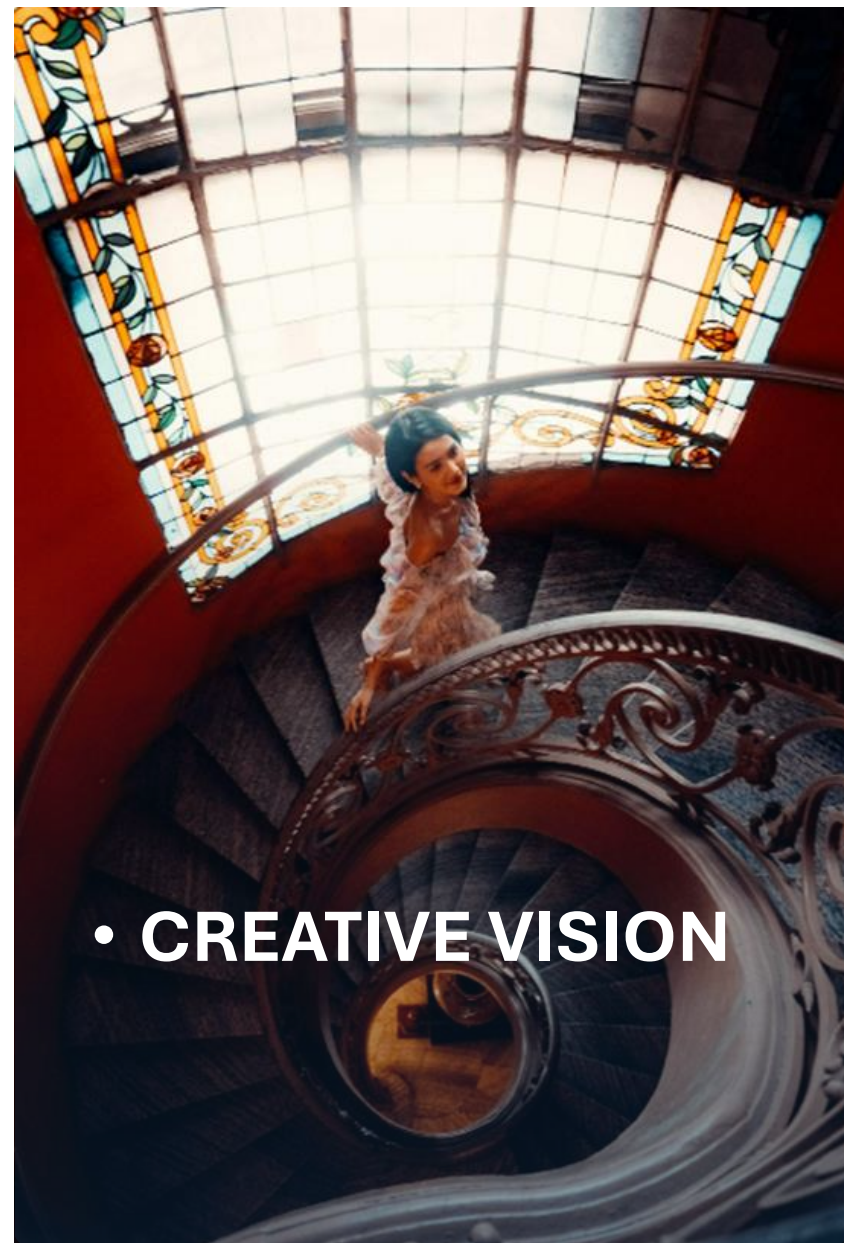
Digital Transformation Consultant



