

Sports targeting

Sports season: cashing in on this summer's sporting events

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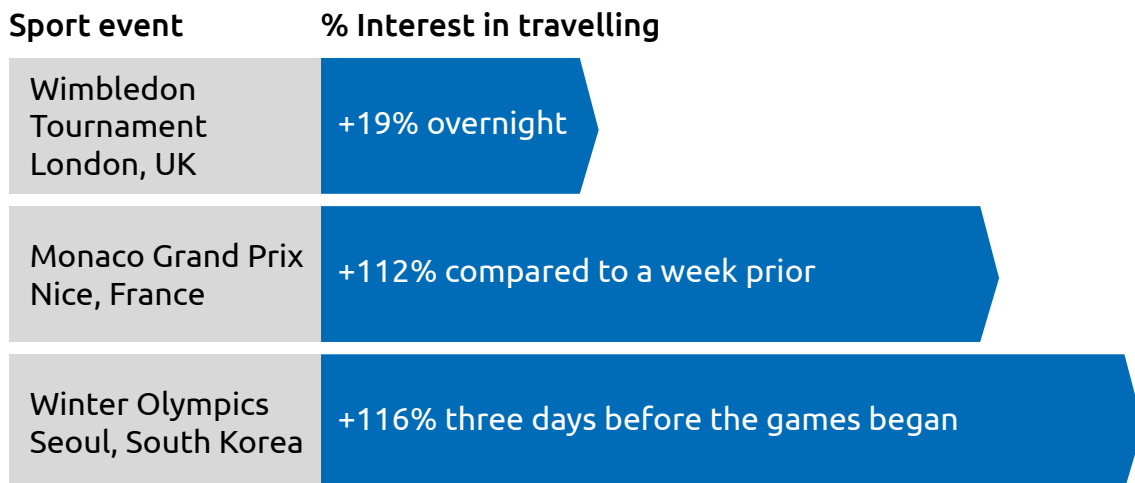
2018 is a huge year for sport – from the Winter Olympics to the upcoming summer sports season, which includes the World Cup, Wimbledon and the Tour de France.

These events have a big impact on the way that consumers travel and treat themselves, creating a lucrative audience of **people who travel to follow their love of sport**, whether taking part, spectating or simply checking out the latest location seen on their TV.

And that in turn means big targeting opportunities for brands – for everything from sports insurance through to equipment and accessories for their trip.

Our data shows how sporting events can spark travel inspiration:

- On the first day of last year's Wimbledon tournament, interest in travelling to London rose 19% overnight;
- Interest in travelling to Nice, France, rose by 112% on the day of the Monaco Grand Prix, compared to a week prior;
- This year's Winter Olympics have also spiked interest in visiting South Korea. Media interest prior to the games in particular may have inspired consumers – with interest in travelling to Seoul three days before the games began increasing by 116% compared to a week earlier.



While it's always worth planning and targeting your campaigns well in advance, advertisers should keep one eye on the screen, as sport-related inspiration can be a powerful motivator.

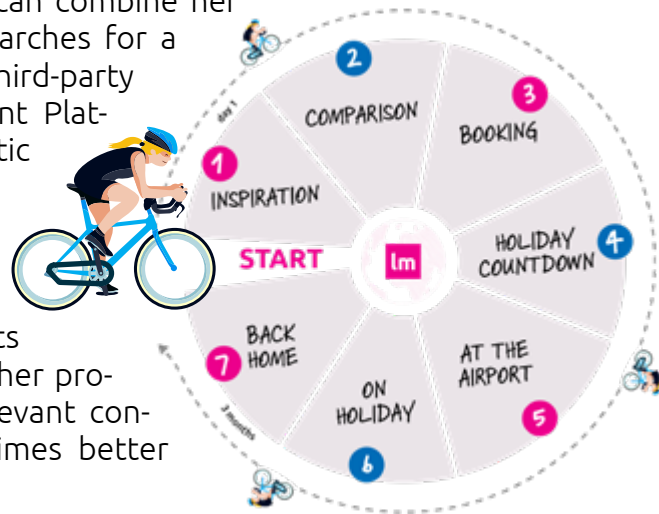
New data sources, the ability to action such data and advanced programmatic technology enable us to connect with our customers in new, sophisticated and relevant ways. This means increased ROI, a better customer experience and an increase in repeat purchases.

The sports-inspired traveller on their customer journey

Let's take Anna; she's a prime example of our sports-loving travel 'audience'. Anna is a 27-year-old cycling fan based in Edinburgh, whose ideal holiday involves speeding around the Alps or the Pyrenees.

Whether she planned her trip months ago, or was inspired by the build up to the Tour de France, there are many opportunities for advertisers when it comes to reaching sports fans. When people make travel bookings, it has a knock-on effect on purchases in other categories too - and this is where we help third party brands tap into the many other purchase points before, during and after travel.

