

TRAVEL & TOURISM



250M

US REGISTERED
USERS

1B

LINKED
DEVICES

130M

OBSERVED
PLACES



VIAINT.
Adelphic DSP

Whether it's the business or leisure traveler, driving or flying to a destination, travel advertisers need to reach the right audience and measure the effectiveness of their marketing efforts.

Adelphic®, Viant's people-based omnichannel DSP, helps marketers link travel intent, travel history and physical visits, closing the loop while making omnichannel execution at scale possible.

STRATEGIC TARGETING

Premiere data integrations in Adelphic ensure marketers reach the right audience based on their current travel behaviors

- Leverage custom segments using validated visitation data to identify and target U.S. consumers in different categories, from staying home to those out and about
- Purchase-based data helps reach enthusiasts of outdoor activities and drive market exploration
- B2B data helps reach professional travelers based on categories such as industry or title

OMNICHANNEL EXECUTION

Leverage Viant® Household ID and deterministically link all devices

- Access best-in-class inventory across connected TV (CTV), linear TV, mobile, desktop, audio and digital out-of-home (DOOH)
- Connect with travelers via premium publishers they know and trust
- Achieve accurate reach and frequency with seamless omnichannel retargeting

ADVANCED ATTRIBUTION

As an Arrivalist premium partner, Viant is the first to offer 'cookieless measurement' in Adelphic on formats such as CTV

- Log-level data transfer with identity resolution yields higher match rates
- Access to log level exposure data provides greater coverage across other channels like mobile, audio, DOOH and CTV
- Complement with Arrivalist's Daily Travel Index, a solution that measures lift for "drive" markets