



Weekly COVID-19 marketplace rebound gauge (global)

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.

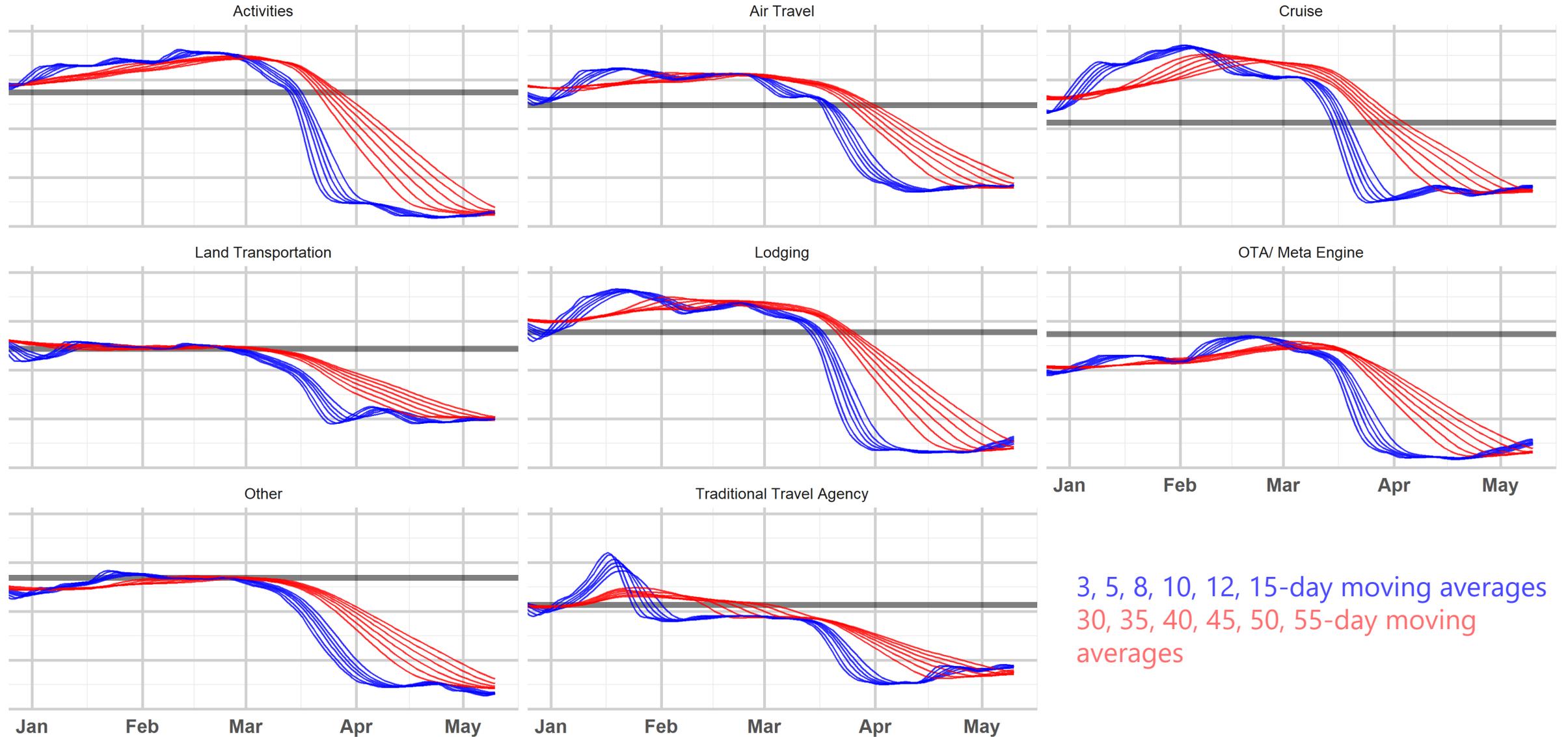
Marketplace signals – U.S.

| 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:
5/10/2020

Marketplace Rebound Gauge, Short Window

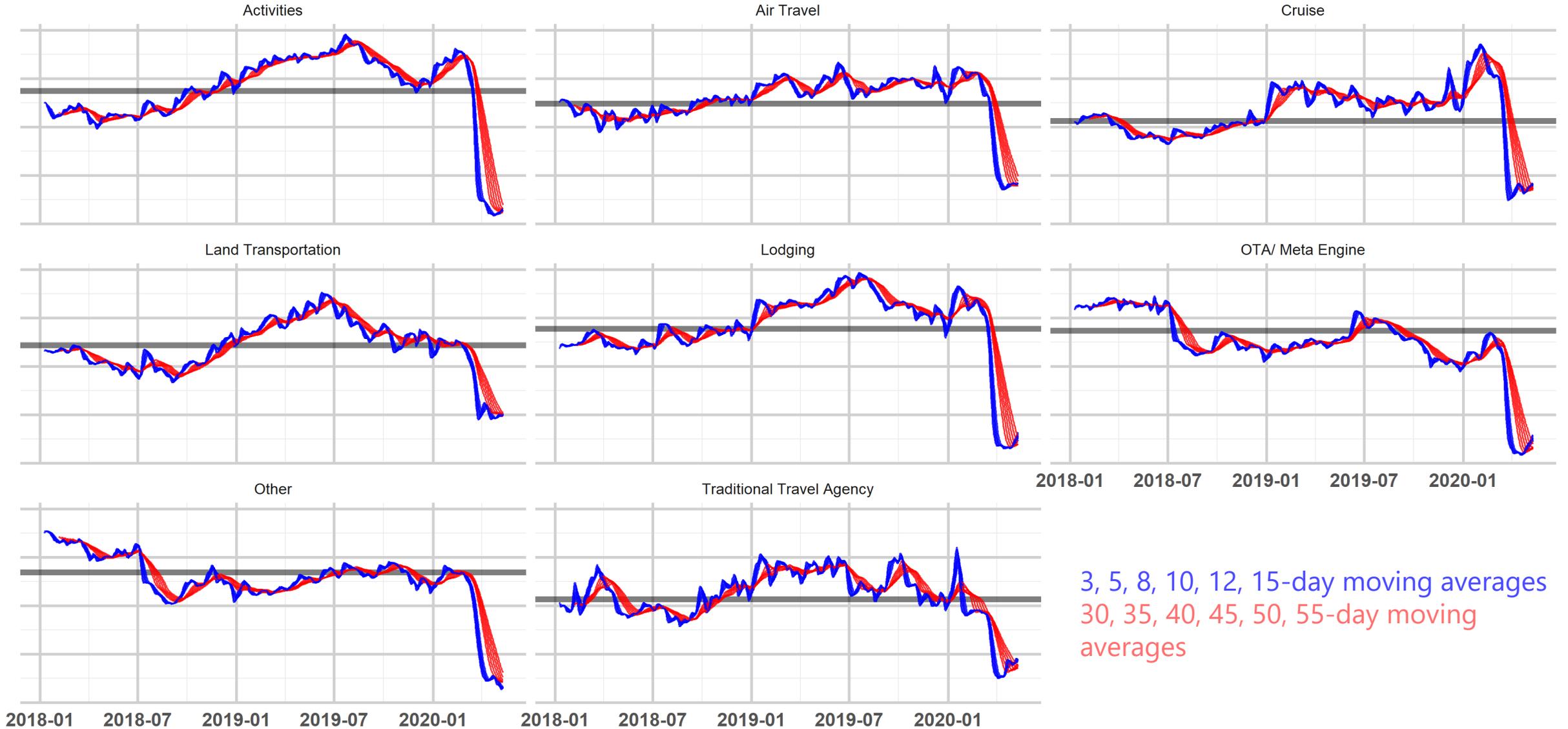
When short term averages crest long term averages, this is a strong signal the marketplace is reversing



