



PREFERRED TRAVEL CHANNEL DEAL LIST

Enhance brand awareness with travel content from premium publishers

According to eMarketer, digital travel spending in the US has recovered and will exceed pre-pandemic levels in 2022, with an 18.3% increase from 2021. Be a part of this trend by accessing premium travel content through the Amobee DSP across pre-negotiated CTV, OLV and display PMP deals.

Benefits to PMP activation

Efficiency

Less manual work and streamlined execution compared to multiple direct buys.

Access

Publishers and ad formats otherwise not available via the open exchange, and 1st party data otherwise not decoupled or available in our data marketplace.

Performance

Access to high performing inventory and valued audiences, improve win rates over open auction, and opportunity to negotiate rates and custom set up.

Transparency and protection against ad fraud

Increase transparency and control of where your ads run and the overall media buying process by associating with trusted publishers.

Stronger publisher relationships

Provides buyers and sellers the opportunity to work closer together to achieve common goals.

Better quality inventory

Publishers have the ability to select more quality supply for PMPs.

Premium publishers



Pricing

Floor prices range between \$4-\$42

- Display: \$4-\$20
- OLV: \$17-\$19
- CTV: \$40-\$42

Recommended set up:

- Flat bidding (CPM)