



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.

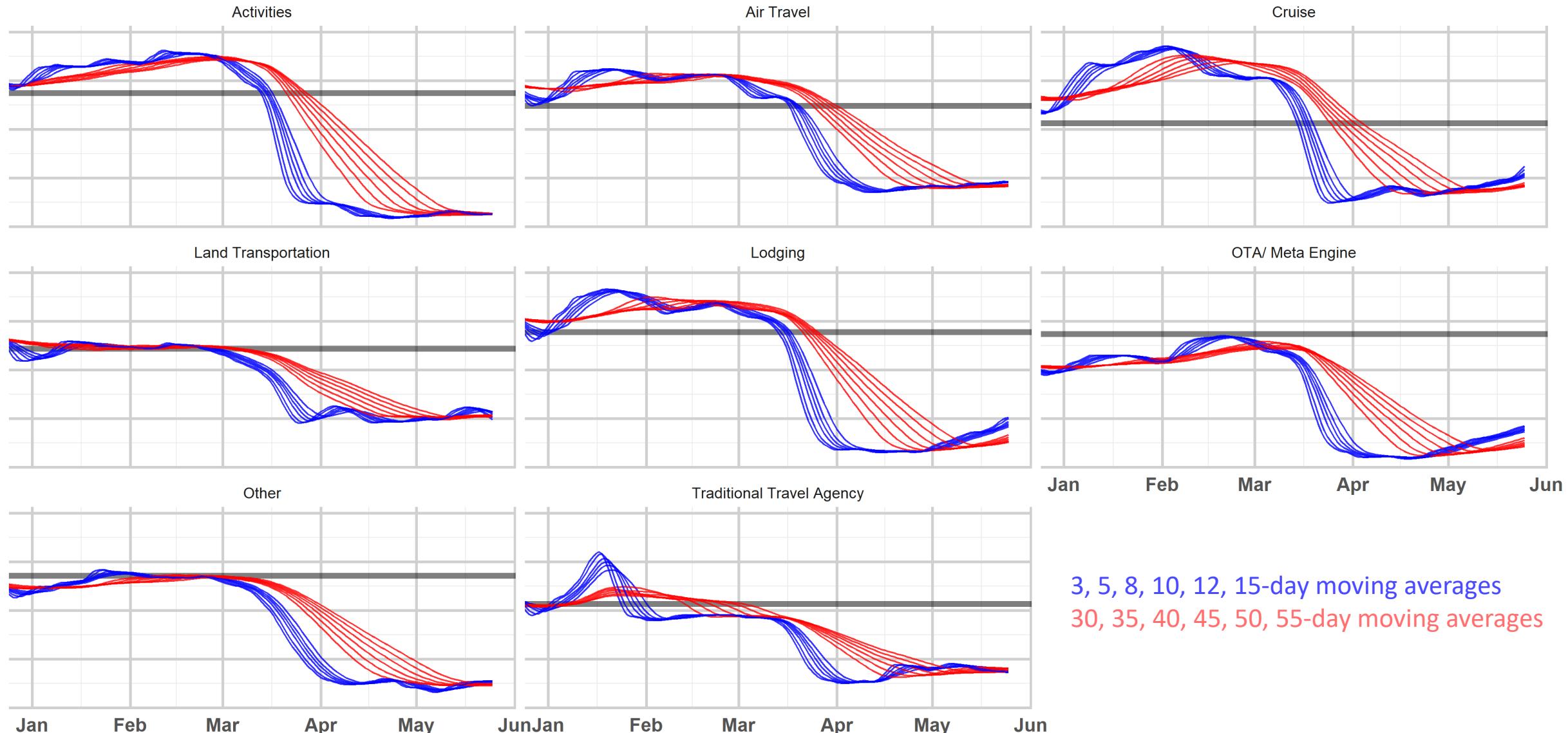
Marketplace signals – U.S.

Sub-Category	Signal	Signal guide
Activities		
Air Travel		Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
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:
5/25/2020

Marketplace Rebound Gauge, Short Window

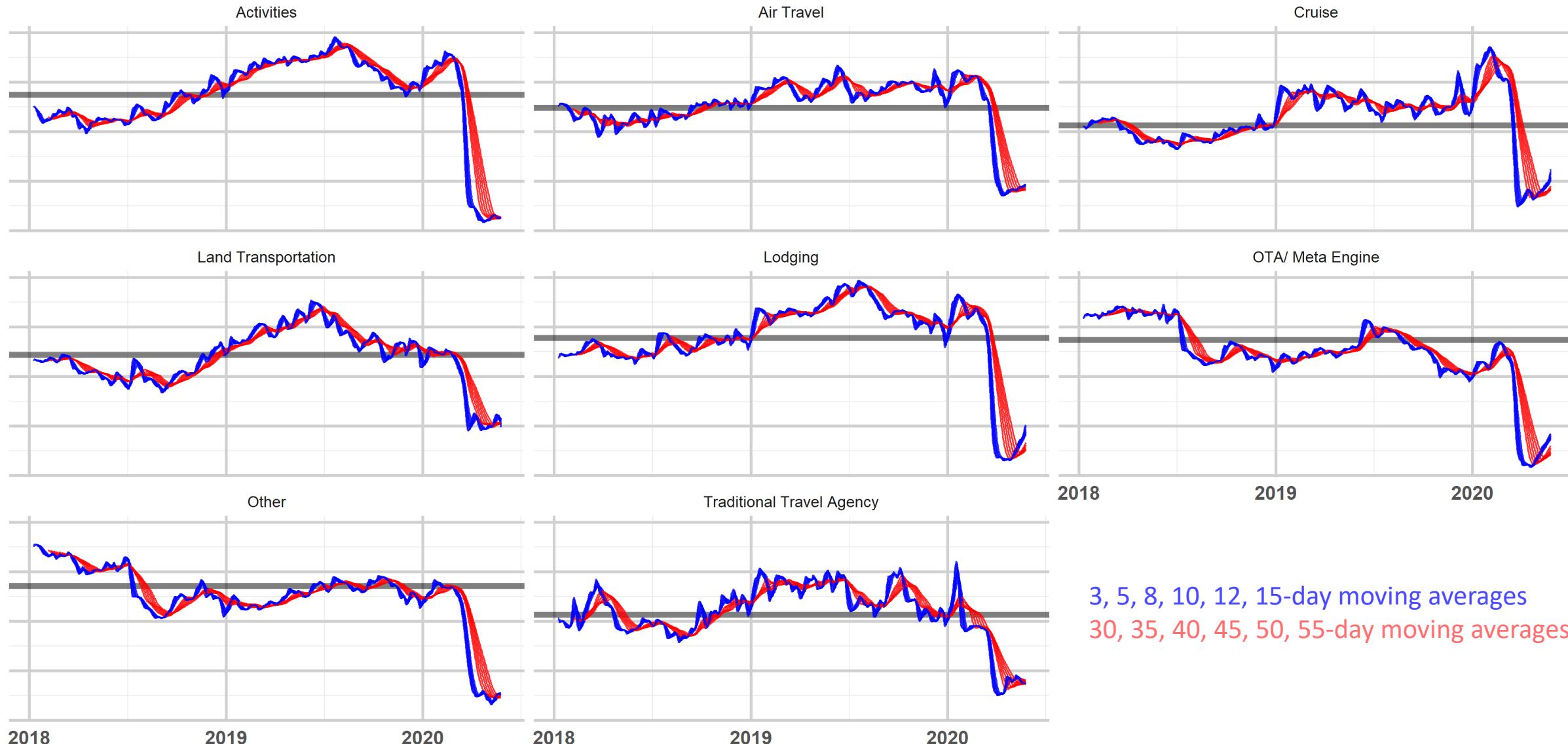
When short term averages crest long term averages, this is a strong signal the marketplace is reversing