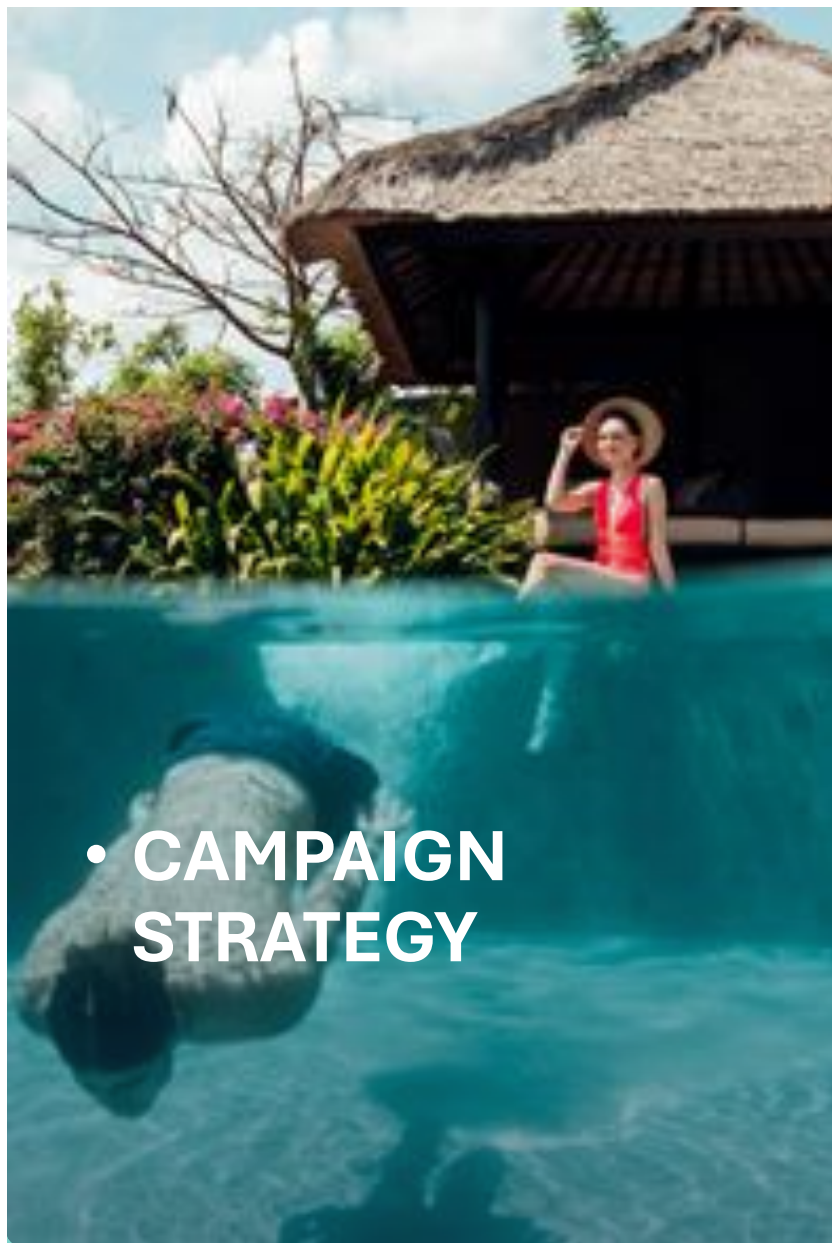
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