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

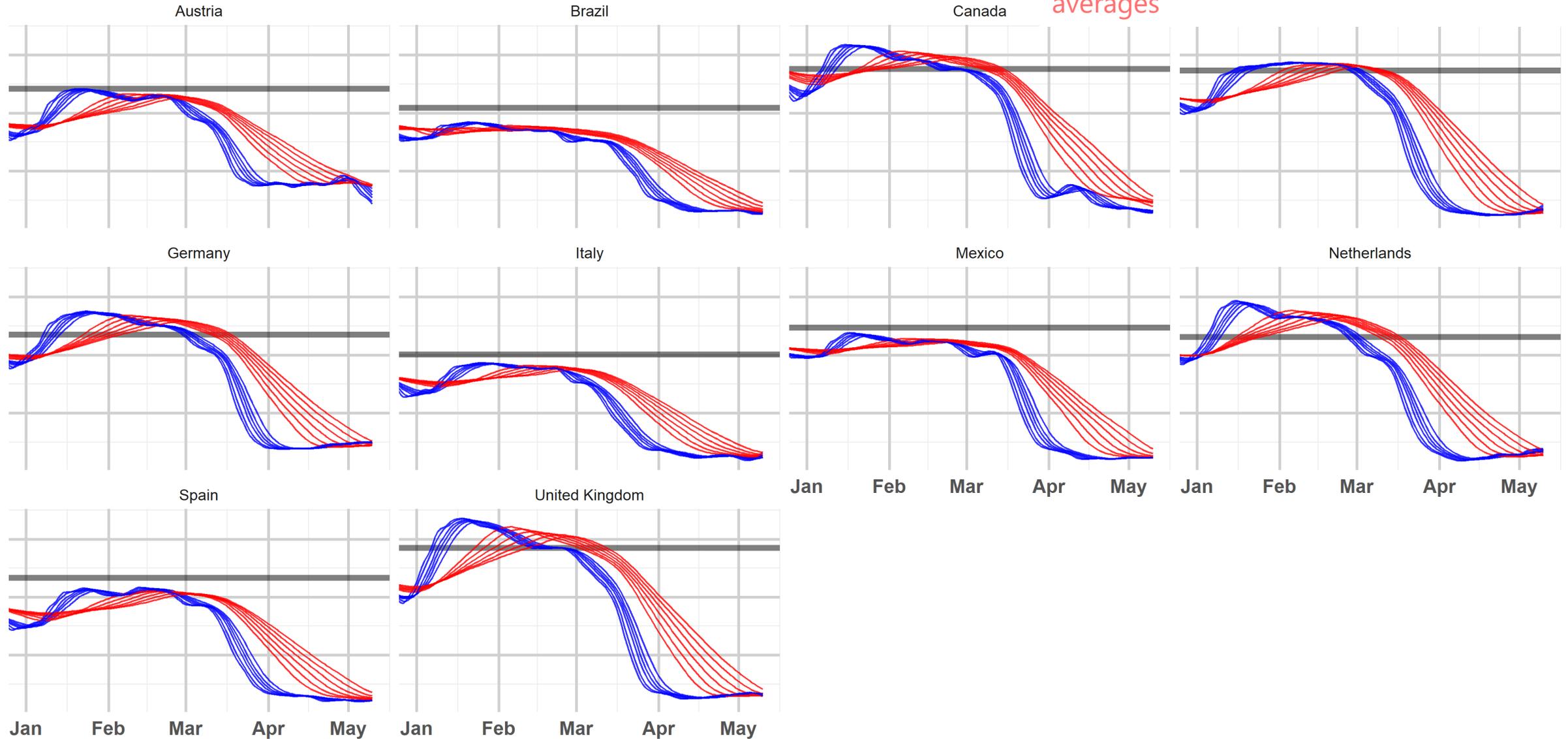
| Market | Signal | Signal guide |
|---|---|---|
|  Canada |  | <p> Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently.</p> <p> Marketplace index has reversed its downtrend. Risk-tolerant advertisers seeking competitive advantage should re-enter.</p> <p> Marketplace index remains in a downtrend</p> |
|  France |  | |
|  Germany |  | |
|  Italy |  | |
|  Spain |  | |
|  United Kingdom |  | |
|  Mexico |  | |
|  Brazil |  | |
|  Netherlands |  | |
|  Austria |  | |