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

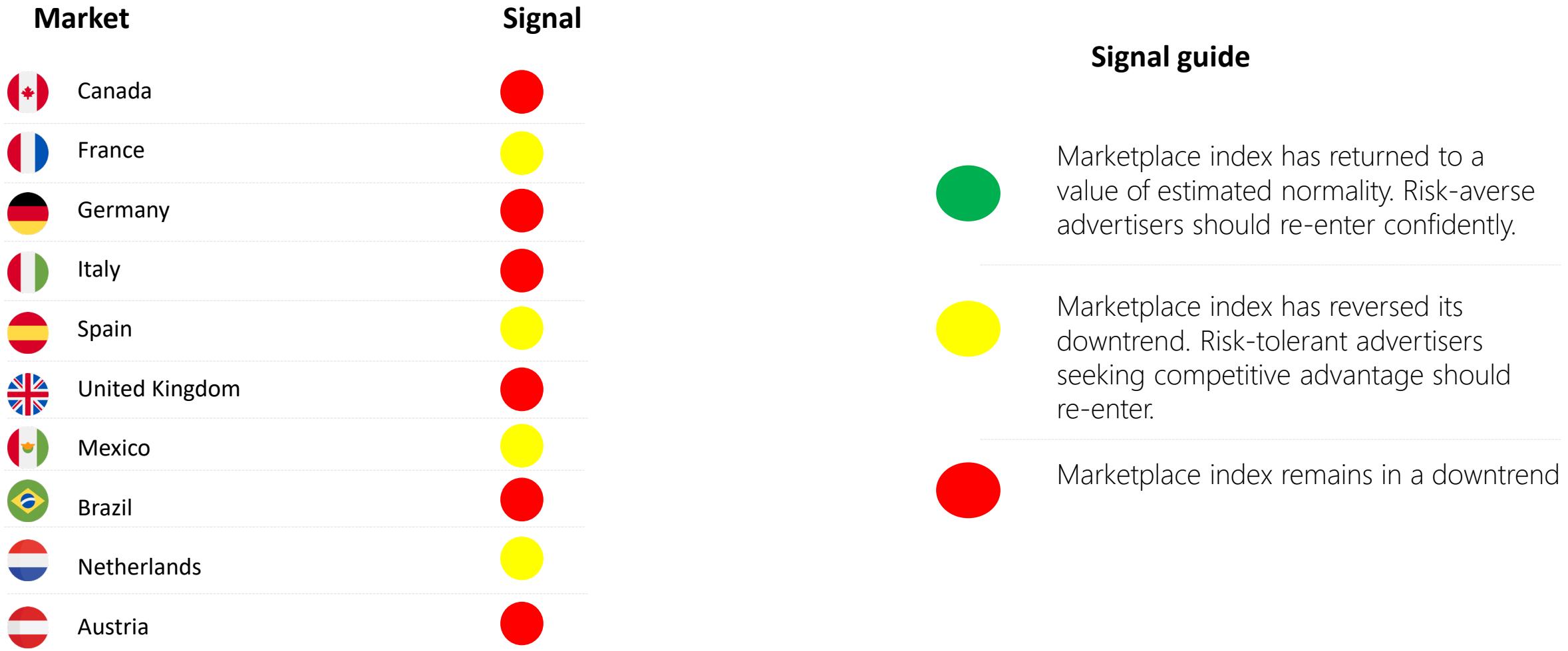
Marketplace Rebound Gauge, Long Window

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Marketplace signals - International

