



COVID-19 marketplace rebound gauge

Travel

Purpose:

To provide an at-a-glance high-level signal about the current commercial viability of our travel marketplace, **as compared to times of relative normality**. It is a technical analysis agnostic to external indicators and should be treated accordingly.

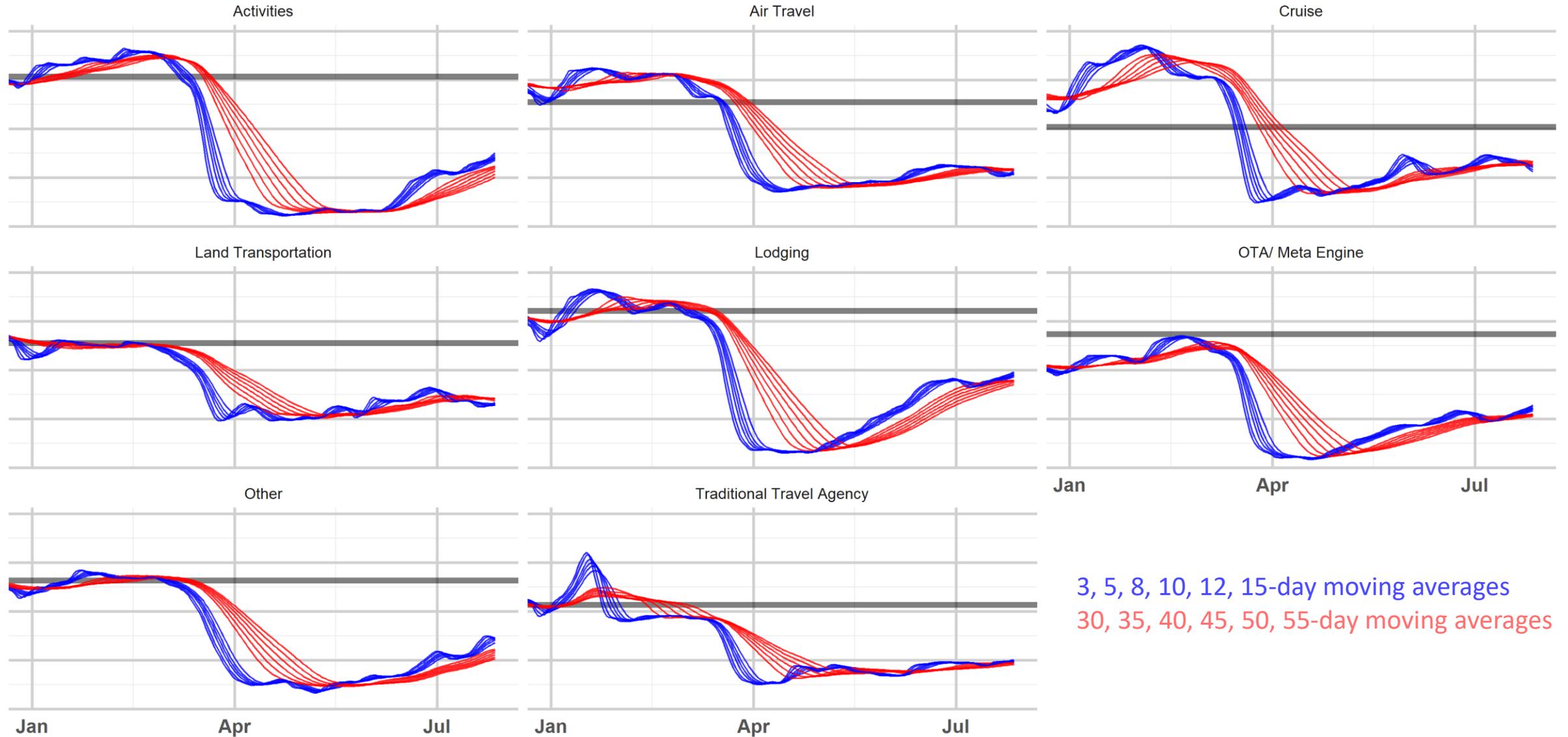
Marketplace signals – U.S.

Sub-category	Signal	Signal guide
Activities		 Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
Air Travel		
Cruises		
Land Transportation		 Marketplace index has reversed its downtrend. Risk tolerant advertisers seeking competitive advantage should re-enter.
Lodging		
OTA/Meta		 Marketplace index remains in a downtrend
Traditional Travel Agency		
Other		