Data through:
5/10/2020

Marketplace Rebound Gauge, Short Window

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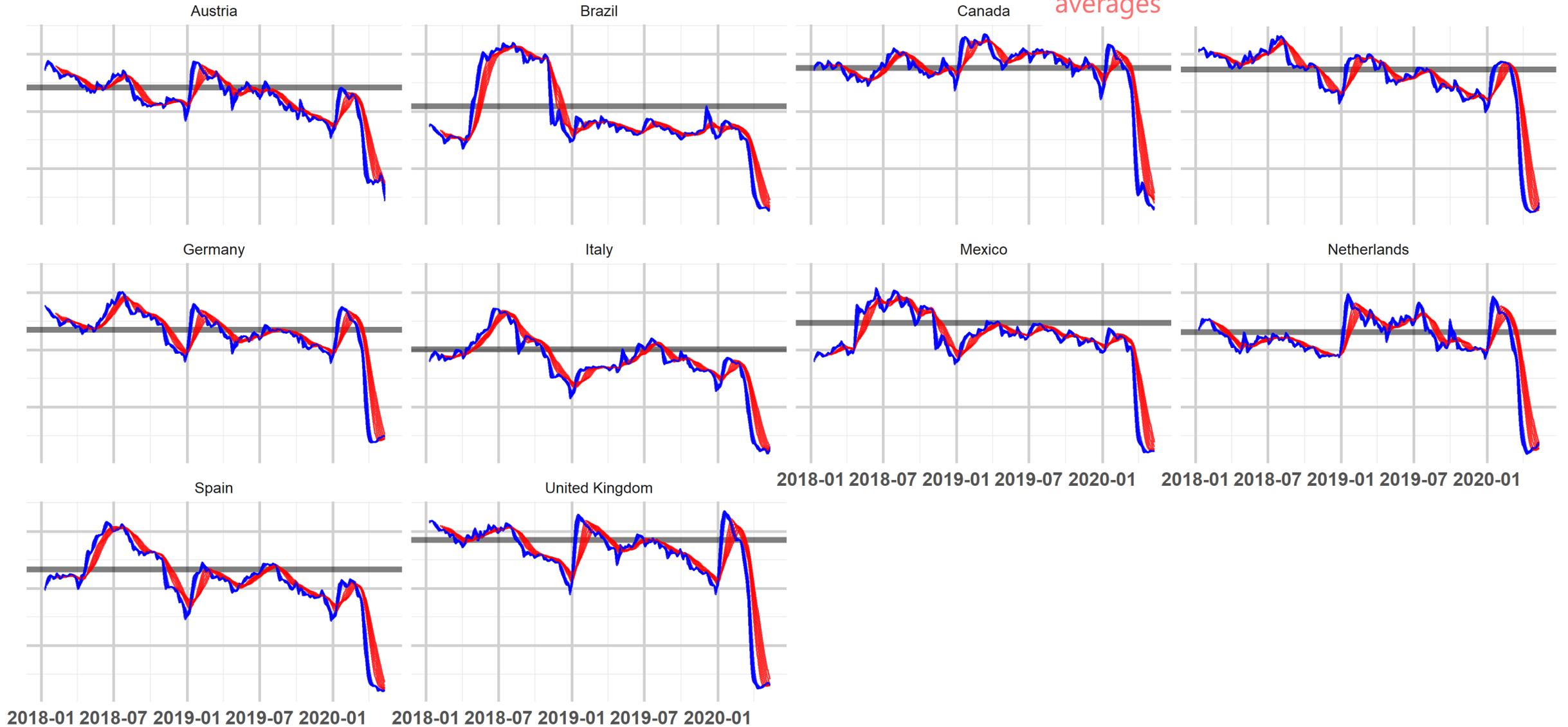
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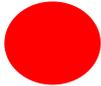
Marketplace Rebound Gauge, Long Window

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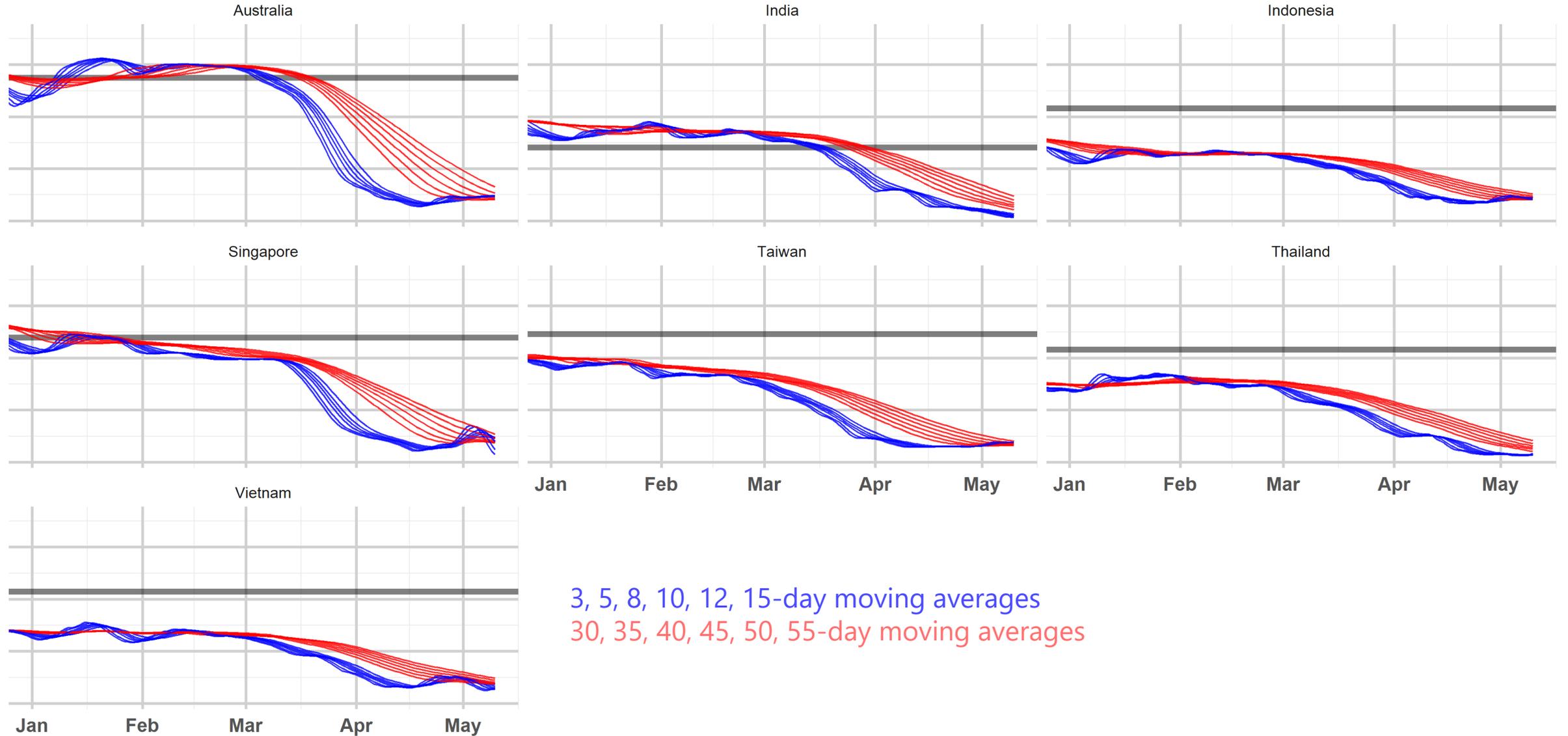
Marketplace signals - APAC