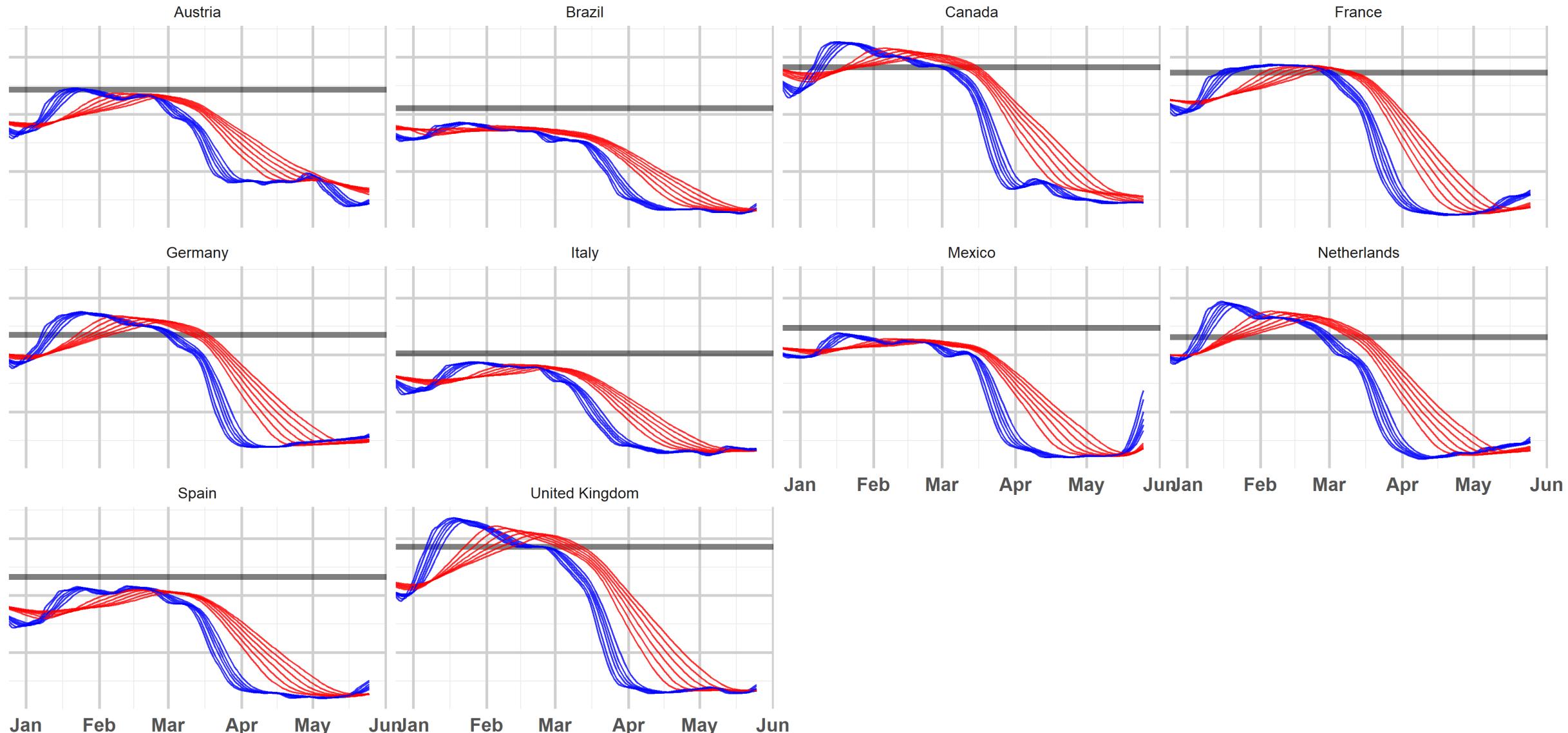


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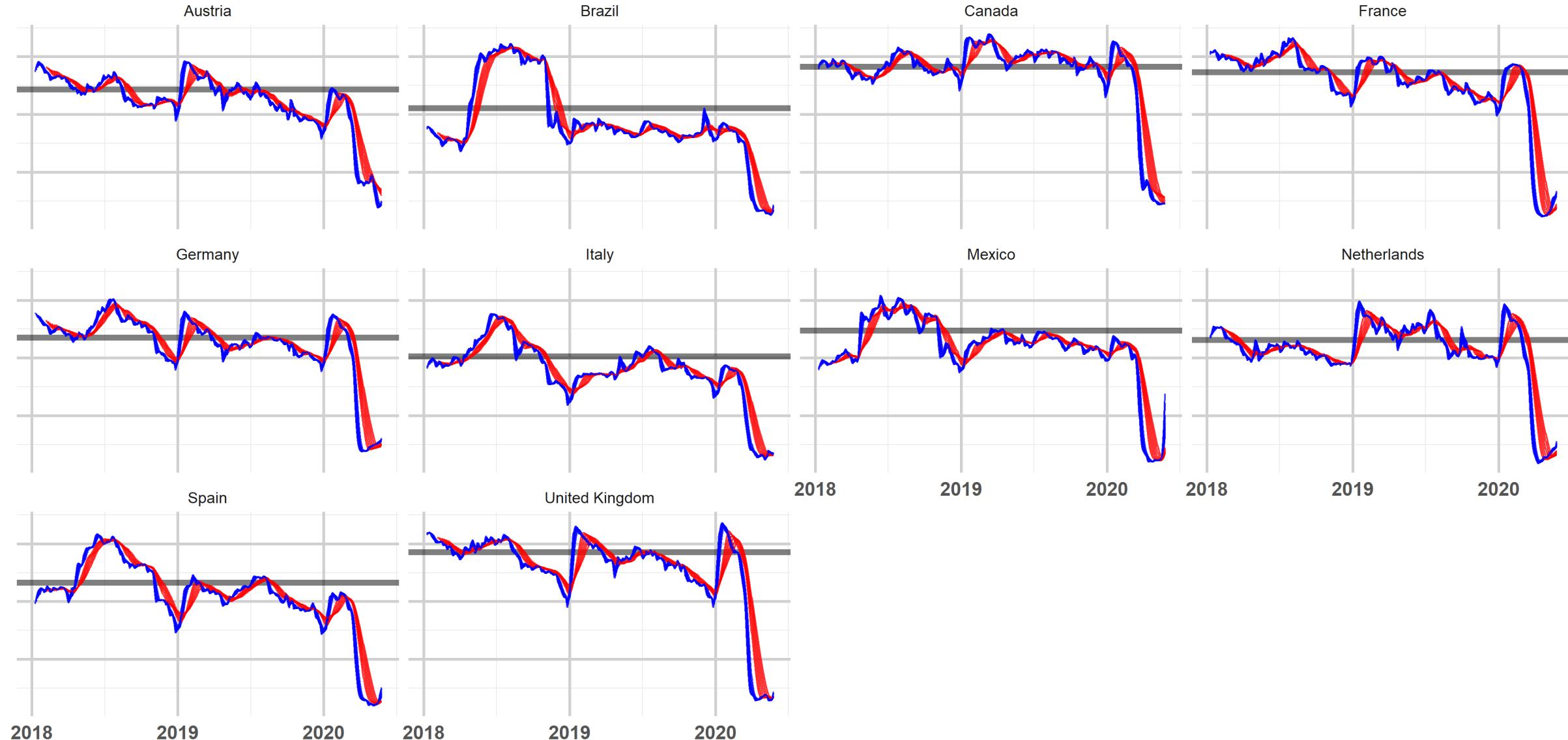
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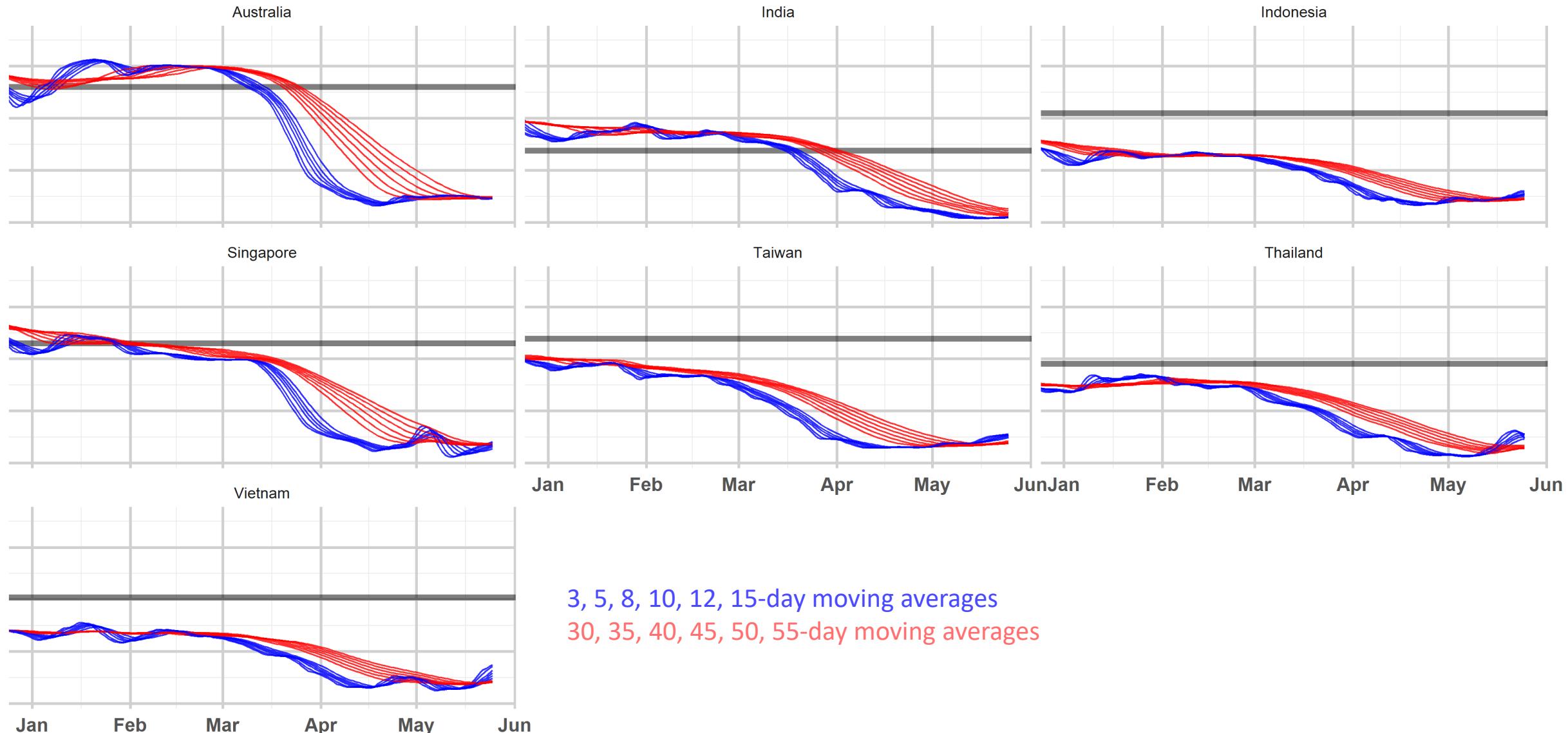
Marketplace signals - APAC

Market	Signal	Signal guide
Australia		Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
India		Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.
Indonesia		Marketplace index remains in a downtrend
Singapore		
Taiwan		
Thailand		
Vietnam		

