

## TRAVEL INFORMATION NETWORK

### SPECIAL POINTS OF INTEREST:

- **Should clicks be the key measure of success?**
- **CCAB verifies circulation numbers in magazines. Where do I get that peace of mind for web sites?**
- **News in print is dead!**  
*(Unless you are the only one with the news)*
- **Custom online communication solutions**

# Travel Industry Marketer

For marketing professionals advertising to the Canadian travel agent

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## Do you click about clickthru's?

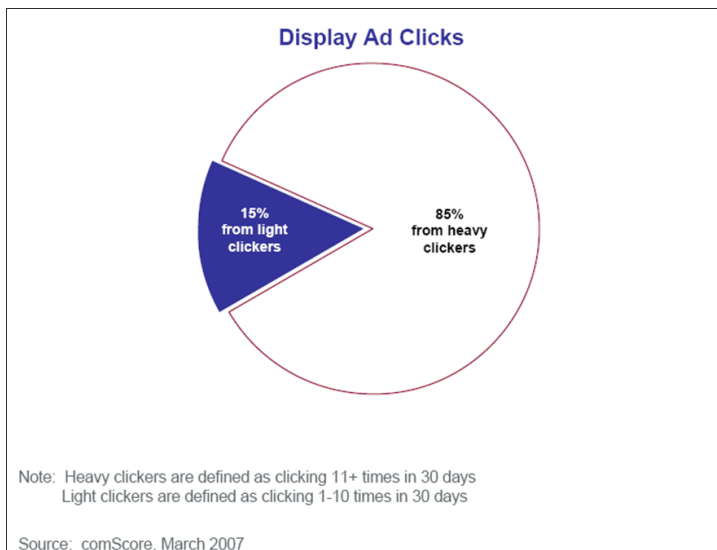
Apparently 85% of internet users have decided not to be clickers.

Without being a bore it does mark the answer to the question: Should clickthru be the key metric for my online campaign when most of the people exposed don't click much on anything?

Clickthrus should not be used as **the** metric of success unless the only value to your advertising is the clicks you get. This may be the case sometimes but even direct response campaigns benefit from the increased awareness and mindshare that simple exposure provides through the 85% of people who are not clicking. If all you care about is clicks, you need to ask yourself what value all that print, television, radio, newspaper, outdoor advertising that you ran gave you with its 0.00% clickthru rate.

As with traditional media, you should be considering the exposure you are getting. On a basic and very available level this can be accessed as "impressions" through your media suppliers and, leading into the next article, your third party adserver.

IAB Canada has a great deck that goes into more details on the whole click question. If you are interested in receiving a copy of the presentation, please email us at: [newsletter@travelinfo.ca](mailto:newsletter@travelinfo.ca)



## Third party ad serving puts you in the drivers seat

Canadian Circulation Audit Bureau (CCAB) has been there for the Travel Trade making us comfortable with the published circulation numbers from Travel-week, Travel Press and others.

So where does the B2B advertiser look to get that same sense of security from online reporting provided by publishers?

It's a little different from the way it was done with CCAB. It has to be because online is dy-

namic and getting a third party verification of a publication's audience does not reflect a verification of the advertiser's exposure. An ad running on the front page of a web site could be changing all the time. The ad could be shown on multiple pages or only on one page. Frequency capping and geo-targeting will also influence how many actual impressions of an ad get served as a percentage of all impressions served to the audience.

The answer is to use your own or "third party ad" server. Instead of providing your media suppliers with your ads, you will provide them with your ad tags. The ad tags are pieces of script that will then serve the ads from your own server. By doing this your server is able to count every time an ad is served. Voila, you have better verification than what you can get from CCAB. The ad server is not just verifying that "a magazine was sent to an address" it is verifying every time a person sees that page with your ad on it.

A further benefit of third party ad serving is instant access to the progress of your campaign across multiple sites in a venue that provides an apples to apples comparison. This is important because each site will have a slightly different counting methodology on their own servers making their reports difficult to compare fairly.

If you have any questions on third party ad serving, please email us at: [newsletter@travelinfo.ca](mailto:newsletter@travelinfo.ca)

# Reach the Canadian travel trade with your advertising



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## First with the news!

Since launching travelinfo.ca in March this year, we are proven to be second only to Openjaw.com with our travel agent audience. (Google Ad Planner and Alexa.com)

With around 6,000 unique visitors per month and more than 2,000 unique visitors per week, travelinfo.ca provides a compelling advertising opportunity to companies looking to communicate and influence travel agents to spend money with them.

Gone are the days of printing news. Even the die-hards who love the experience have already read printed news a couple times over on the internet before they pick up their favorite rag.

Online has taken over as the source for news as it happens, and we are first with operational news for travel agents.

# Making it happen online for our clients

With a myriad of online marketing tools that we provide, our focus is providing solutions that best meet our clients' needs.

In July we put together an online registration form for WestJet Vacations for a seminar series. You can see a screen shot of the first page of the registration form on the right.

We also host a monthly webinar series that provides objective content that can drive a relevant audience and positive association for our clients. In July the topic was Selling Meetings Professionally sponsored by the Royal York Hotel. Travel Information Network organizes relevant speakers, pro-

motes the webinar to ensure your audience and facilitates the live broadcast as well as archiving of the webinar on travelinfo.ca.

Custom content to drive regular engagement with your brand is another service that is molded to clients' specific needs.

Whatever your online marketing needs, we have the tools to bring together a comprehensive solution.

We also love working with companies with the same philosophy of custom fit solutions such as Big Bark Graphics who provided the printing for this newsletter.

**Thanks Big Bark!**

