



## Longstanding partnership secures additional REVENUE STREAM FOR LASTMINUTE.COM GROUP

### About lastminute.com group

lastminute.com group is among the worldwide leaders in the online travel industry and is a highly regarded global Online Travel Agency. Every year, more than 10 million travellers book and manage their travel and leisure experiences through the group's websites and mobile apps in 17 languages and across 40 countries. Across their portfolio, travellers can secure great last-minute deals on hotels, flights, spa days, city breaks, activities, and more.

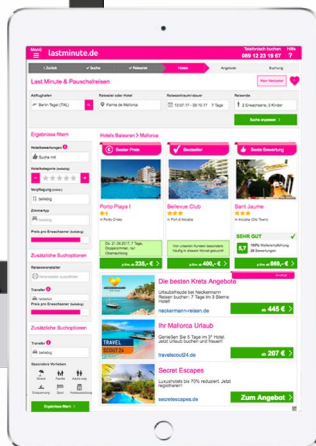
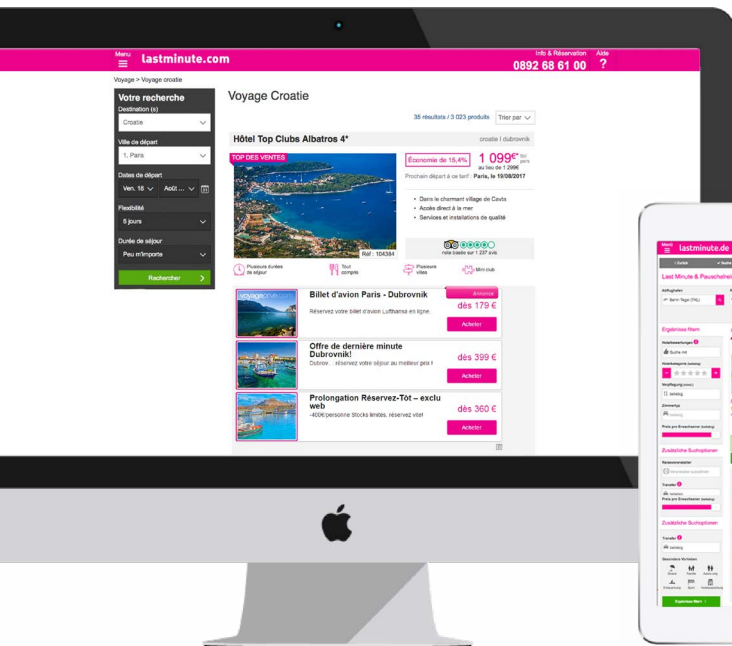
### Strategy

Since the start of their collaboration almost four years ago, the two companies have been working closely to create a significant revenue stream for lastminute.com group by showing native travel ads, while still adding value to the website visitors. travel audience crafts customised and effective

### About travel audience

travel audience has grown to become the leading data-driven travel advertising platform, providing end-to-end advertising solutions to its partners. The very first component of this platform is the Premium-Publisher-Network. Launched in 2011, it allows hundreds of publishers to capture incremental revenues by better monetising their inventory with context-sensitive native ads.

native ads that integrate into each of the partner's branded websites, providing a seamless browsing experience both on desktop and mobile. travel audience also makes use of asynchronous technology to ensure fast load times for the group's websites.



## Key success factors

This strategy has shown great results for lastminute.com group, namely providing additional revenue for the publisher and offering a high-quality experience for the users thanks to context-sensitive offers. Click-through rates are now consistently around two times higher than the industry average across Europe.

## Testimonial

### Alessandra Di Lorenzo

Chief Commercial Officer - Media and Partnerships

lastminute.com group, commenting on the partnership, said:

*“travel audience’s ads perform twice as well on certain landing pages compared to other advertising partners, and provide great additional value to our users. travel audience’s clients have attractive offerings, which, when paired with great responsive designs and the use of best-in-class ad-design, makes for a great user experience. In short,*

*travel audience complement our content perfectly, allowing us to maximise our full revenue potential.”*



### Melanie Ding

Publisher Manager travel audience, added :

*“We are extremely pleased with our partnership with lastminute.com group - they are a very successful and innovative partner and we consistently see great results. We are proud to be their international partner for traffic monetisation.”*