Data through:
5/25/2020

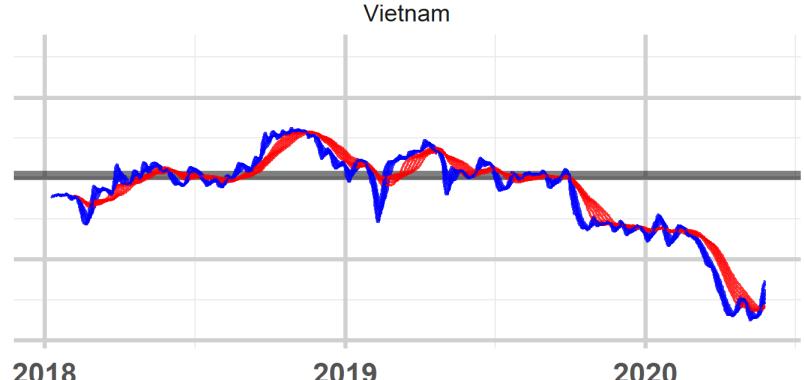
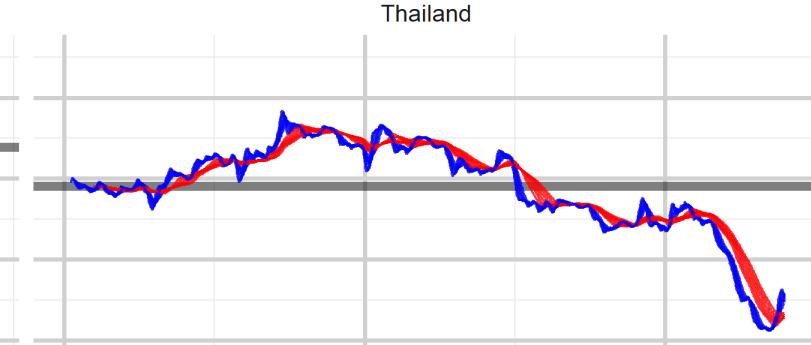
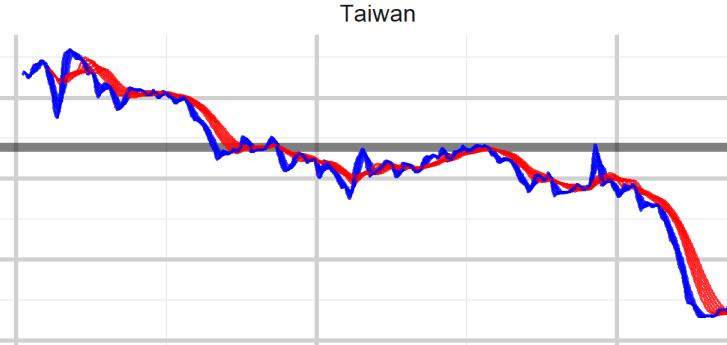
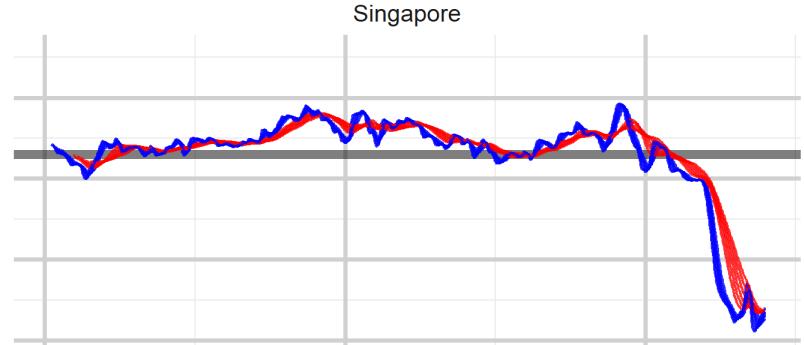
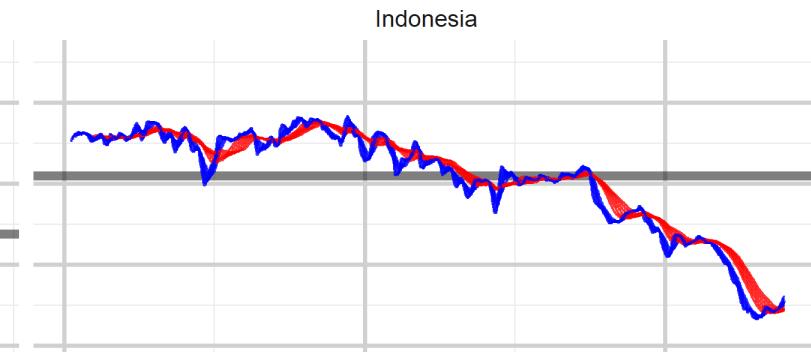
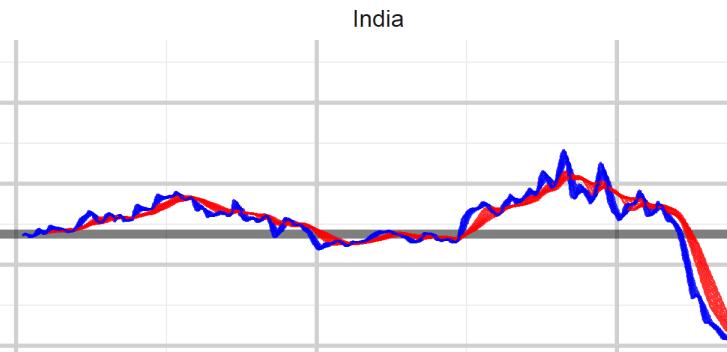
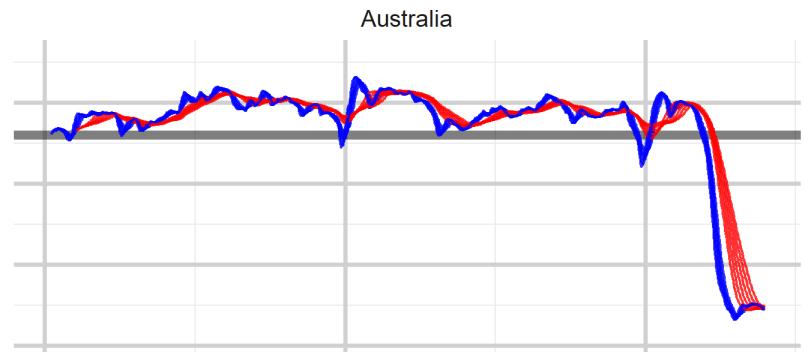
Marketplace Rebound Gauge, Short Window

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Marketplace Rebound Gauge, Long Window

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Marketplace signals - Nordics

Market	Signal	Signal guide
 Denmark		 Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.
 Finland		 Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.
 Norway		
 Sweden		 Marketplace index remains in a downtrend