Data through:
7/27/2020

Marketplace Rebound Gauge, Short Window

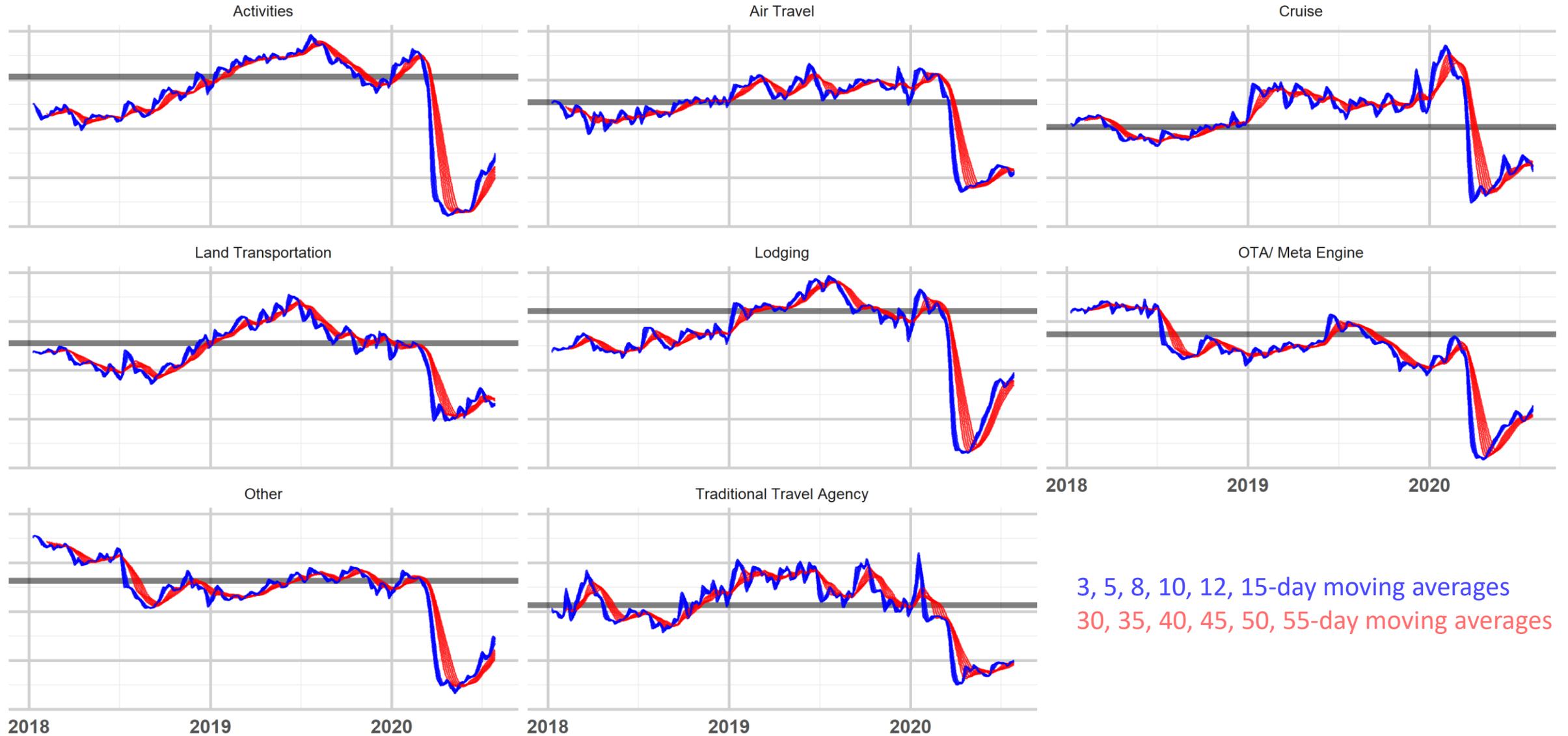
When short term averages crest long term averages, this is a strong signal the marketplace is reversing



3, 5, 8, 10, 12, 15-day moving averages
30, 35, 40, 45, 50, 55-day moving averages

Marketplace Rebound Gauge, Long Window

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Marketplace signals - International

Market	Signal
 Canada	