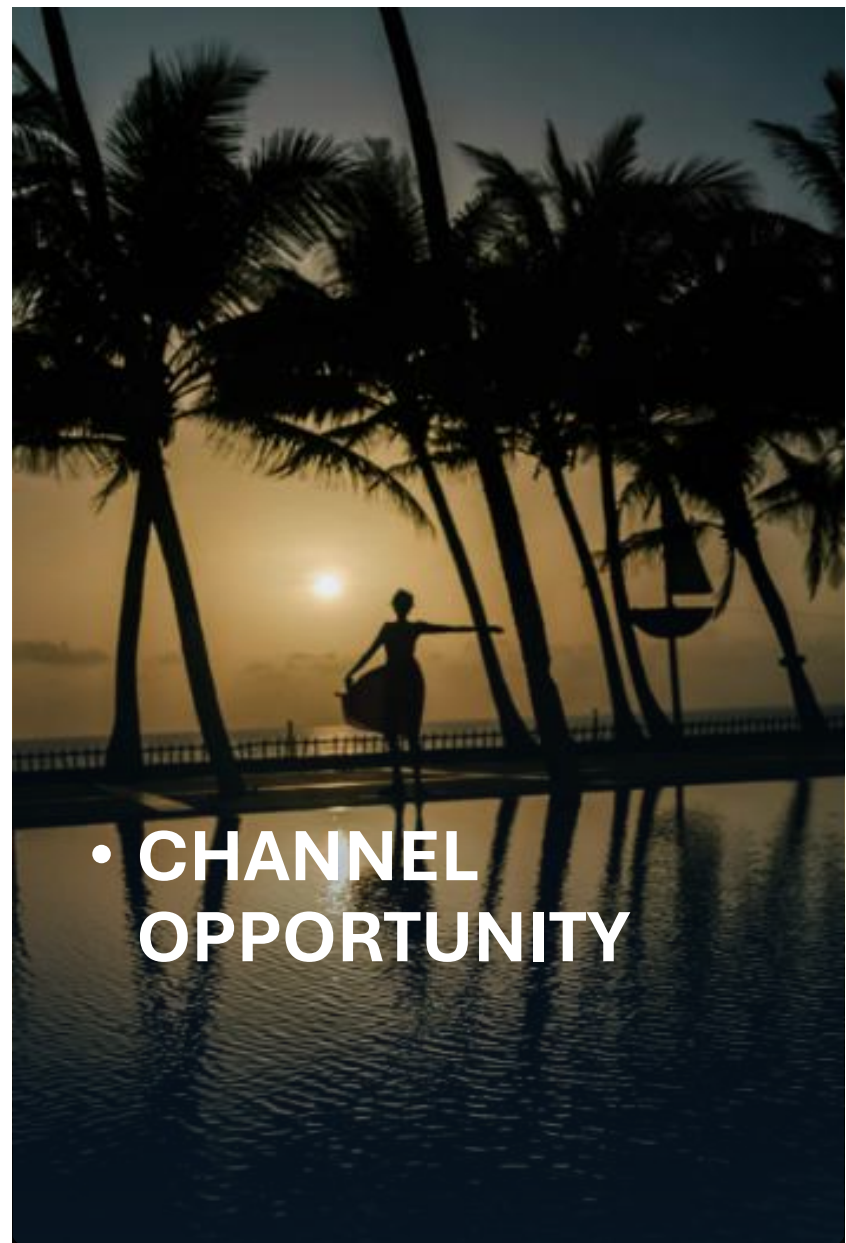
Accor