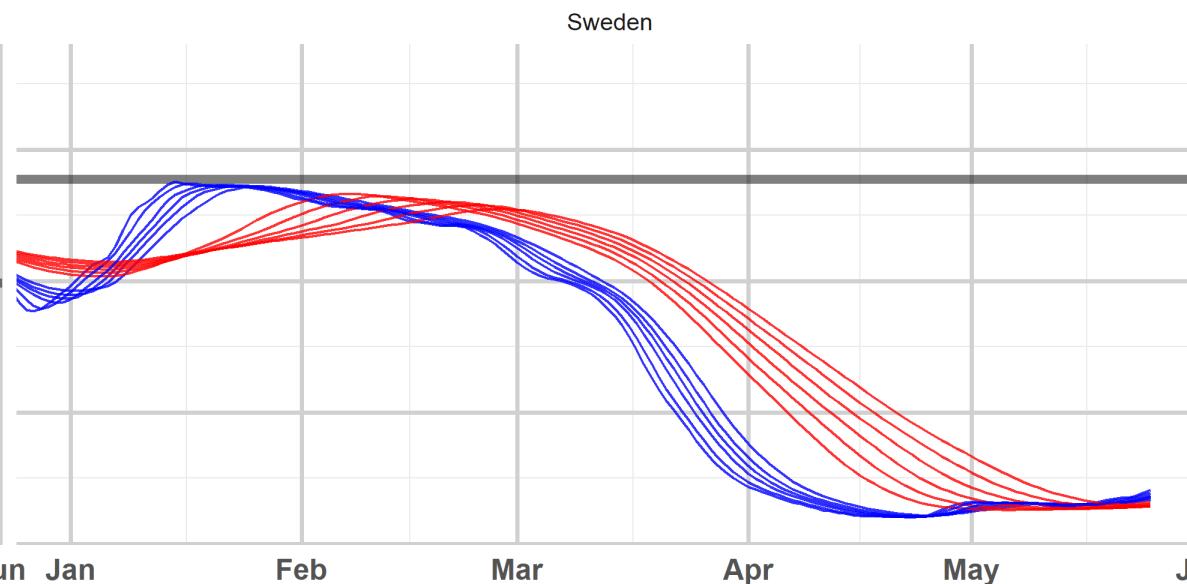
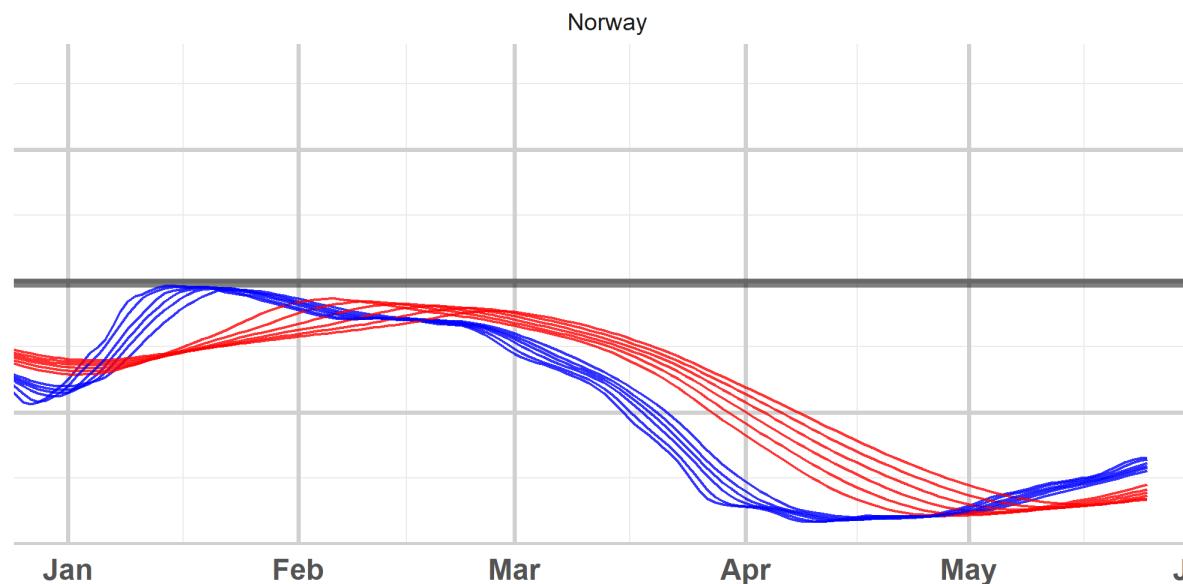
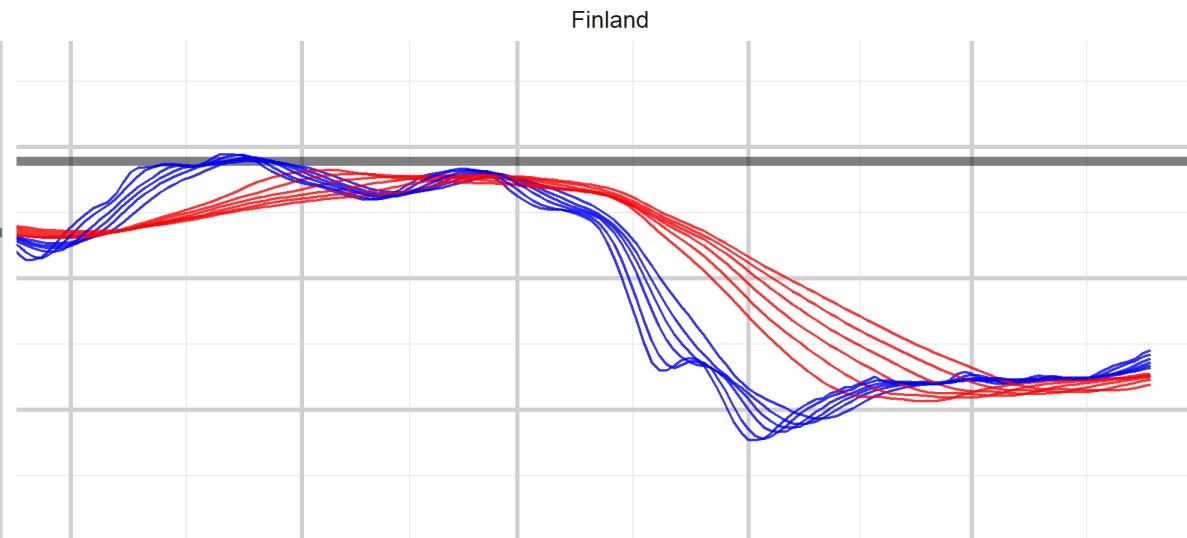
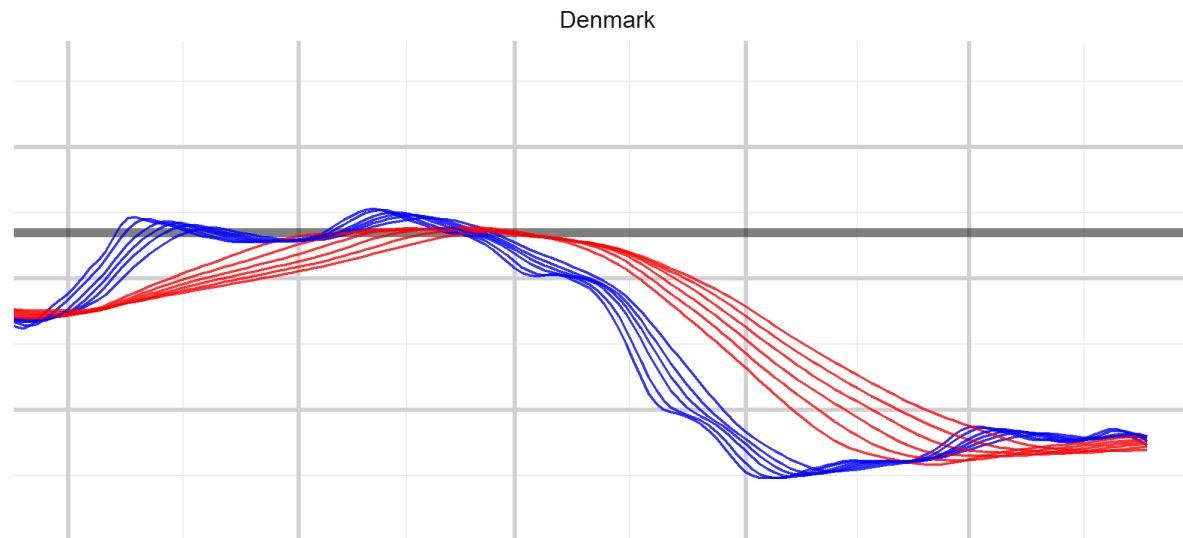
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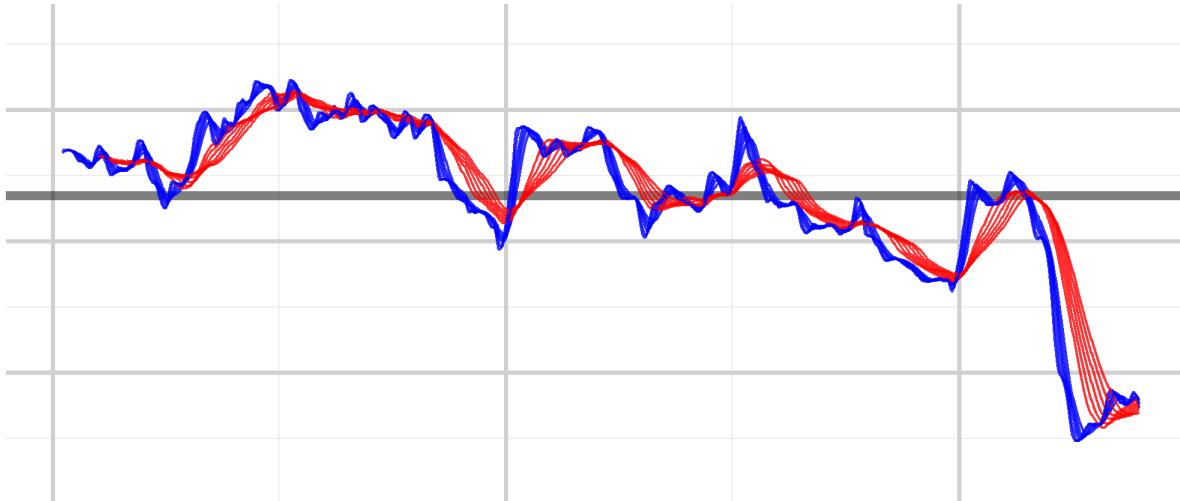
