expedia group™

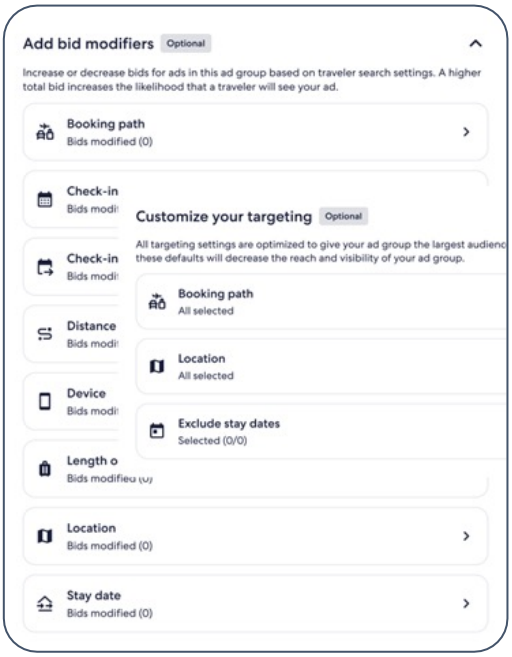
EXPEDIA GROUP ADVERTISING PORTAL

Introducing the new targeting and bid modifier experience

Reach the right travellers for your property with smarter, more flexible and more precise targeting options.

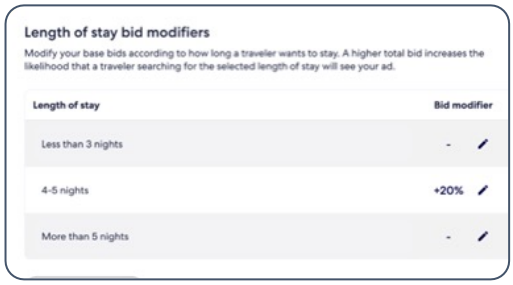
A new name

Bid enhancers are now bid modifiers. The functionality is the same, but the name better reflects how the system works today. These **modifiers increase or decrease your base bid** based on the traveller attributes you choose.



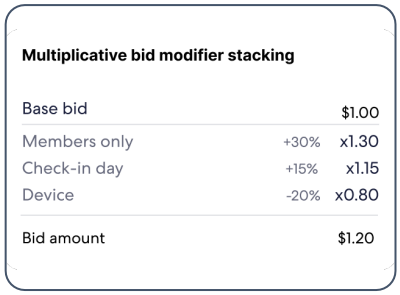
Additional options

For more reach and control, check-in-day and travel-window targeting parameters are now bid modifiers. We've introduced new parameters, like **stay date** range, that let you increase competitiveness during key travel periods or strategically reduce bids during blackout dates.



Percentage-based calculation

For additional flexibility to scale your bids based on your strategy, now you'll set a **percentage** — instead of a fixed amount — that increases or decreases your base bid.
Like before, the minimum modified bid must stay above £0.50.



Bid modifiers stacking

Bid modifiers will stack allowing multiple targeting signals — like device, length of stay or stay dates — to work together.
This results in **more accurate bid adjustments** and improved campaign optimisation.
Your total bid will be adjusted depending on the attributes the traveller matches.

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How are your bid modifiers moved to the new experience?

To ensure a smooth and stable transition, we're applying a calibrated approach designed to prevent increasing bids while still maintaining your overall targeting strategy.

Do you need to take any action?

No action is required. Your modifiers will automatically move to the Advertising Portal using the calibrated approach. However, we **recommend reviewing your bid modifier setup** after the transition to confirm that it still aligns with your campaign goals and desired competitiveness and making any adjustments if needed.
Contact us if you if you see significant changes or have concerns through the help and support centre.

Detailed experience overview

	TravelAds portal	Advertising Portal
Name	Bid enhancers	Bid modifiers
Targeting options	• Location • Booking path • Check-in day • Check-in window	• Bid location • Booking path • Stay dates range *Additional ones are managed through bid modifiers*
Bid modifiers options	• Length of stay • Check-in window • Business traveller • Groups (more than 1 room) • Mobile traveller • International traveller • Traveller within 100mi/161km • Loyalty • Audience	• Location • Booking path • Length of stay • Check-in window • Check-in day • Device • Distance (merges international and proximity modifiers) • Loyalty • Stay dates range • Travel party
Bid modifiers format	Increased bid by a fixed amount	Increase or decrease bids by percentage
Minimum bid modifier amount	£0.25	No minimum

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