• CREATIVE VISION



• CAMPAIGN STRATEGY



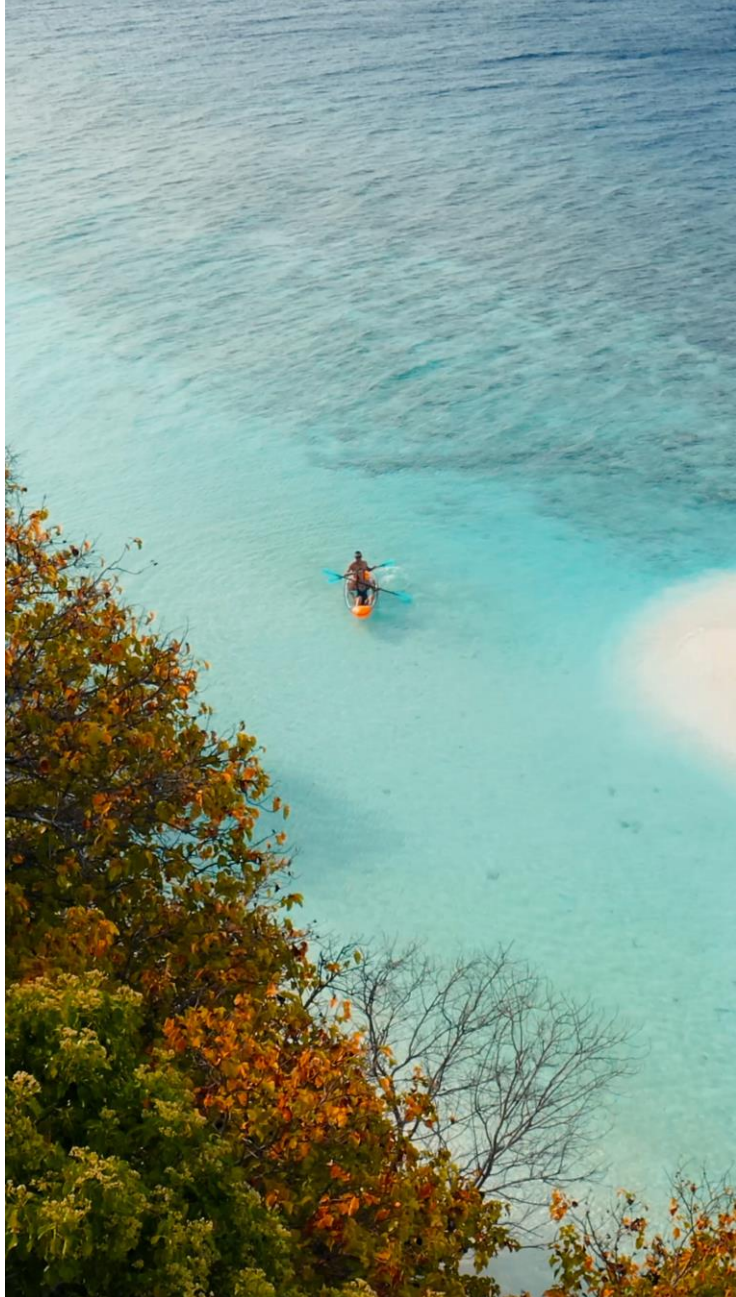
• CHANNEL OPPORTUNITY

A wide-angle photograph of a sunset over the ocean. The sky is filled with dark, heavy clouds, with a bright orange and yellow glow from the sun breaking through near the horizon. The water is dark and calm. In the center of the image, the word "All" is written in a white, stylized font. The letter 'A' is unique, with a white bird-like shape integrated into its left side, appearing to fly or rise from the letter. The 'l's are simple, vertical strokes.

All

**>2 billion people watch videos on
Facebook each month**

**Top social media channels
Facebook, YouTube & IG**



Inspire

85%

**of APAC users watch at least one
video to prepare for their leisure trip**

Give recommendations




 beautifuldestinations 
Pullman Bangkok King Power

 beautifuldestinations  Discover the best of Bangkok with Pullman Bangkok King Power as your home base by booking a stay through the @all booking platform! 🇹🇮

Bangkok's Top 5 Must-Do's

-  Take a swim at Pullman Bangkok King Power to stay cool.
-  Visit temples to immerse in Bangkok's rich culture and history.
-  Take a Muay Thai class to experience the adrenaline of Thailand's national sport.
-  Join cooking classes to master the art of Thai dishes and flavors.
-  Get a massage at Pullman Bangkok King Power for ultimate relaxation.
-  Take in the city view from Thailand's highest observation.