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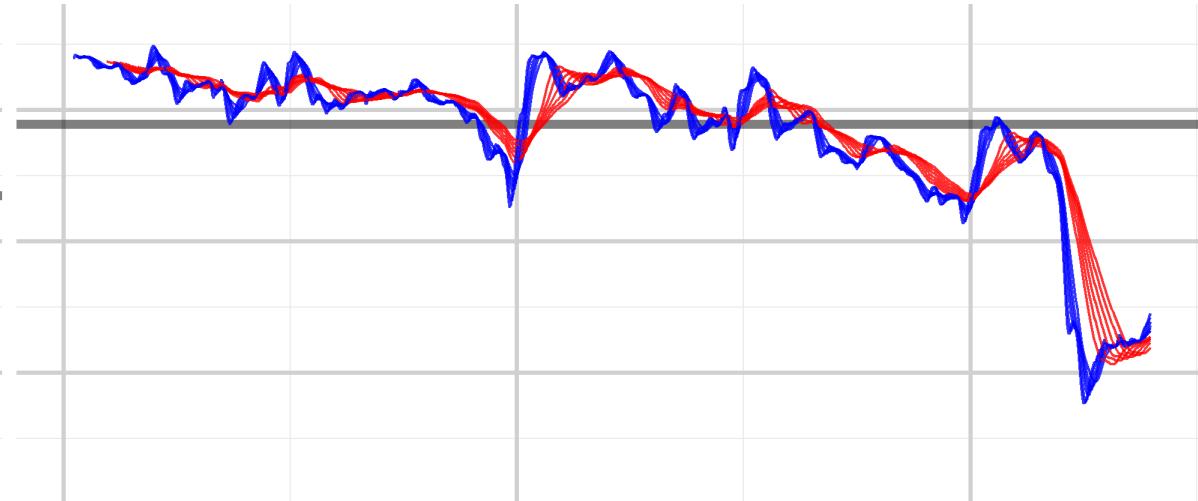
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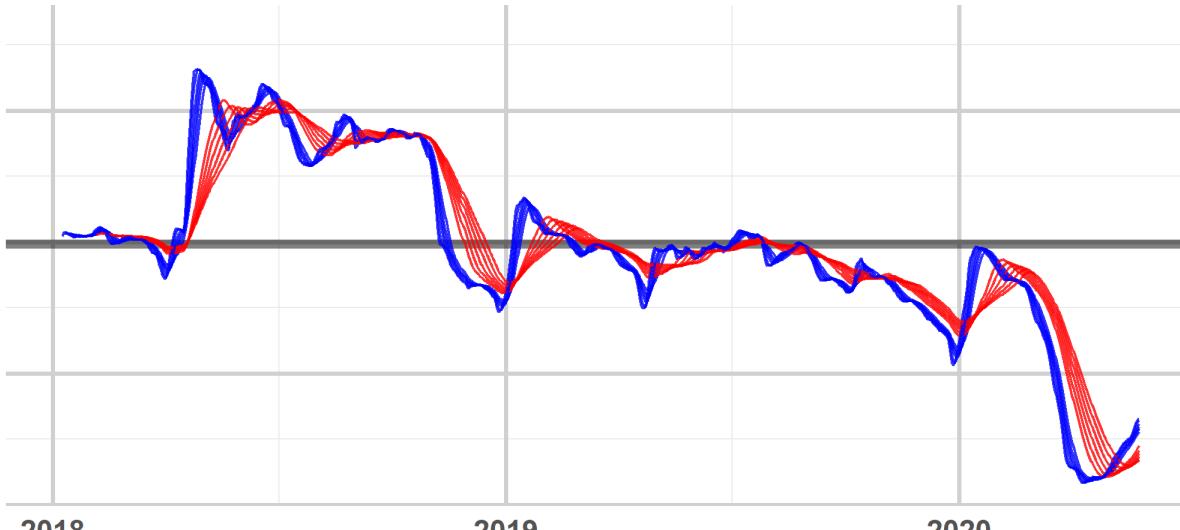
Denmark