 France	
 Germany	
 Italy	
 Spain	
 United Kingdom	
 Mexico	
 Brazil	
 Netherlands	
 Austria	

Signal guide



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Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.



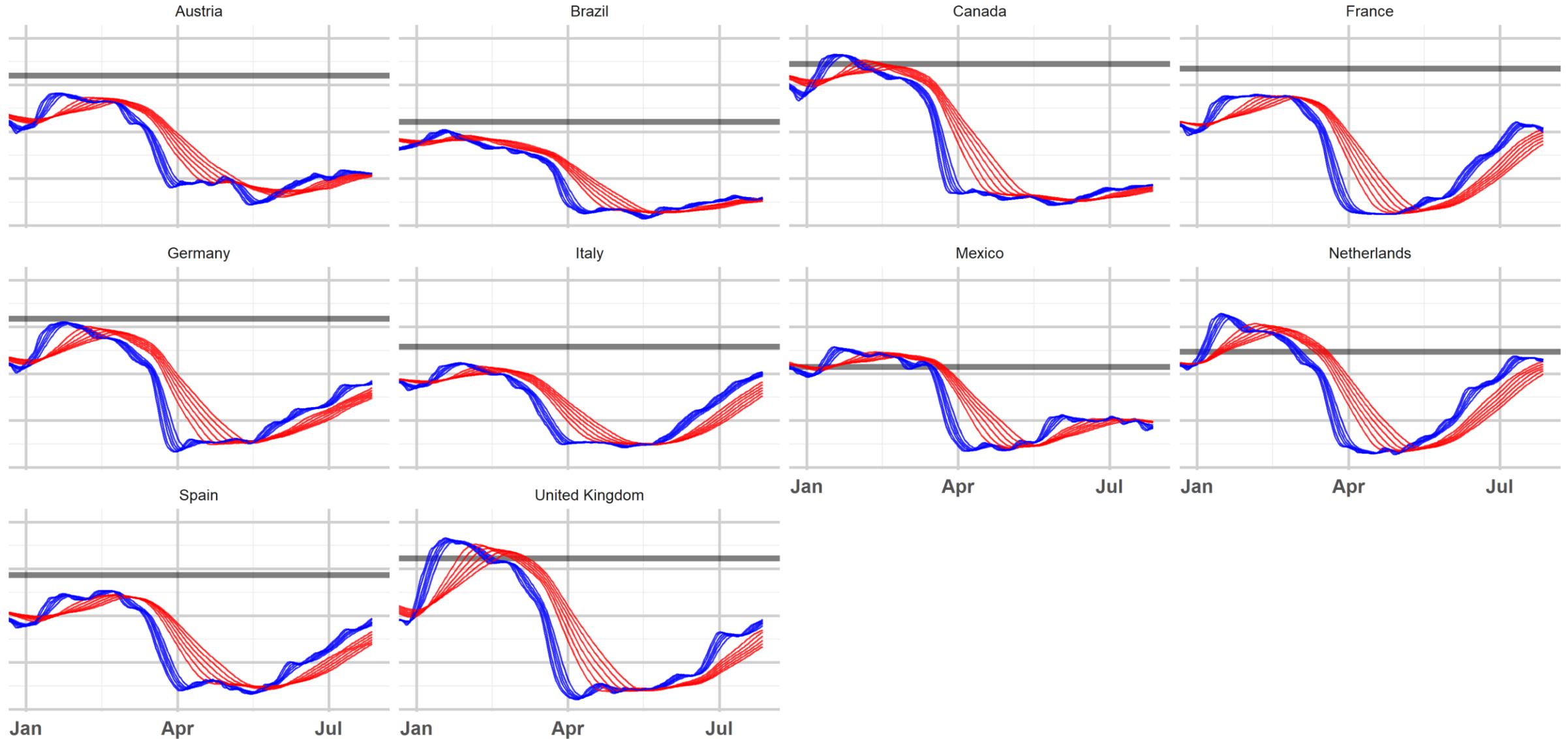
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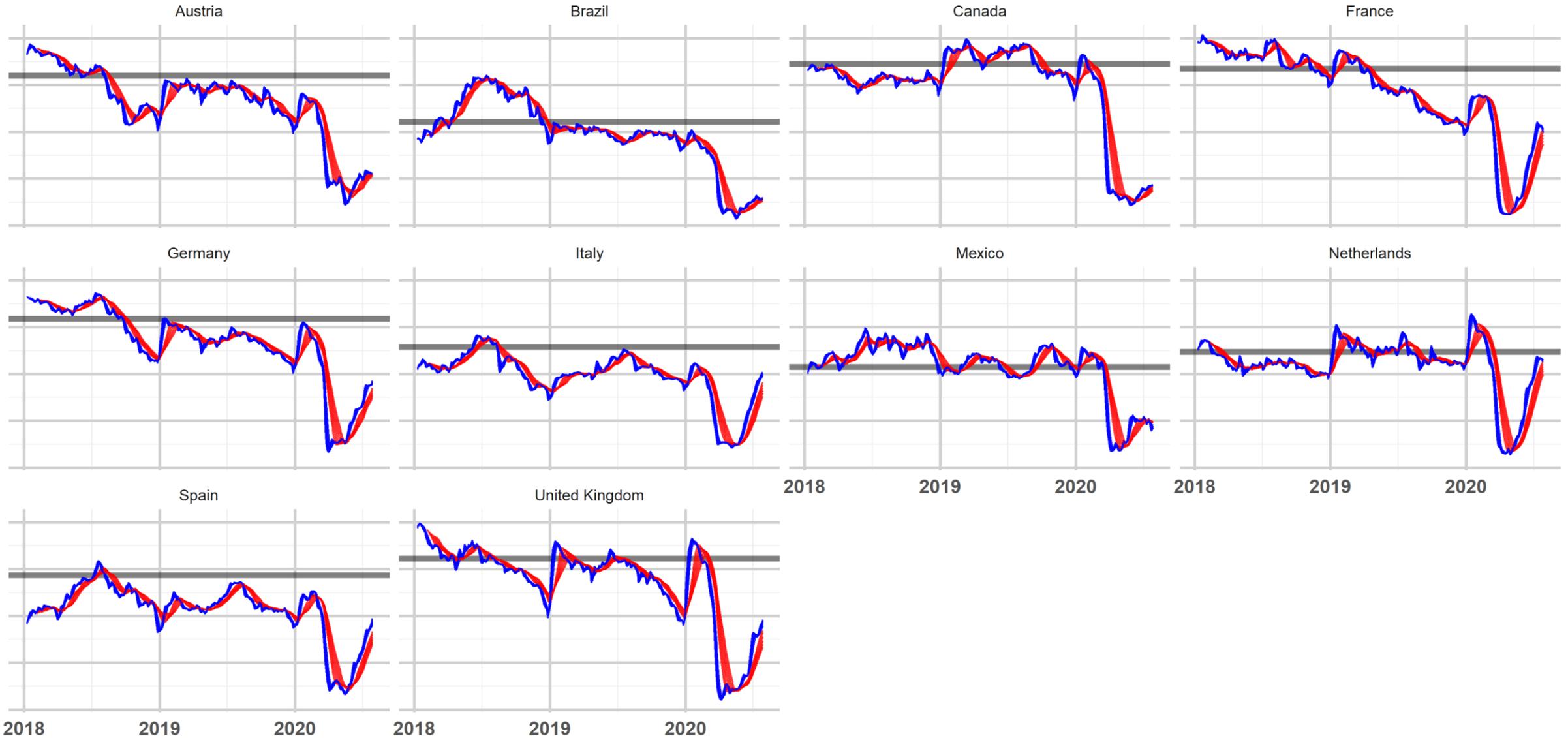
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Marketplace Rebound Gauge, Long Window