Once Anna visits our pages we can combine her travel intent, from when she searches for a destination on our sites, with third-party data from our Data Management Platform. And thanks to programmatic and personalisation technology, we ensure that Anna is shown relevant content, offers and services on-site and off-site - for example the best deals for flights to Milan or Perpignan, which fit her profile and interests. This hyper-relevant content performs on average 2x times better than non-profiled marketing.



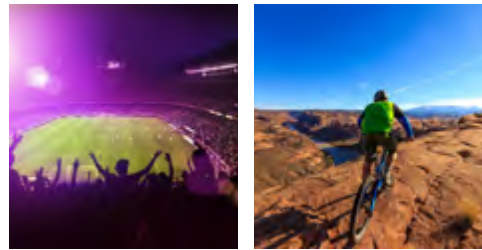
New powerful buying tools, and the ability to create custom second-party audiences on social platforms, enable us to extend and expand our communication with Anna beyond the first interaction. This means that once Anna has booked her flights and accommodation, we can suggest activities she might like when she gets there or last minute essentials for her trip – whether that's sports gels, sun cream, or sports insurance in case disaster strikes.

Furthermore, with the ingestion of third-party data feeds, we can further customise her experience, delivering her recommendations via email or social channels on the weather to expect in Perpignan, to make sure that Anna travels to her destination with the right gear.

Keeping connected with Anna once she's back from holiday means that we can continue communicating with her in relevant ways and bring value to this customer based on her interest and past experience with us - both on owned and earned media. That might mean suggesting a healthy takeaway, train tickets to get back from the airport, or even warmer, drier cycling clothes now she's back in the UK.

How can you tap into these audiences?

Anna represents just one type of traveller that we regularly connect with. By combining travel information and passions we deliver our travellers a truly personalised experience and in turn open up new marketing opportunities for brands wishing to engage with these travellers.

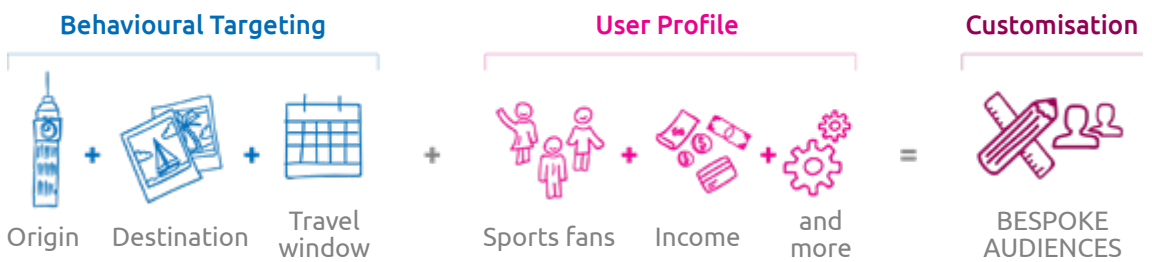


Our marketing stack spans across publisher programmatic technology all the way to remarketing off-site on display and social channels. At the heart of what we do is our Data Management Platform which enables us to capture and propagate travel and behavioural indicators enabling advanced marketing in the cookie ecosystem. We offer end to end opportunities for brands seeking to engage with travel audiences, from programmatic to second-party data merges all the way to managed services.

We have a wealth of data-led insights from our 60 million unique users across Europe - and our partnership with **travel publisher Rough Guides**.

This means that we truly understand thousands of similar audiences - such as the rugby-mad family travelling to catch the Six Nations, or tennis fans making a weekend in London out of Wimbledon - and how best to inspire them at each stage of their journey.

And while not all of our sports audience users will travel to see their teams play, or do sports abroad, brands can promote products to sports fans when they're watching their favourite sport at home too, for maximum impact.



Londoners + Going To Malta + Over Easter + Cycling Fan + Average Income = BESPOKE AUDIENCES

Want to find out more?

At Travel People, we target audiences not just by demographic, but by passion – helping brands to better serve customers.

Interested in connecting with our millions of travellers?
Drop us a line on our website travelpeople.lastminute.com

Contacts

Travel People
lastminute.com group's media business

🌐 travelpeople.lastminute.com

📱 [lm travelpeople](https://www.instagram.com/lmtravelpeople)



LONDON

The Johnson Building
77 Hatton Garden, EC1N8JS, London
United Kingdom

✉ london.sales@lastminute.com

MADRID

Calle Procion, 1
28023, Madrid
Spain

✉ madrid.sales@lastminute.com

MILAN

Via Melzo, 12
20129, Milano
Italy

✉ milan.sales@lastminute.com

MUNICH

Elsenheimerstrasse 49
80687, Munich
Germany

✉ munich.sales@lastminute.com

PARIS

6 Rue Casteres
92110, Clichy la Garenne
France

✉ paris.sales@lastminute.com

CAPE TOWN

11th floor Touchstone House
7 Bree Street Cape Town, 8001
South Africa

✉ capetown.sales@lastminute.com