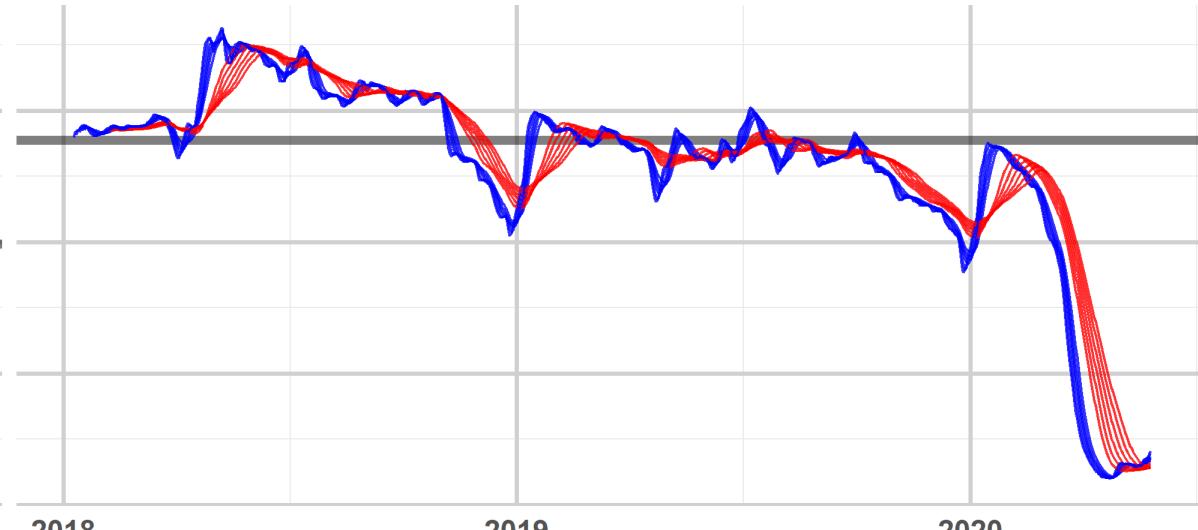
Finland



Norway



Sweden



2018

2019

2020

2018

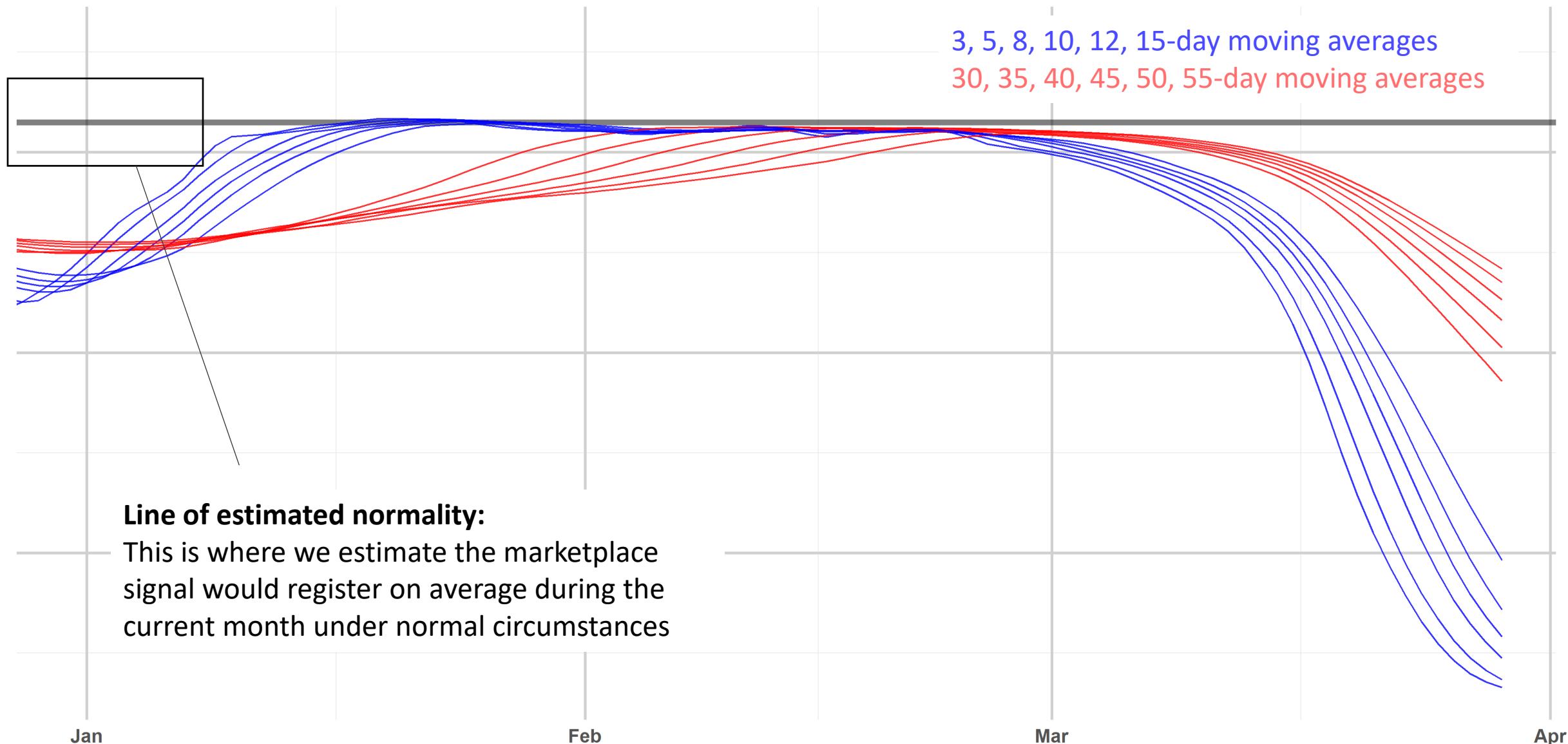
2019

2020

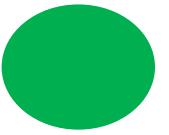
How the signals are extracted

Marketplace Rebound Signal Search - United States

Short View

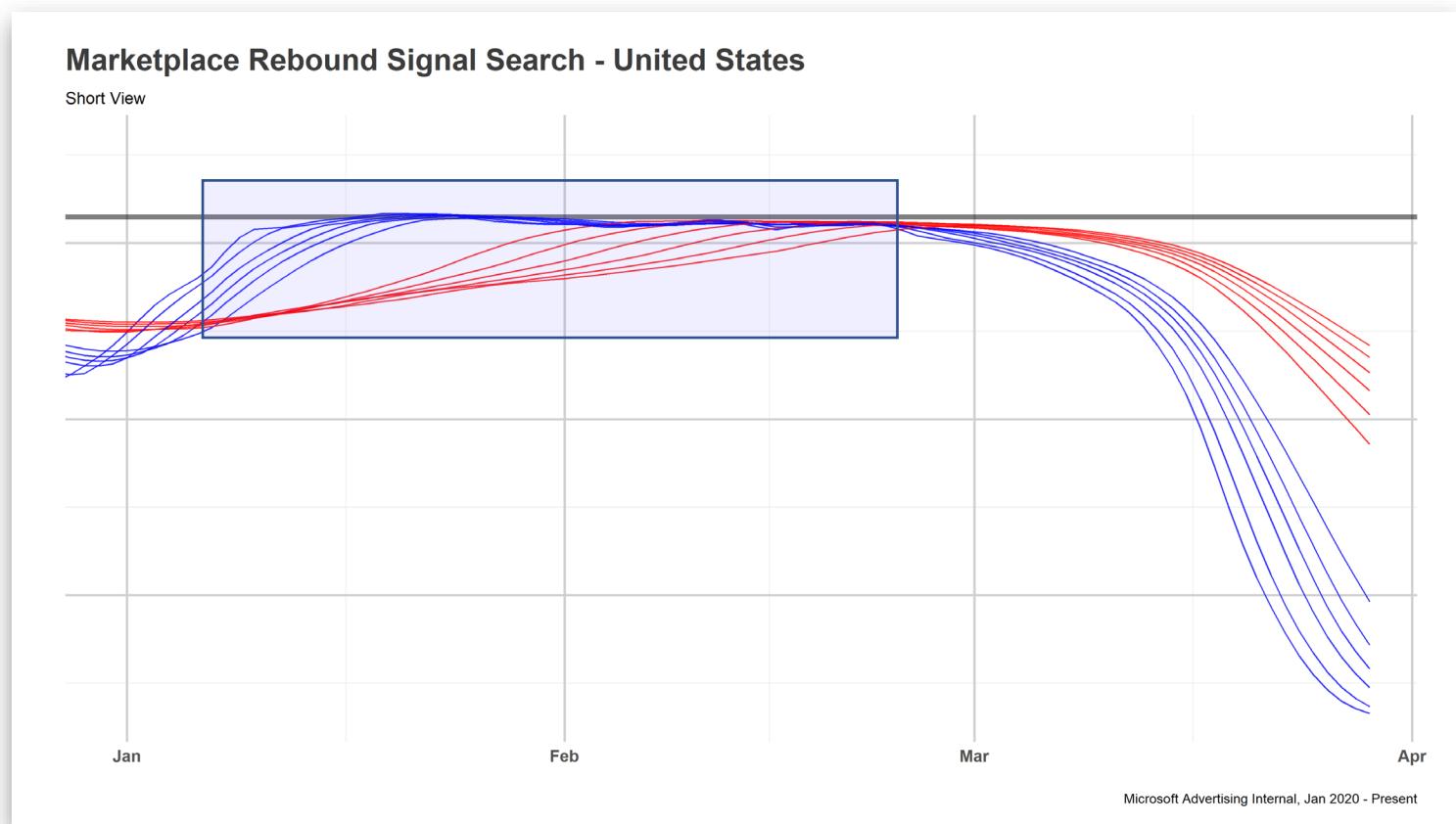


Signal:



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 is a confirmed market uptrend