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Marketplace signals - APAC

Market	Signal
 Australia	
 India	
 Indonesia	
 Singapore	
 Taiwan	
 Thailand	
 Vietnam	

Signal guide



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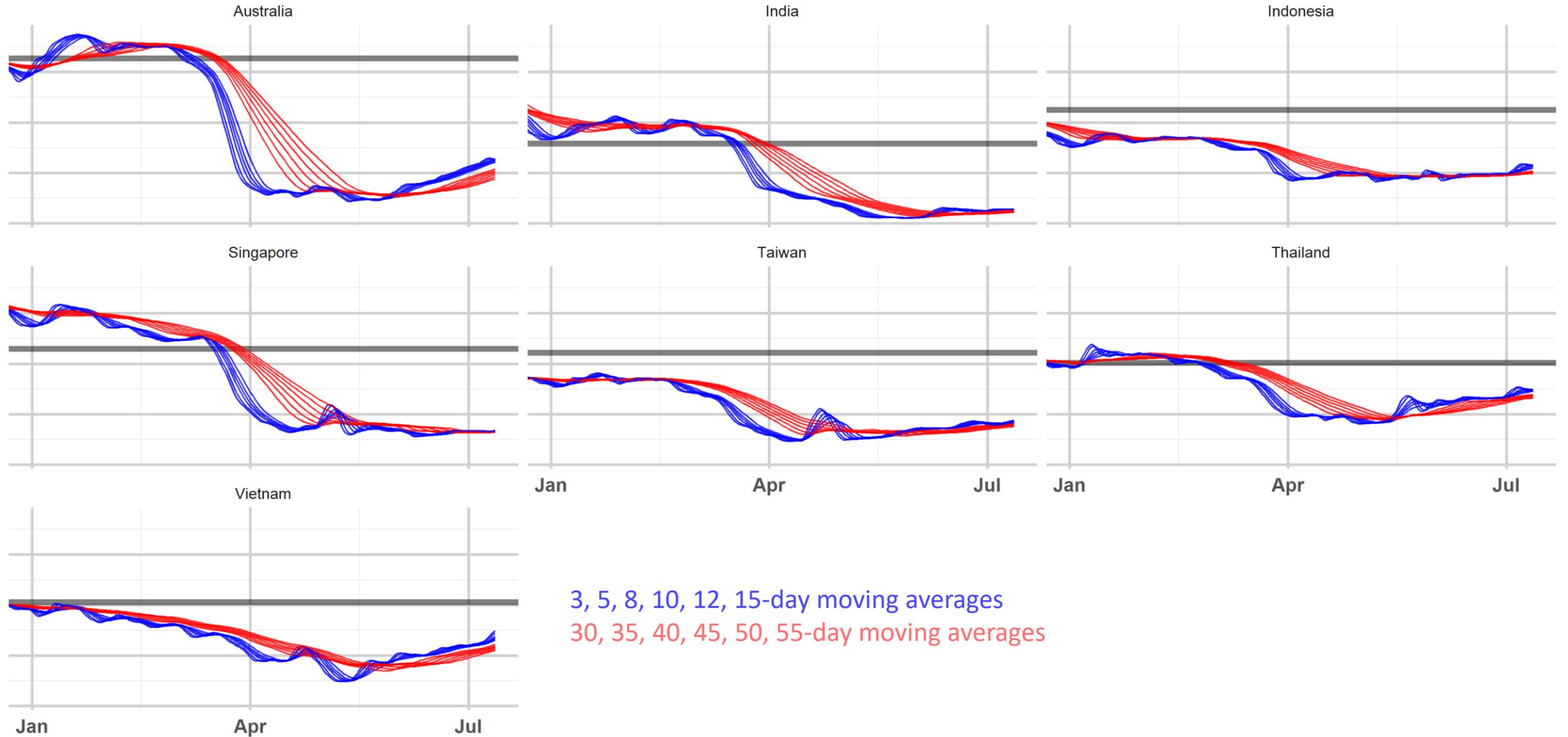