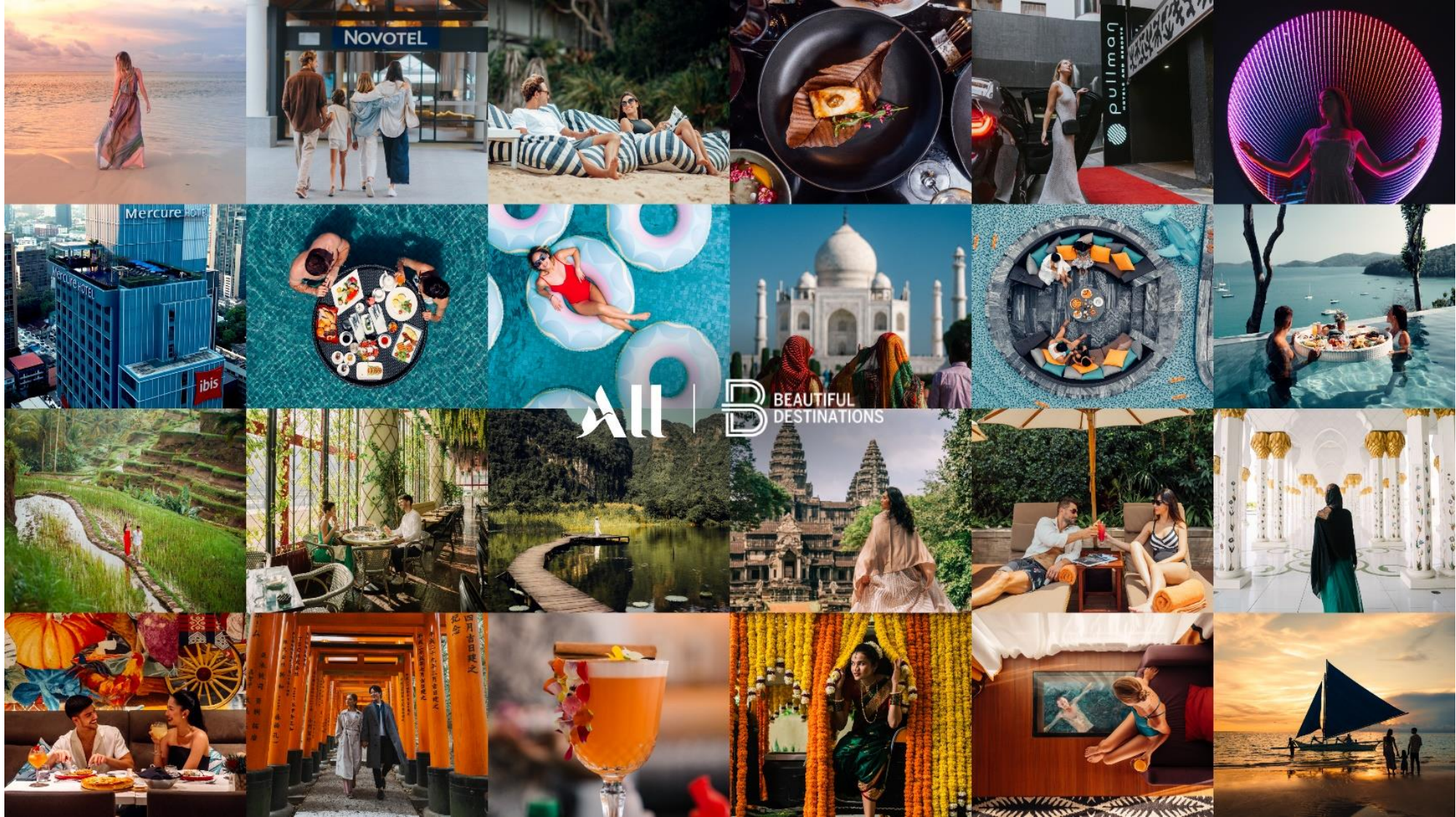
   

 Liked by lowry4070 and 23,614 others
6 days ago

 Add a comment...

Post





Be POS specific

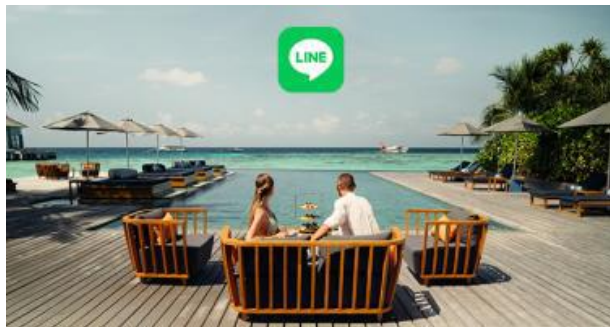
Build the right content
for the right channel

Create content.
Repurpose content.
Adapt content.
Test content.