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

Data through:
5/10/2020

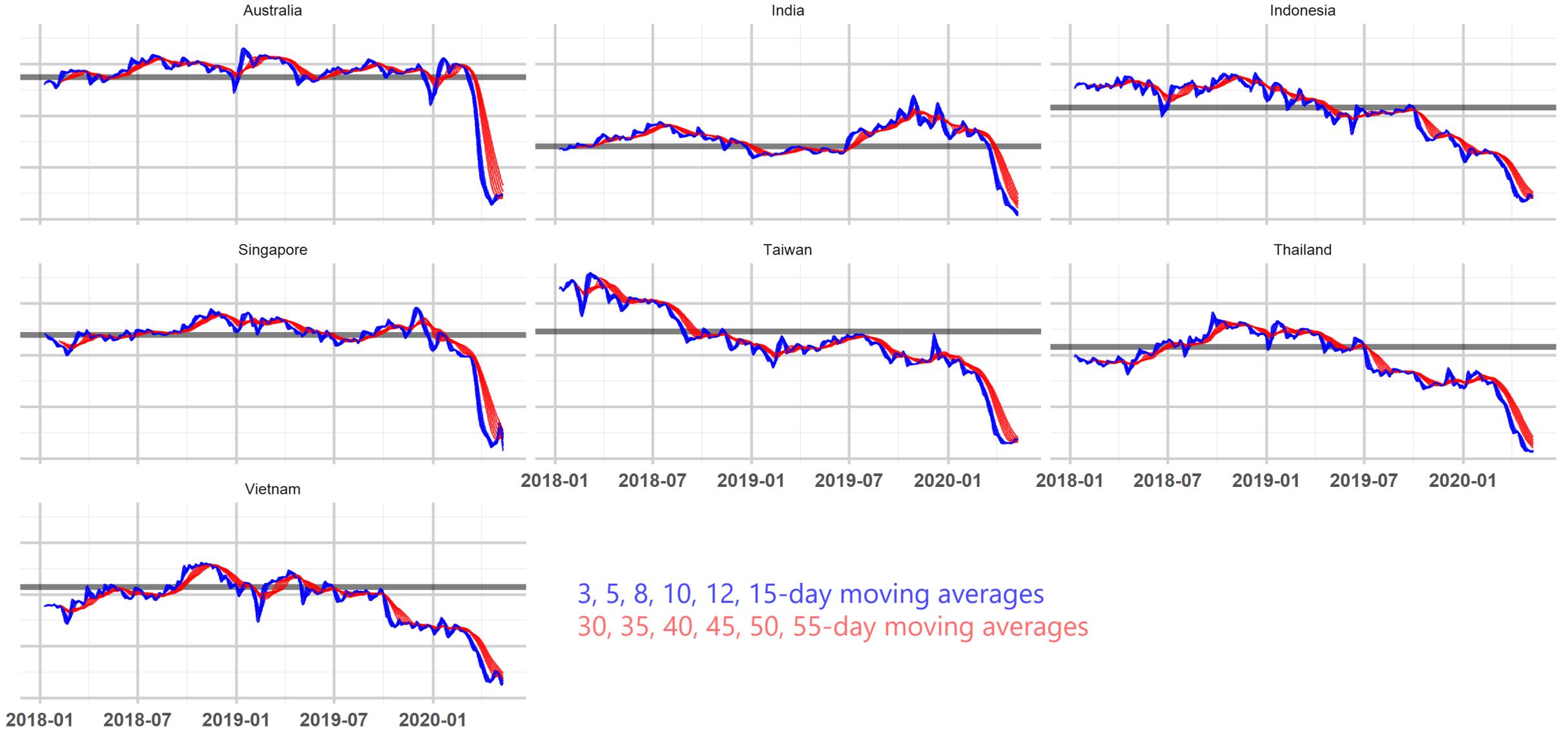
Marketplace Rebound Gauge, Short Window

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

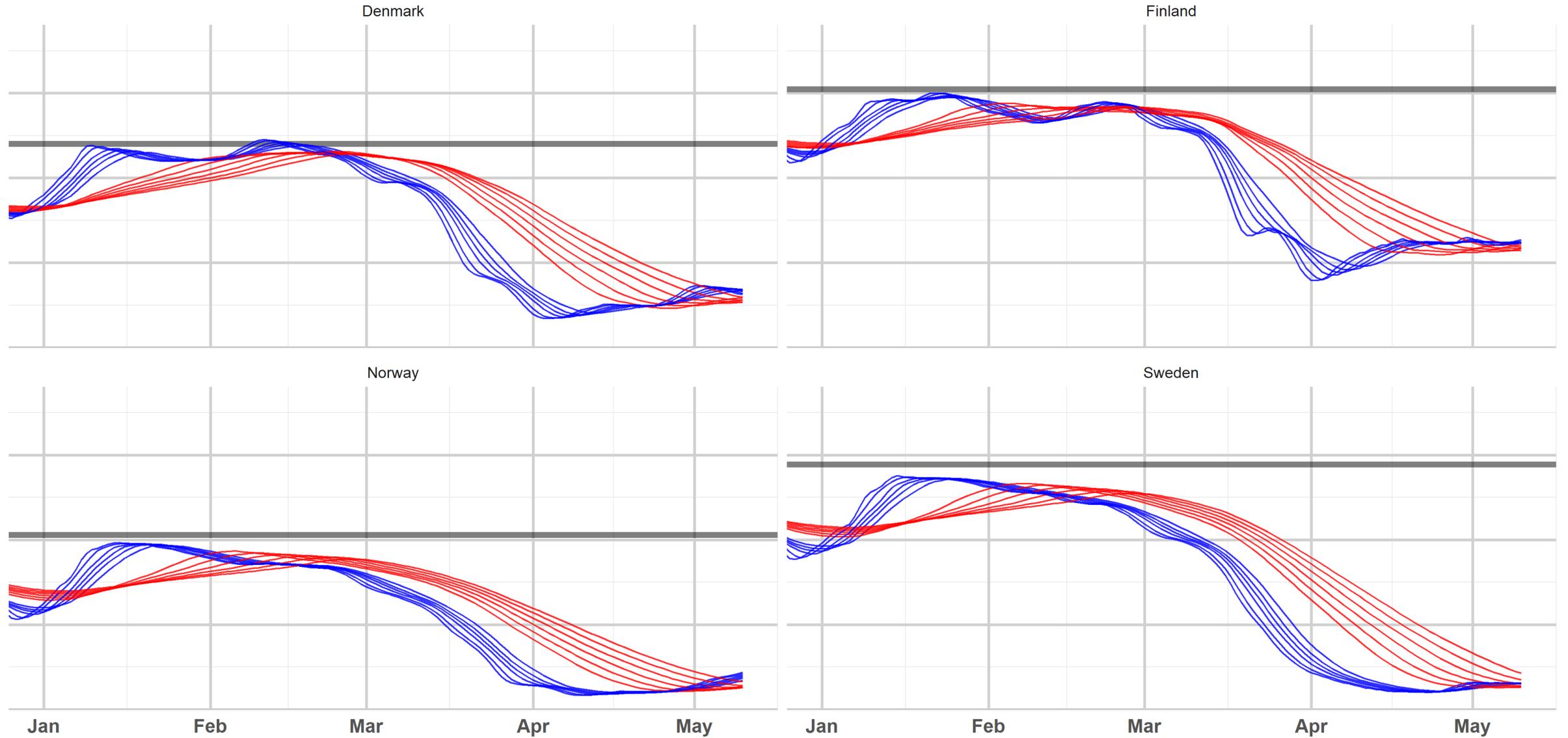
| Market | Signal | Signal guide |
|--|---|--|
|  Denmark |  |  Marketplace index has returned to a value of estimated normality. Risk-averse advertisers should re-enter confidently. |