Marketplace index remains in a downtrend

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7/27/2020

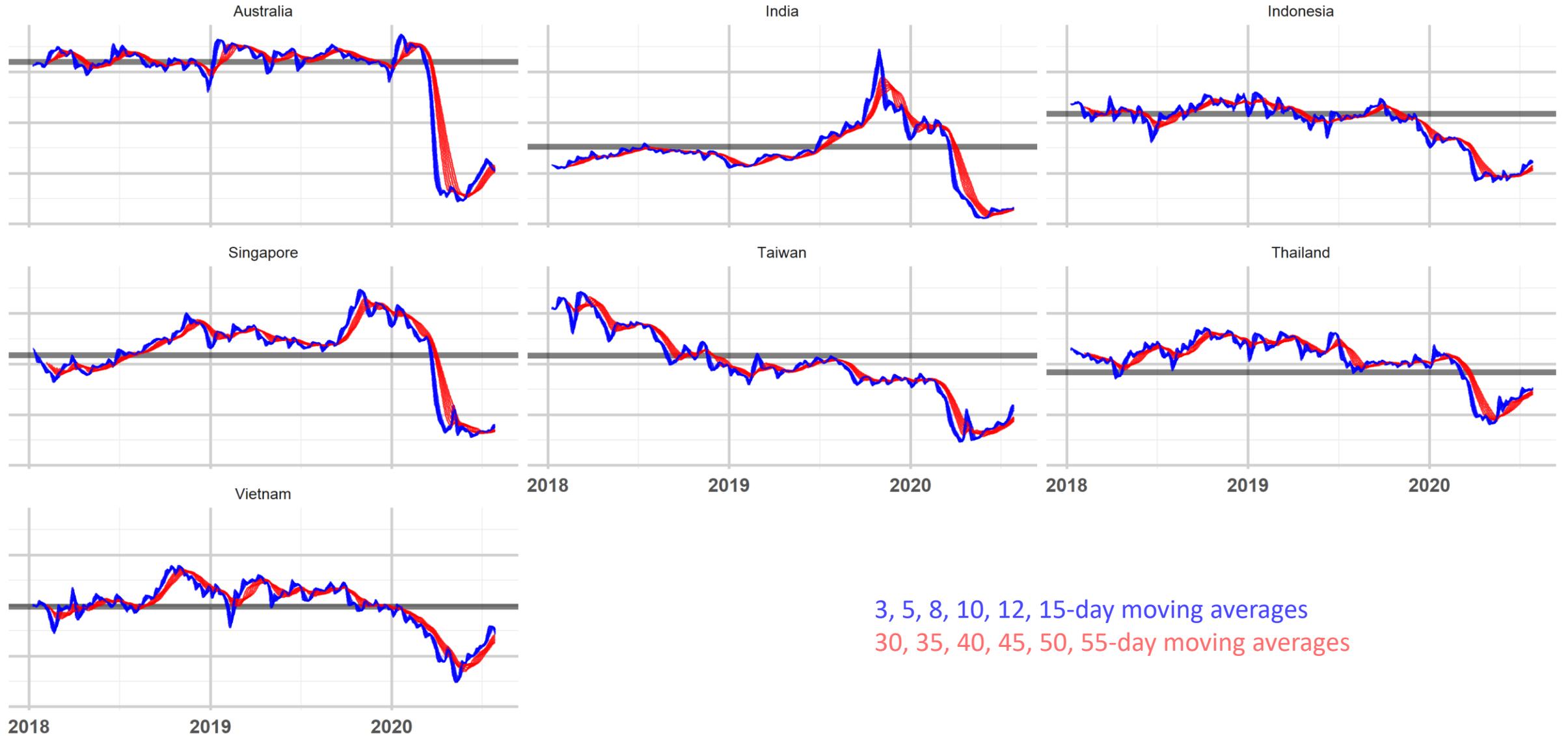
Marketplace Rebound Gauge, Short Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing



Marketplace Rebound Gauge, Long Window

When short term averages crest long term averages, this is a strong signal the marketplace is reversing



