

Performance Report

Media.net × Expedia Group · Performance Edition · June 2026

JUNE 2026 EDITION

• PERFORMANCE SNAPSHOT

Every journey, measured

Across every format and DSP, the partnership returned **\$18.10M** in post-ad revenue on **\$1.35M** in spend, an overall **1341% pROAS** across **974.5M** impressions.

\$18.10M

POST-AD REVENUE

Attributed to Media.net supply

\$1.35M

TOTAL SPEND

Media investment

1341%

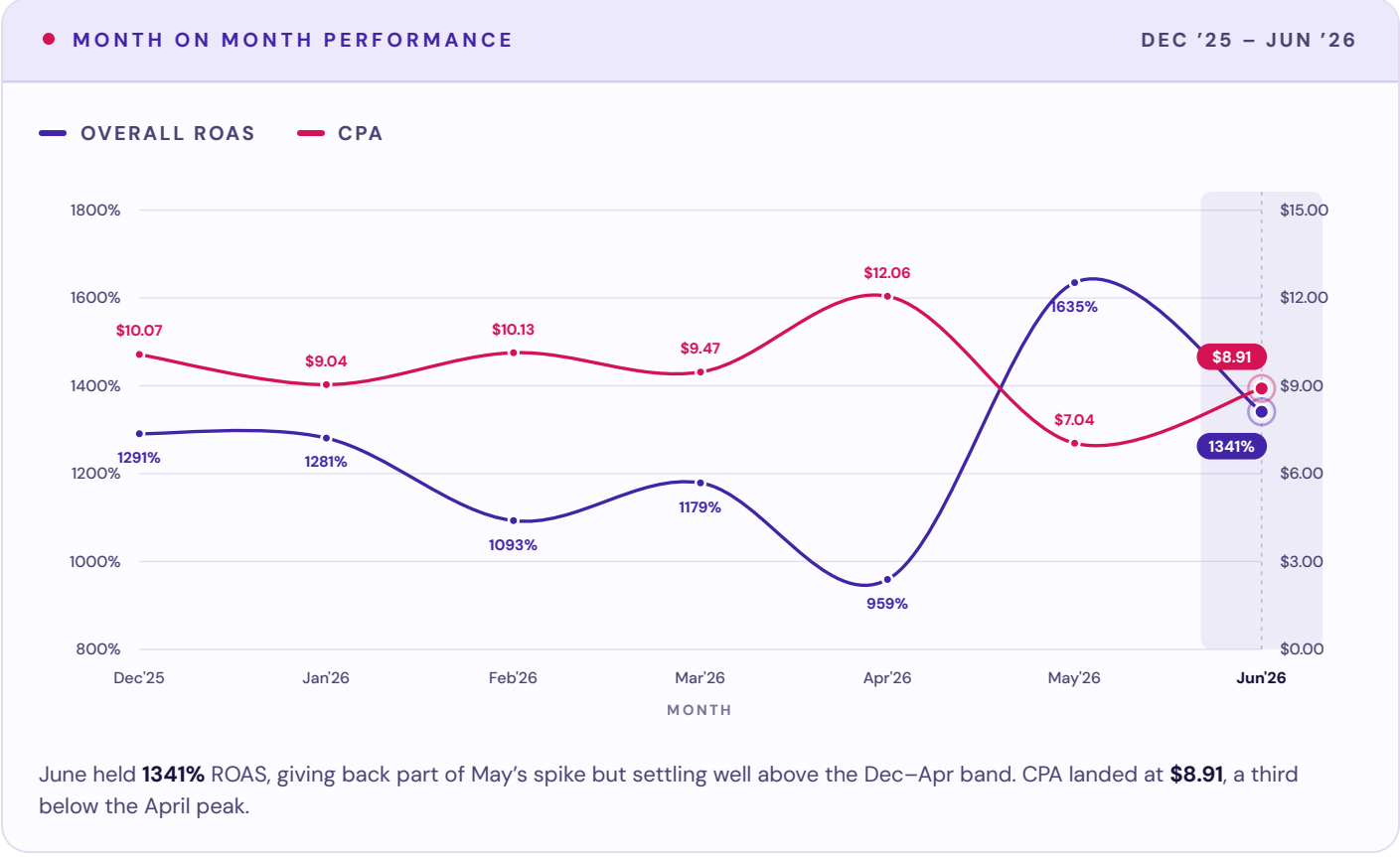
OVERALL PROAS

Post-ad return on spend

\$1.38

CPM

Blended cost per thousand impressions



• BRAND & FORMAT BREAKDOWN

Boarding by brand

Every line of the Expedia Group family, measured by spend, post-ad revenue, and pROAS.

FORMAT	ADVERTISER	DSP	TOTAL SPEND	POST-AD REV	PROAS
Display & Video	Vrbo	DV360	\$1.3M	\$11.9M	908%
Display	Expedia	DV360	\$25.8K	\$6.0M	23,402%
CTV	Expedia	DV360	\$3.5K	\$39.0K	1,122%
CTV	Hotels.com	TTD	\$12.4K	\$138.9K	1,116%

Expedia's Display line on DV360 is the standout efficiency leader at 23,402% pROAS; Vrbo carries the majority of volume at 908%.

Priority Boarding: Expedia Display on DV360 returned **23,402% pROAS** on just \$25.8K in spend, the highest efficiency of any line in the partnership.

• FLIGHT NOTES

Insights

Four signals from the data worth carrying into the next campaign window.

PEAK WINDOWS

Mid-week is when trips get booked

Tuesday through Thursday drove the sharpest spikes in post-ad revenue and ROAS. The mid-week planning window is where travel intent converts hardest.

NEW ACTIVATIONS

The PMP has gone global

Global PMPs are live across Australia, the UK, and Mexico, and all three are spending consistently rather than in bursts. Steady pacing in every market gives the next window a dependable base to scale from.

LEADING PUBLISHERS

Reach meets travel context

Yahoo, Rome2rio, and Realtor.com led supply, a blend of broad audience and high-intent, travel-adjacent planning environments.

CTV SIGNAL

The Broadcast Line item is leading on ROAS

The Expedia Broadcast Line item is delivering the highest ROAS in the CTV mix so far, proof the living-room screen is a booking channel, not just an awareness one.

• UPSELL SPOTLIGHT

Next stop: OmniReach

TURNING CONTEXTUAL INTELLIGENCE INTO PRIVACY-SAFE, CROSS-DEVICE TARGETING

OmniReach

The 1341% pROAS is built on Display and CTV today. OmniReach extends your travel-intent audiences into app and CTV environments where traditional context is not available, activated in real time via Deal IDs on your preferred DSPs.

1 Contextual Signal Extraction

2 Context-to-Identity Mapping

3 Signal Translation for App & CTV

4 Performance Optimization

Channels

Display · App · CTV

Targeting

Contextual-intent

Identity

SearchSignals spine

Activation

Deal IDs per DSP

Expedia Deal Library

Need a custom deal? For tailored Deal ID requests, including vertical-specific, audience-based or tent-pole packages, reach out to your Media.net account team and we'll get you set up.

Performance Edition · June 2026 · Prepared for Expedia Group by Media.net

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