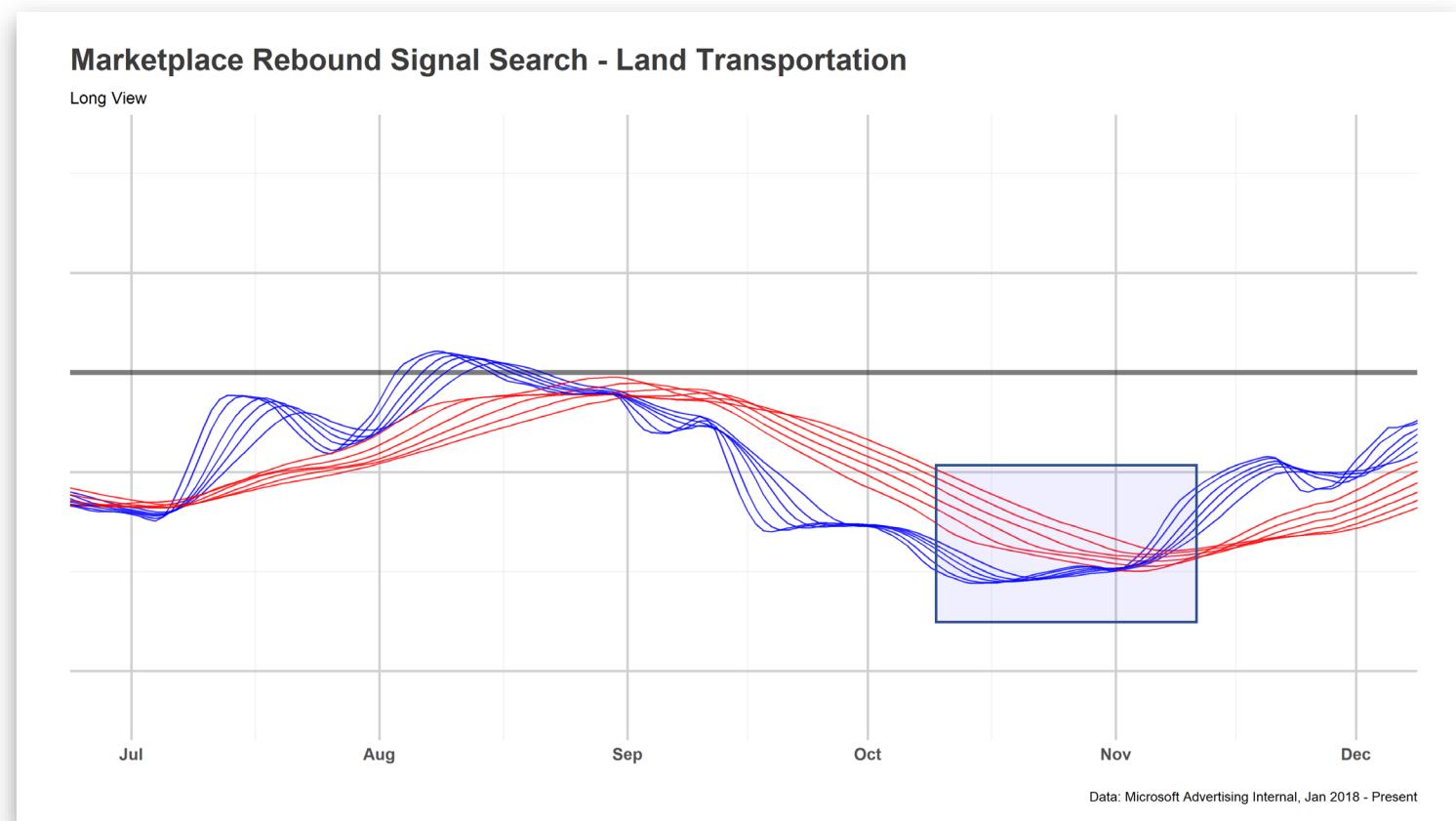


Signal:



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

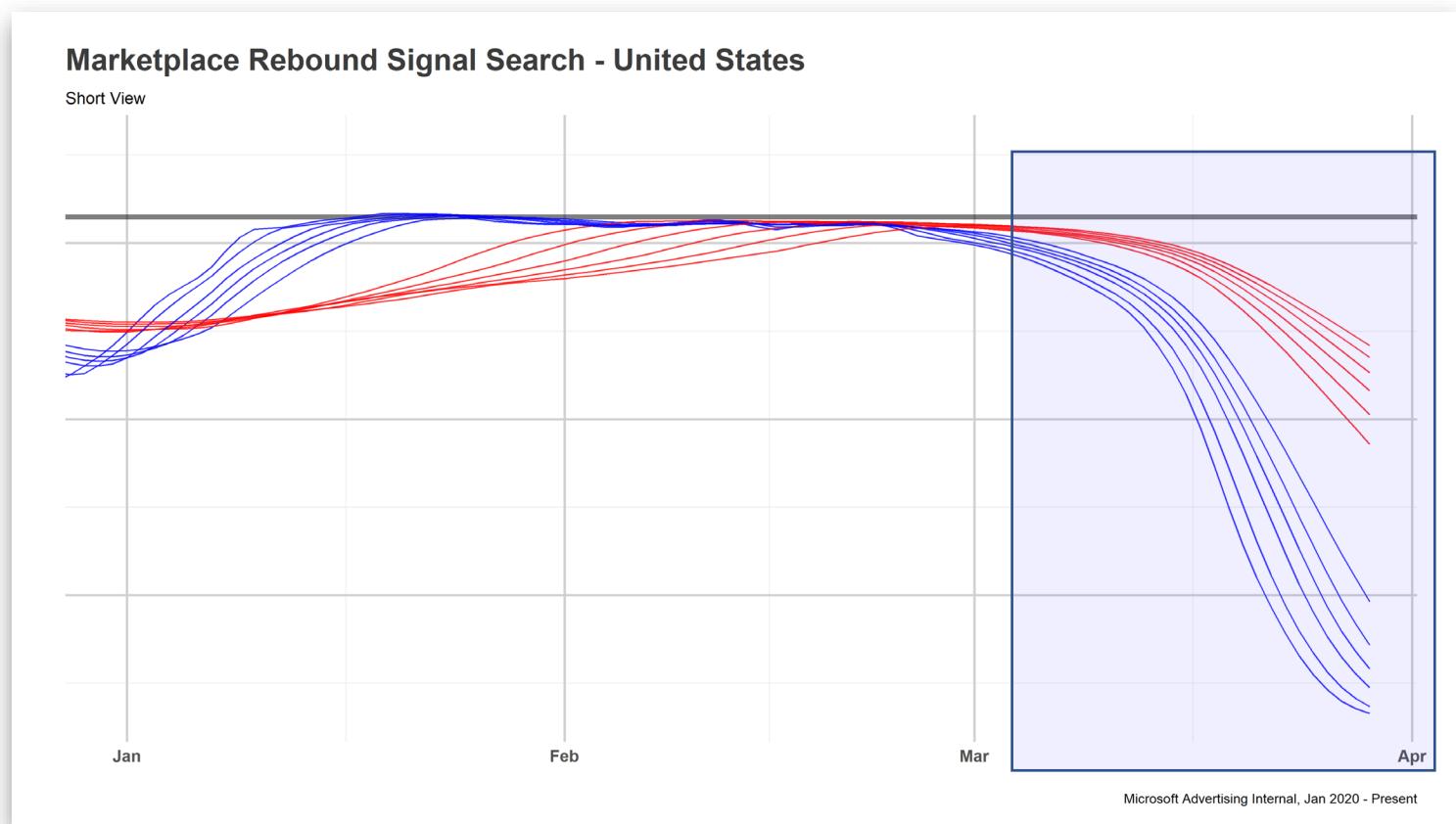
However, the **shorter-term moving averages** begin to reverse course, and move back through the **longer-term moving averages**. This is an indication that the marketplace is possibly turning around, and a good opportunity for advertisers to re-enter.



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

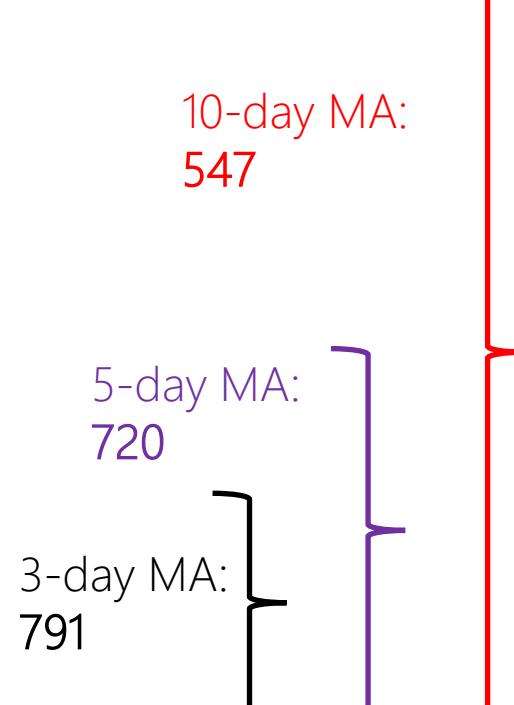


Searcher intent



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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