Marketplace signals - Nordics

Market	Signal
 Denmark	
 Finland	
 Norway	
 Sweden	

Signal guide



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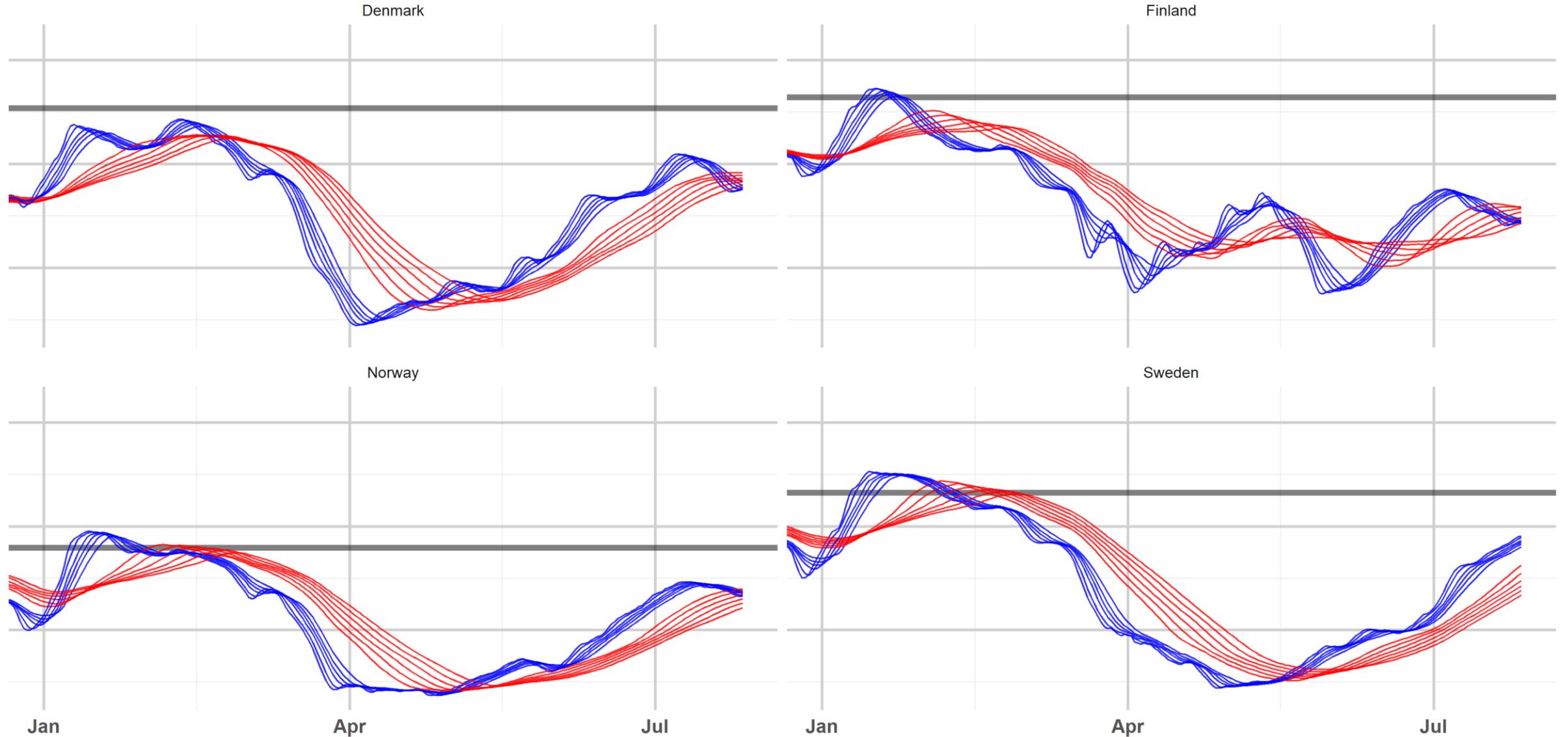
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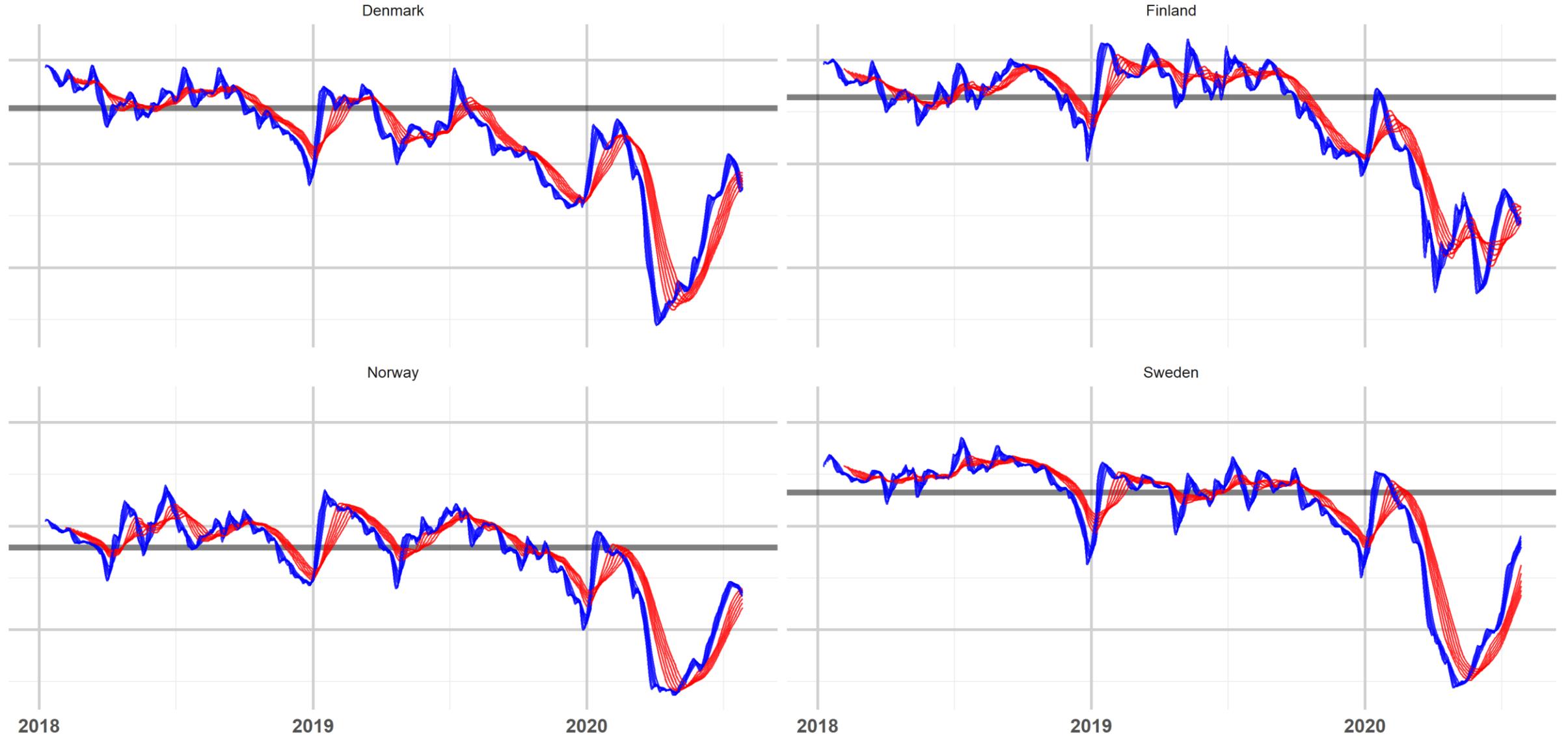
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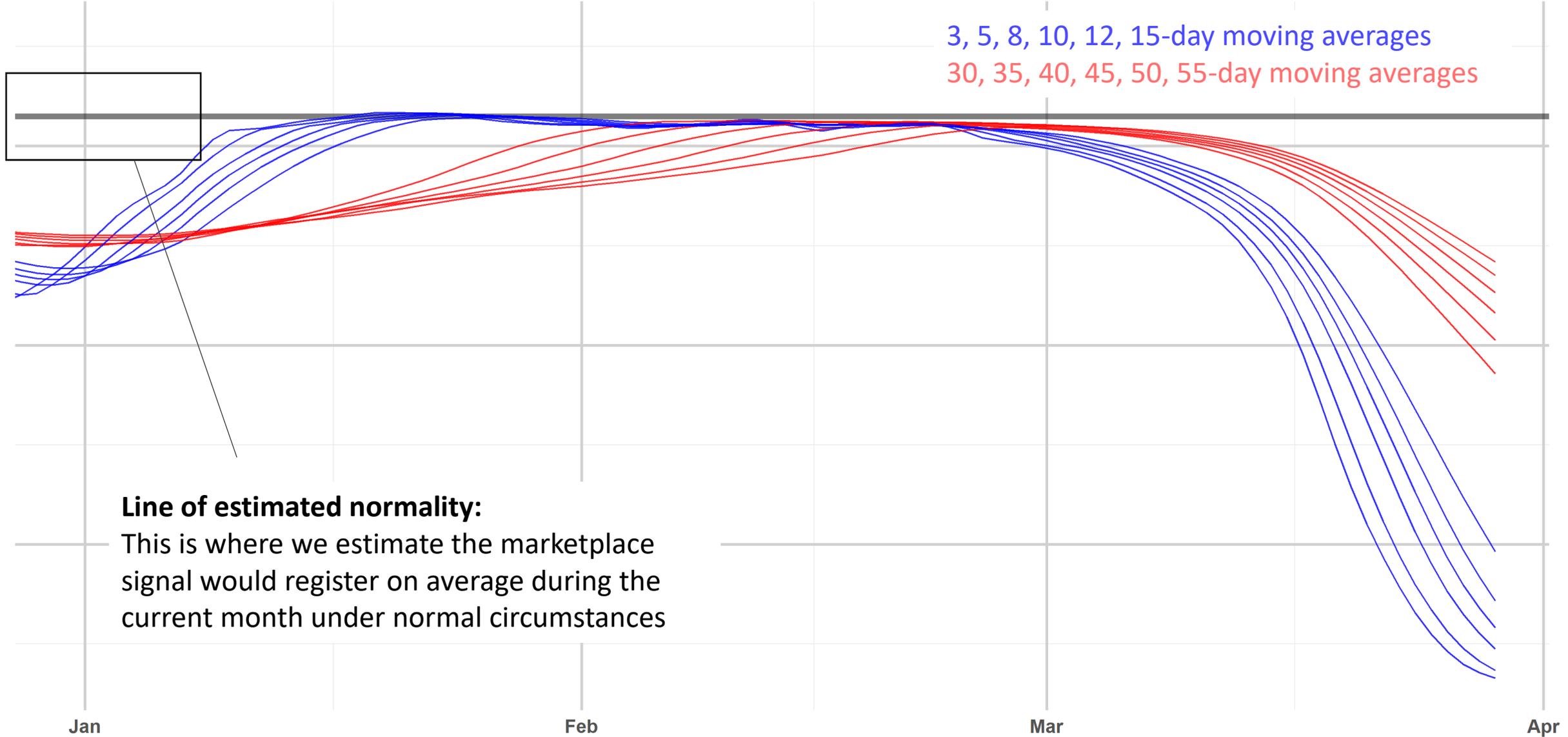
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How the signals are extracted