|  Finland |  | |
|  Norway |  | |
|  Sweden |  | |
| | |  Marketplace index has reversed its downtrend. Risk-tolerant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

Data through:
5/10/2020

Marketplace Rebound Gauge, Short Window

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

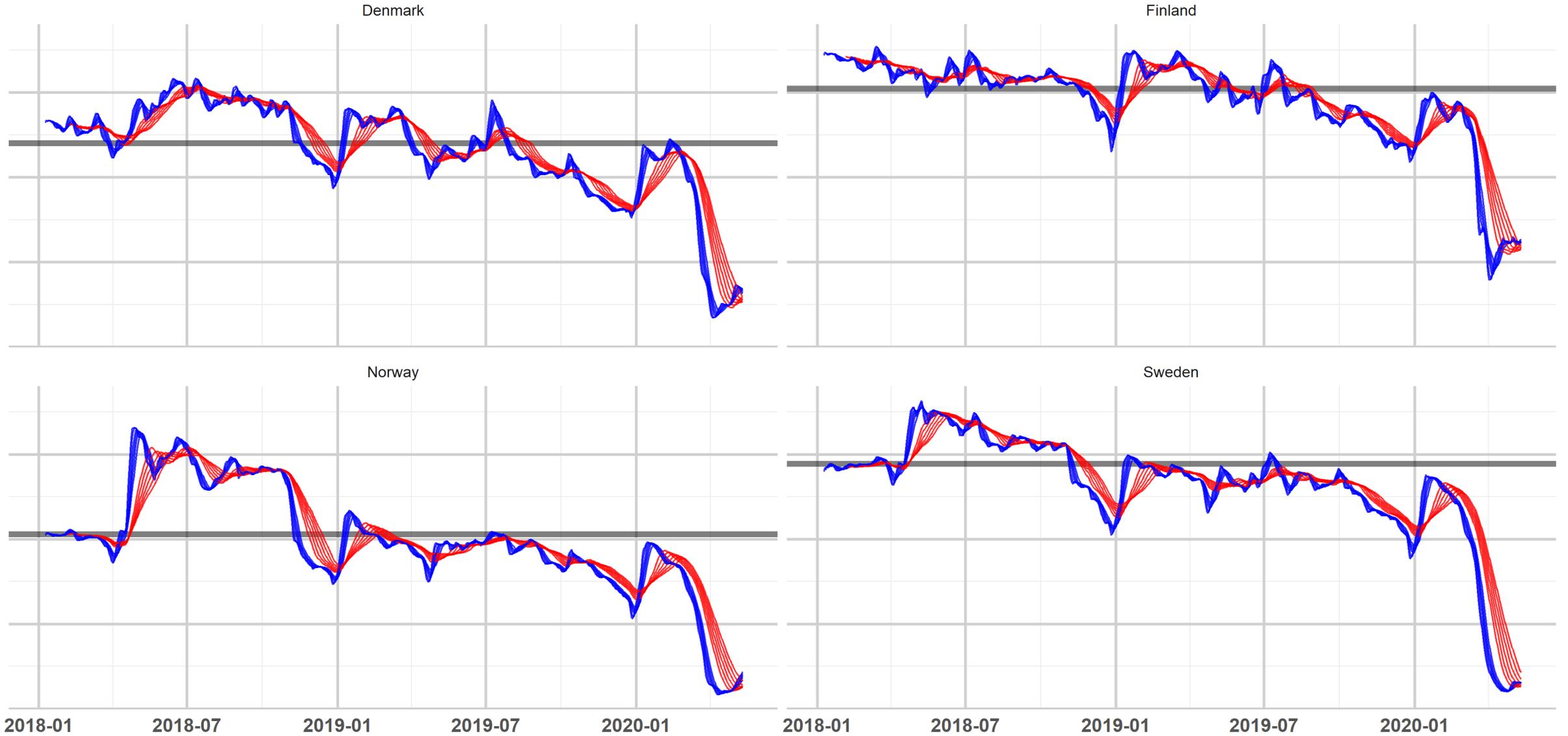
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Marketplace Rebound Gauge, Long Window