Be channel specific

Use the right channel to engage with your local audience



ACCOUNT MAIN PAGE

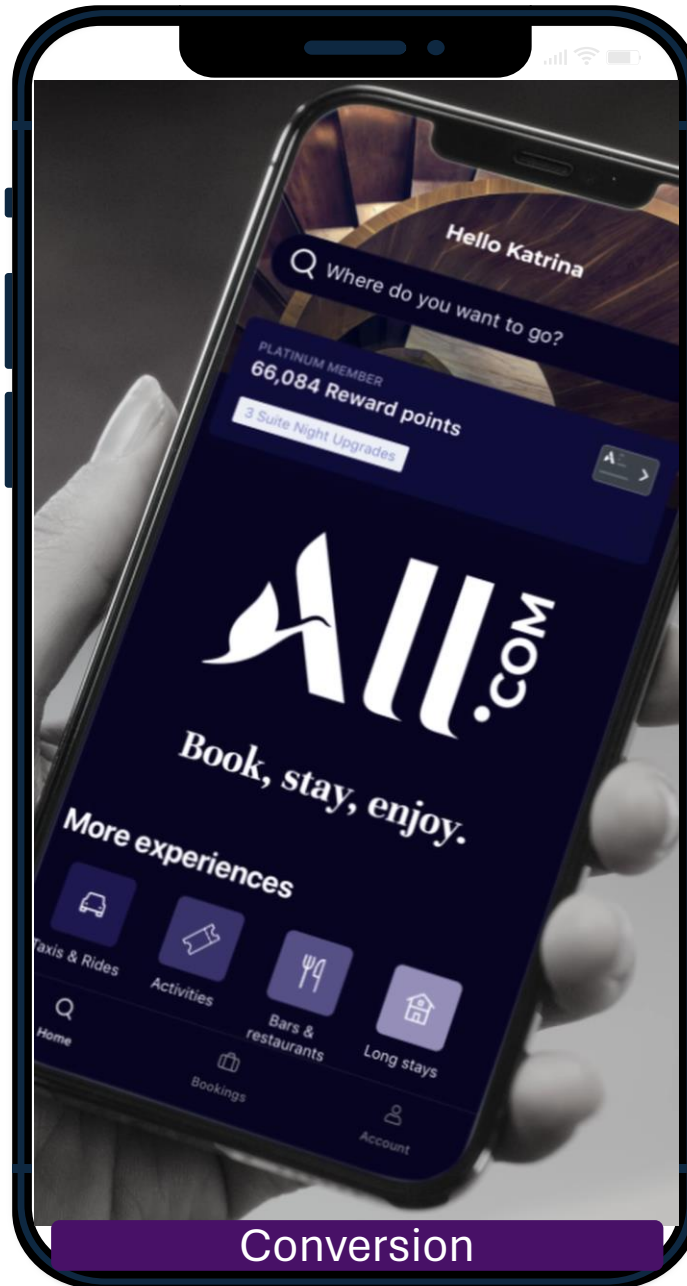


TALK + RICH MENU



WHAT DOES
LOYALTY
MEAN
TO YOU?

Awareness



Conversion

Be targeted

Use the messaging and format based on our primary objective.

Target your audience based on their prior engagement.

While being locally relevant (and funny).



alexlostinthisworld and **pullmanphuketpanwa**
Pullman Phuket Panwa Beach Resort

alexlostinthisworld Beautiful postcards from @pullmanphuketpanwa 🌴
Floating breakfast and tea time at the private villa sounds good for you?
9 w

expeditiustraveler Looks beautiful ❤️
9 w 2 likes Reply
View replies (1)

genesoftravelers Private Villa sounds always good, so beautiful ❤️❤️
9 w 1 like Reply
View replies (1)

livinglavishlee_travel Wow, this is absolutely stunning! The peaceful vibe and the idea of a floating breakfast and tea time at this private villa sound like a dream escape 🥰🌴
9 w 2 likes Reply
View replies (1)

janderycke Paradise bro 🤩
9 w 1 like Reply
View replies (1)

travelcatchers_WOW stunning 🥰🥰
9 w 2 likes Reply
View replies (1)

sunkissedblonde.travels Oh wow looks spectacular ❤️
9 w 2 likes Reply
View replies (1)

sparkle_films This looks like the ultimate staycation
9 w 1 like Reply
View replies (1)

oceanus_adventure This is so so gorgeous!
9 w 1 like Reply

📍
🗨️
📌

Liked by **pullmanphuketpanwa** and others
16 November 2023

😊 Add a comment...

Back to Basic with Influencer Collaborations

When done right, collaborating with influencers is one of the most cost-effective ways to generate high-quality content for your property.

- The right audience
- The right message
- The right channel
- The right content**

Always remember to listen

Content score
and social listening





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