Marketplace Rebound Signal Search - United States

Short View

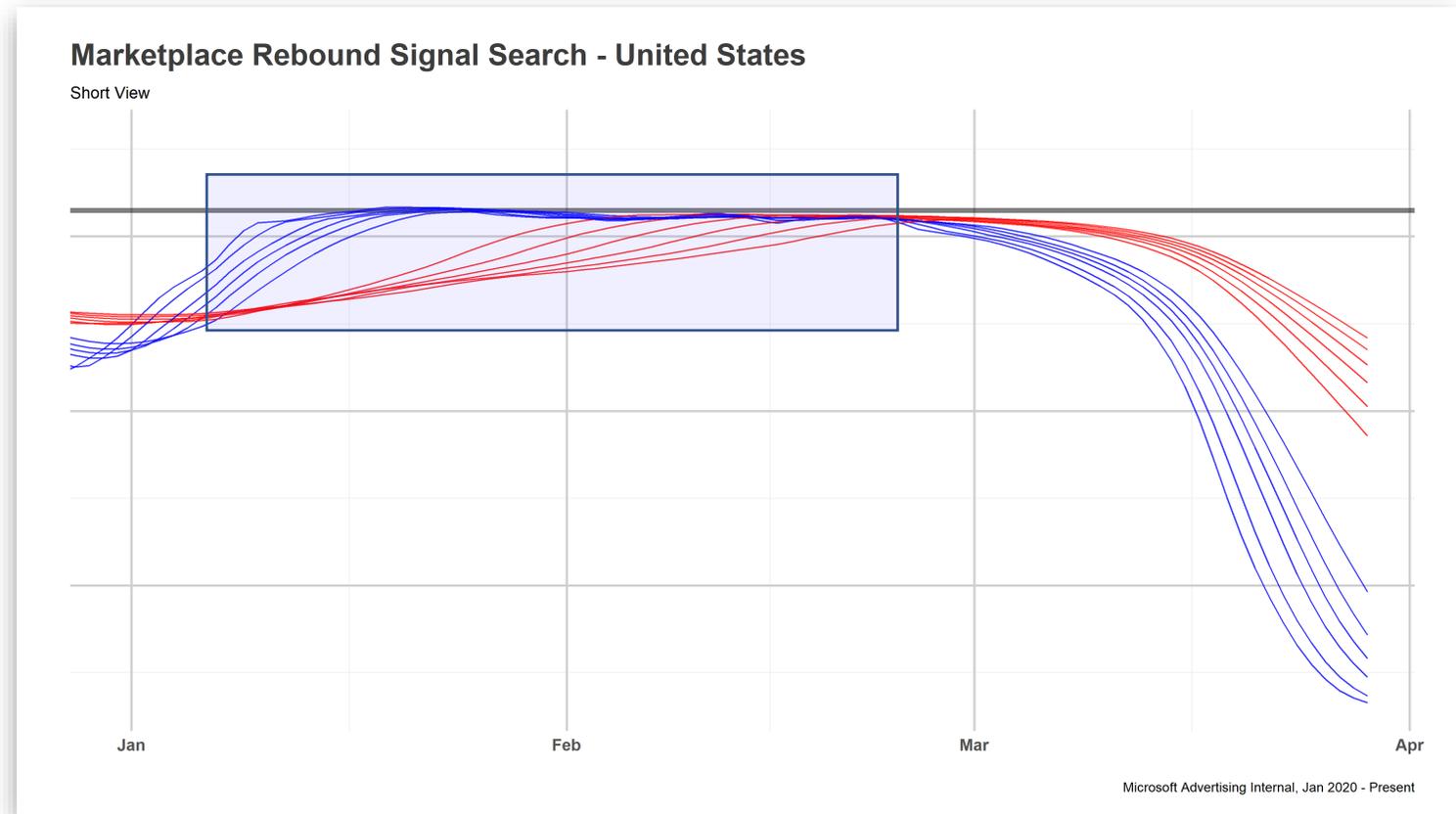


Signal:

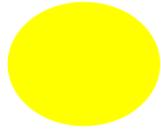


Here our cluster of **shorter-term moving averages** has consolidated around the **estimated line of normality**, pulling latent **longer-term moving averages** with it

When there is a period with all six **short-term moving averages** above all six **long-term moving averages**, this a confirmed market uptrend

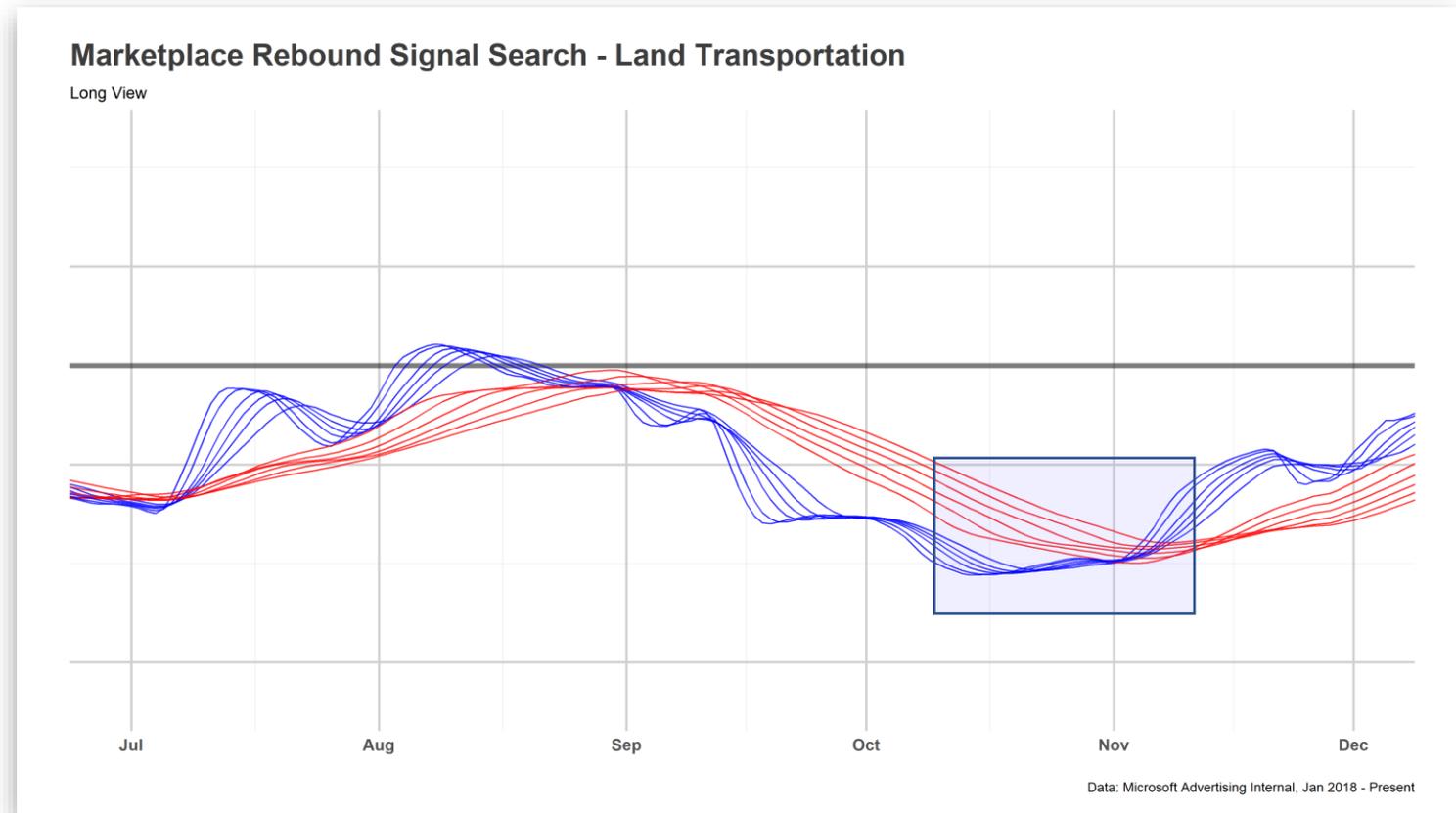


Signal:

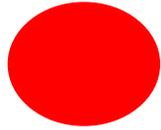


In this example, we see all six **longer-term moving averages** floating above all six **shorter-term moving averages** suggesting a downtrend