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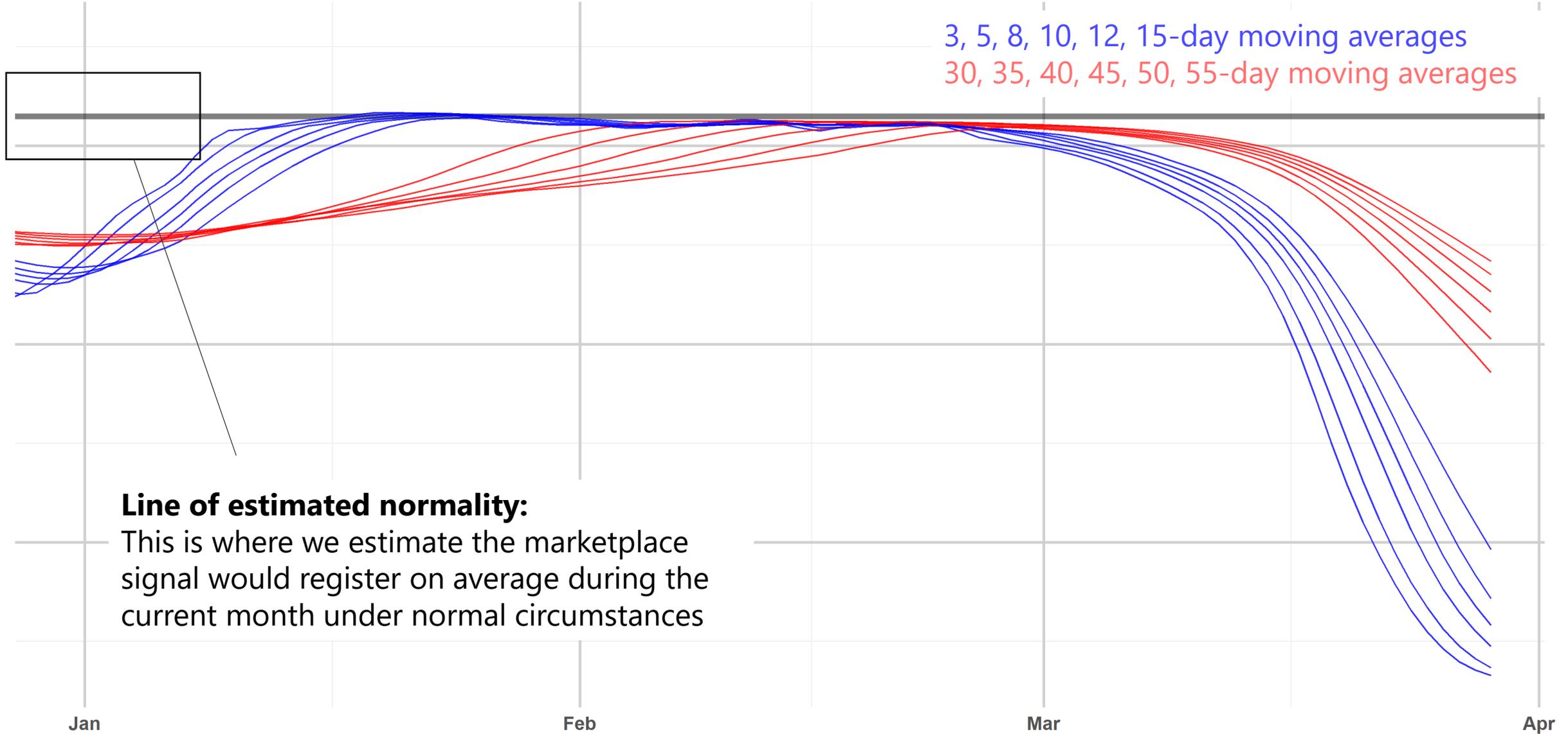
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How the signals are extracted

Marketplace Rebound Signal Search - United States

Short View

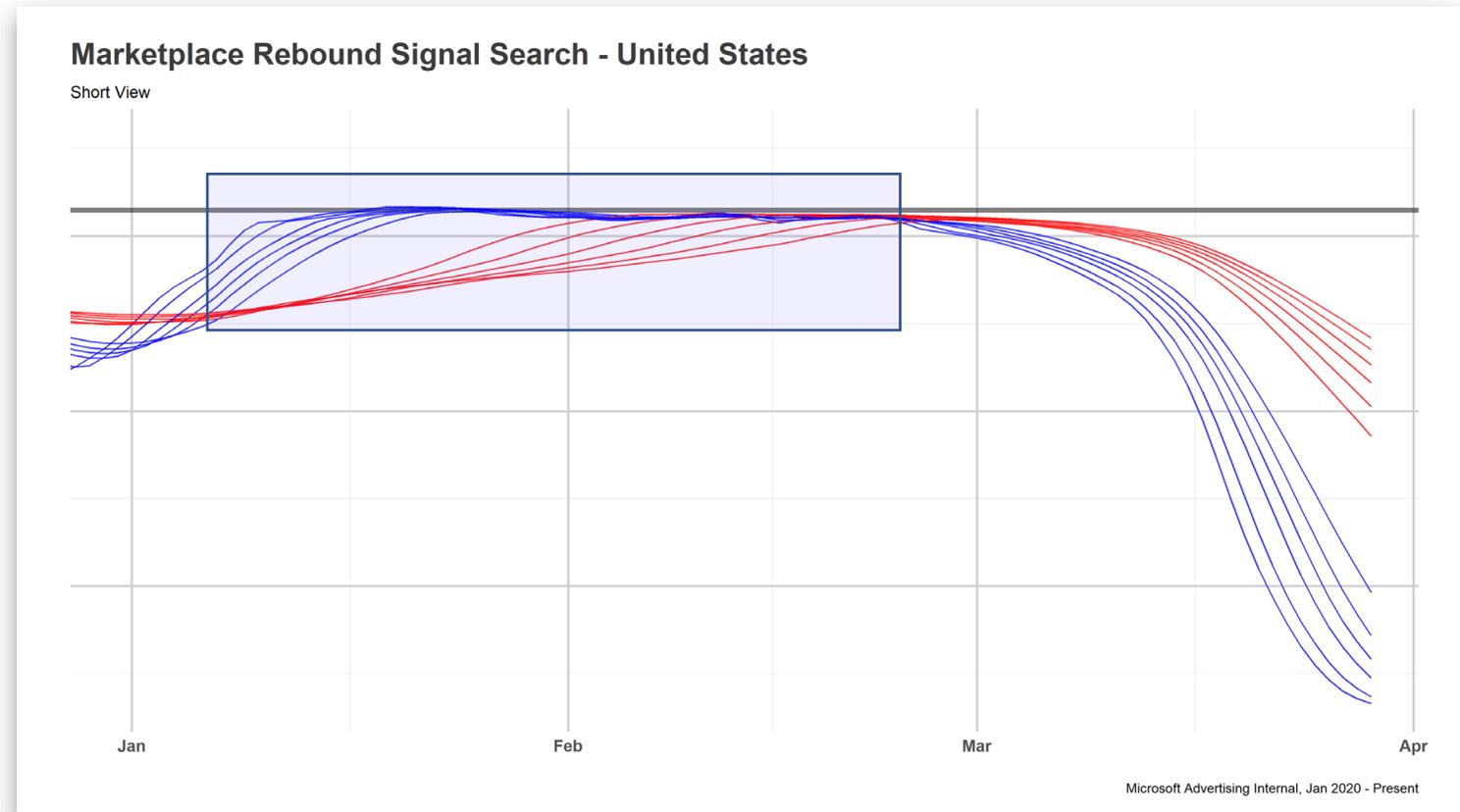


Signal:



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

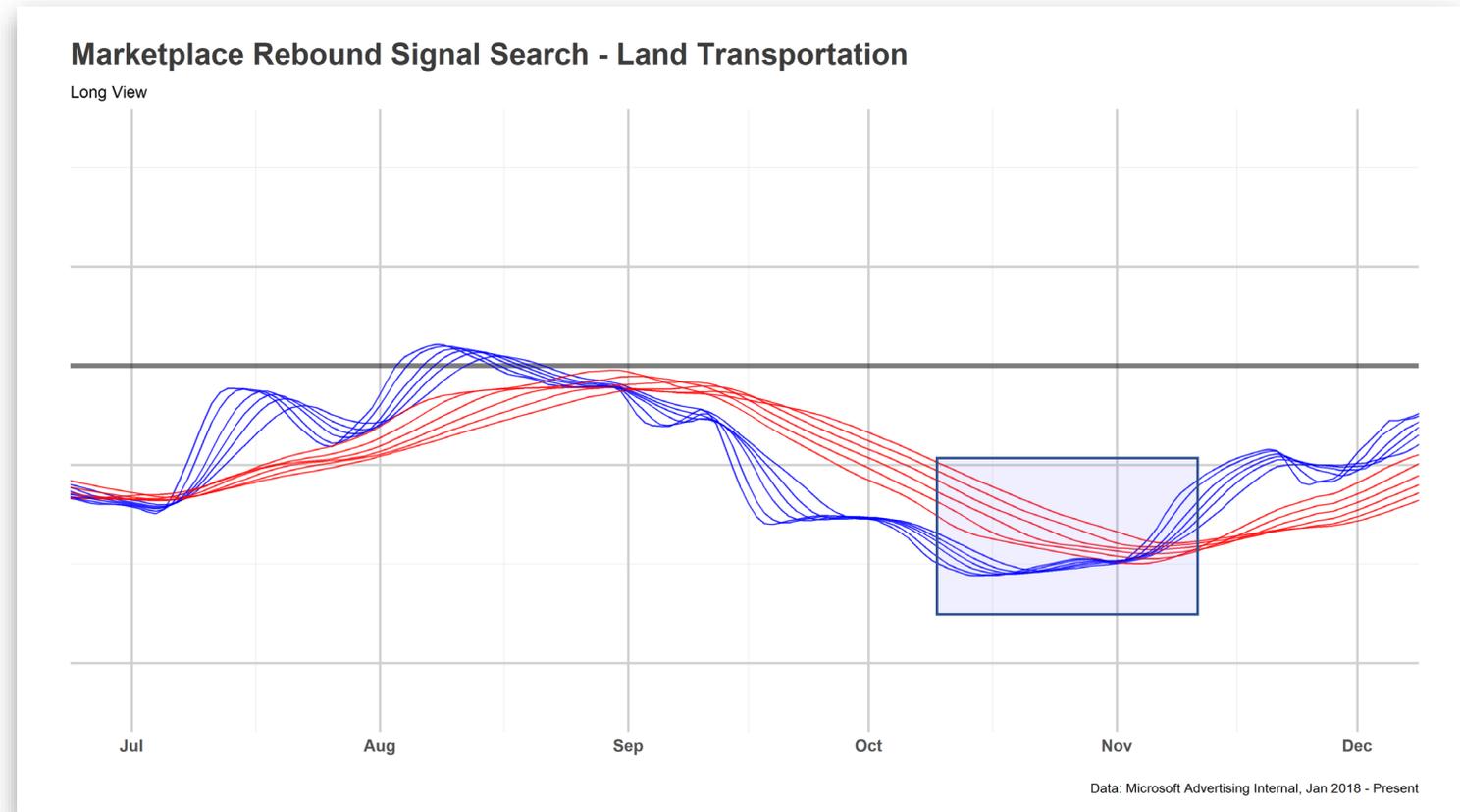


Signal:



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.

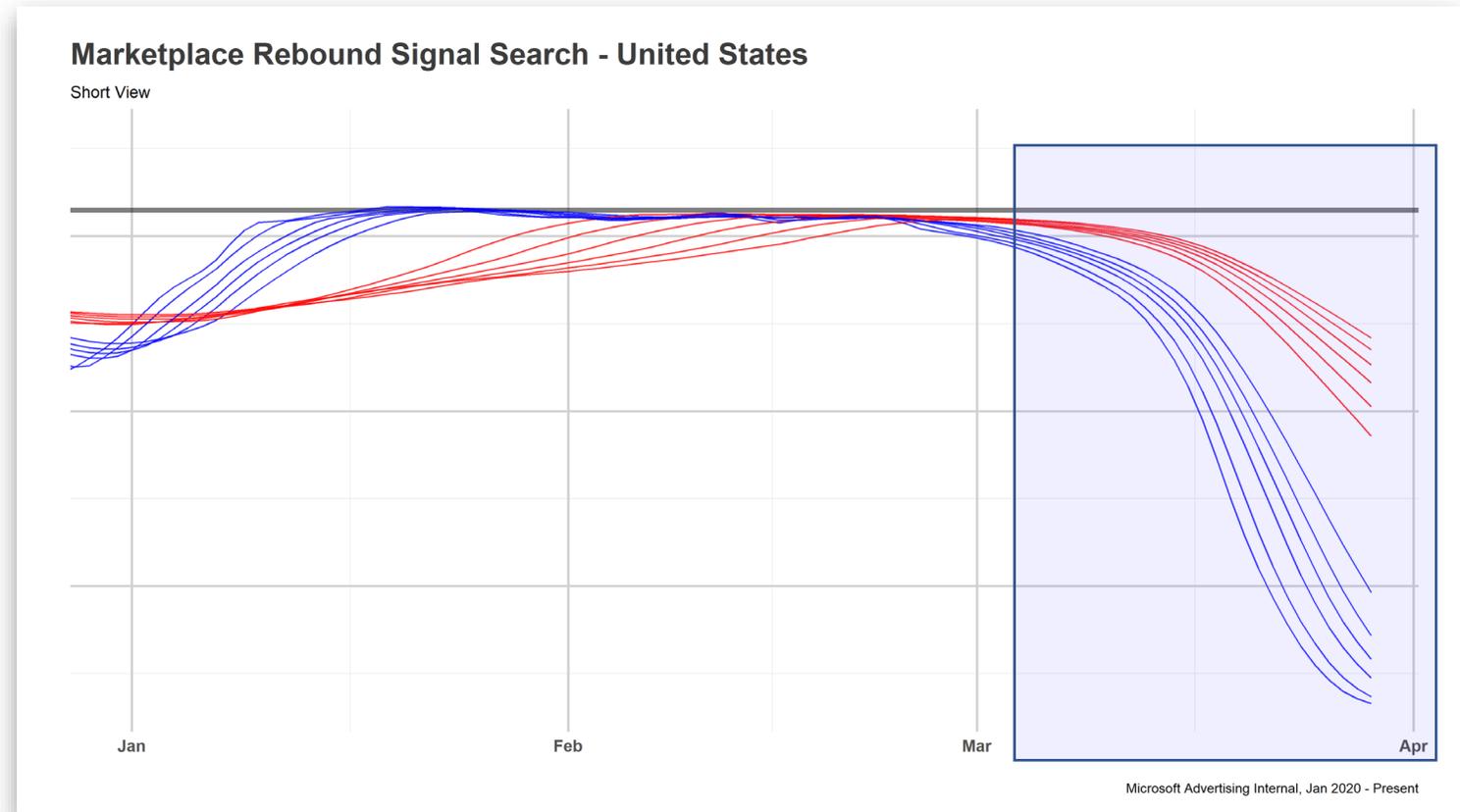


Signal:



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**

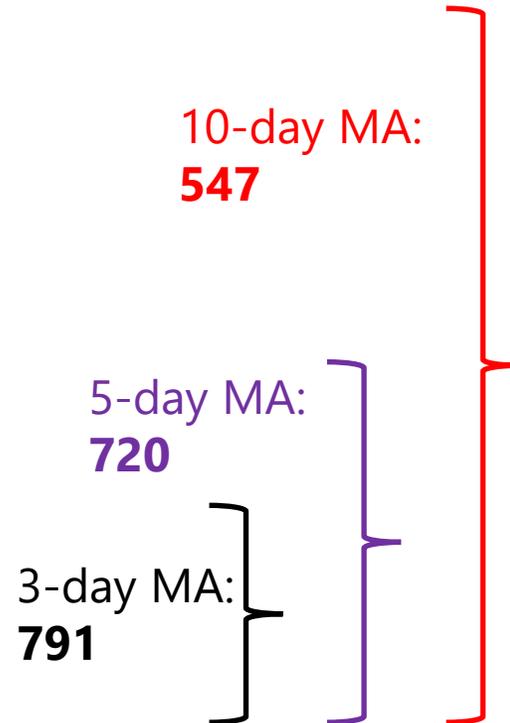


**Searcher
intent**



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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