However, the **shorter-term moving averages** begin to reverse course, and move back through the **longer-term moving averages**. This is an indication that the marketplace is possibly turning around, and a good opportunity for advertisers to re-enter

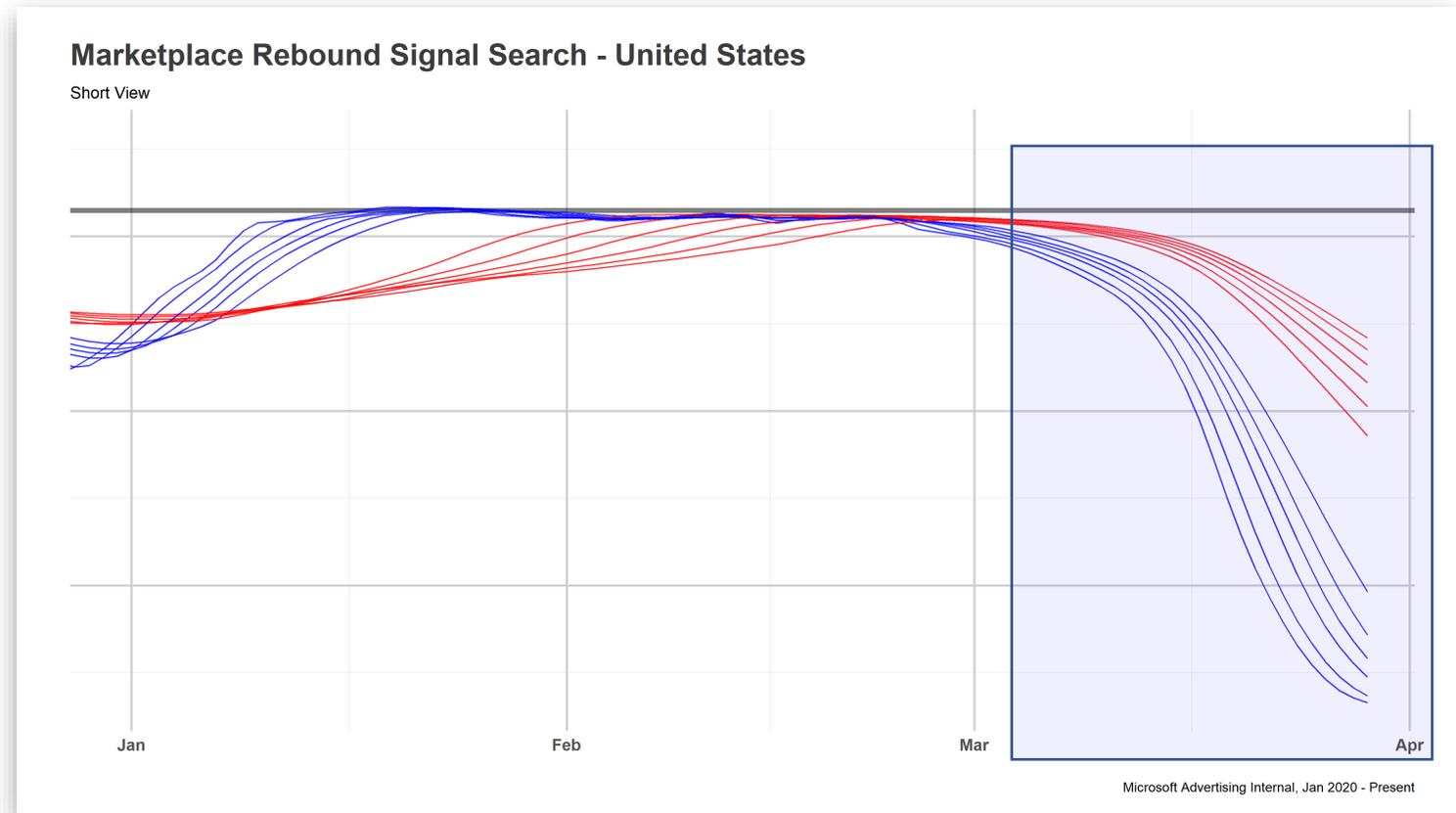


Signal:



In this example, there is a clear negative gap between the **long-term moving averages** and the **short-term moving averages**, and that gap is increasing

When the cluster of **short-term averages** demonstrates behavior in the opposite direction, it will be time to think about a yellow signal. Until then, this is firmly a downtrend.



What comprises the marketplace index?

Marketplace Index is a composite metric built to reflect the following behaviors:

Search
volume



Advertiser
participation



Auction
activity

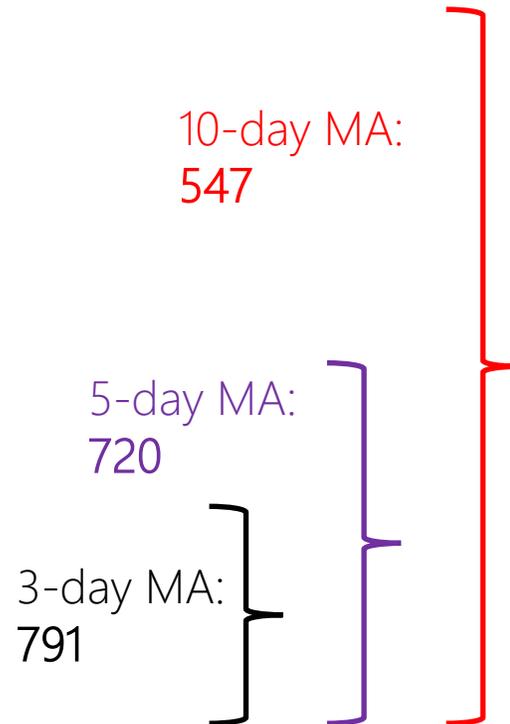


Searcher
intent



A primer on how moving averages (MA) work

Date	Value
3/20	500
3/21	650
3/22	700
3/23	400
3/24	250
3/25	300
3/26	425
3/27	500
3/28	525
3/29	700
3/30	650
3/31	825
4/1	900



A **simple moving average** calculates the average of a selected range of values. For instance, the 3-day moving average for the date of 4/1 would be the average of the attendant values for the dates of 4/1, 3/31, and 3/30.

*Values are arbitrary and used to illustrate the concept

Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the [Digital Advertiser's Guide to COVID-19](#)



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