

Performance Report

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

JUNE 2026 EDITION

PERFORMANCE SNAPSHOT

JUNE 1 – 23, 2026

Every journey, measured

Across every format and DSP, the partnership returned **\$14.30M** in post-ad revenue on **\$883.9K** in spend, an overall **1620% pROAS**.

\$14.30M

POST-AD REVENUE

Attributed to Media.net supply

\$883.9K

TOTAL SPEND

Media investment

1620%

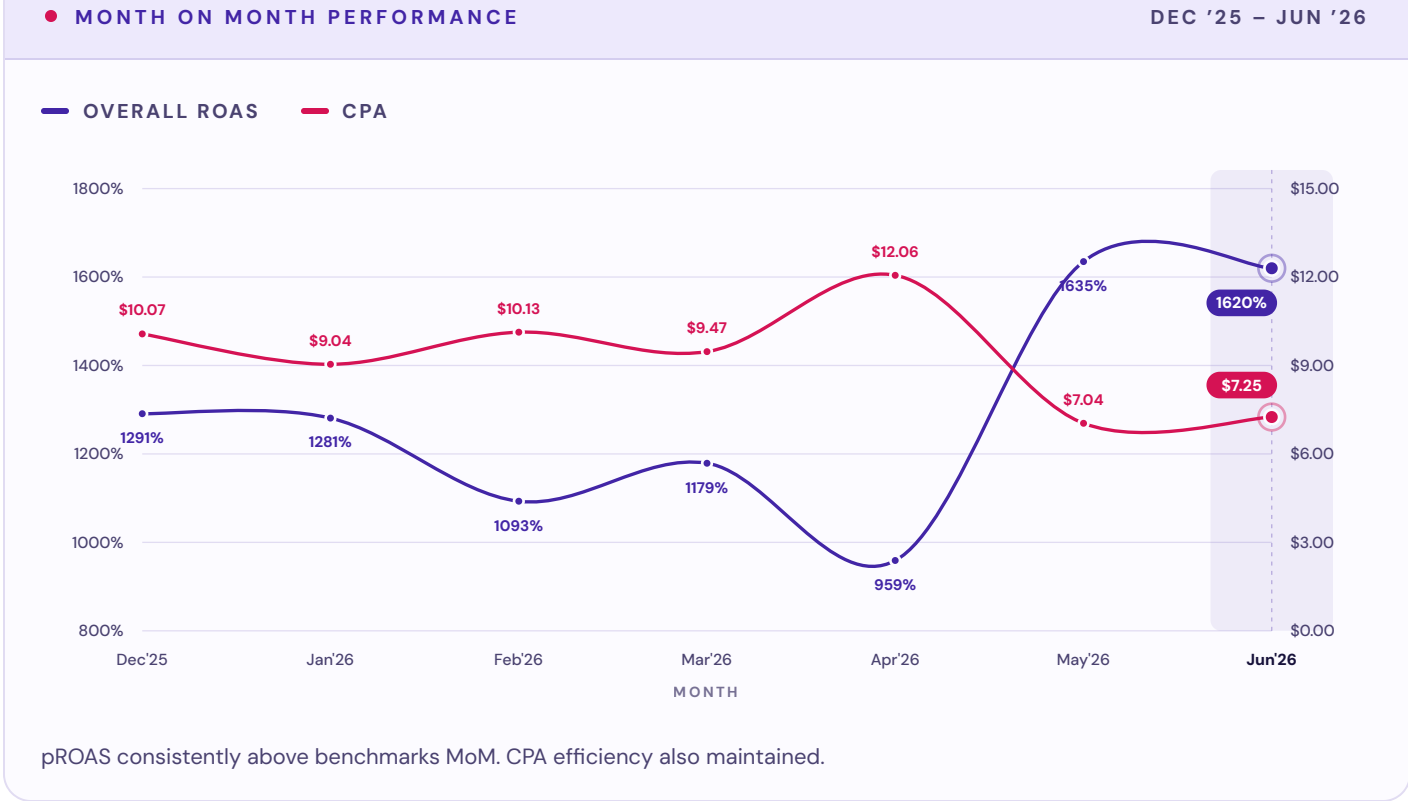
OVERALL PROAS

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	VS BENCHMARK
Display & Video	Vrbo	DV360	\$865.9K	\$9.4M	1,080%	▲ 2.4x above benchmark
Display	Expedia	DV360	\$18.0K	\$5.0M	27,550%	▲ 1.9x above benchmark
CTV	Expedia	TTD	\$3.5K	\$39.0K	1,122%	▼ 2.8x below benchmark
CTV	Hotels.com	TTD	\$12.4K	\$138.9K	1,116%	▼ 2.5x below benchmark

Expedia's Display line on DV360 is the standout efficiency leader at 27,550% pROAS; Vrbo carries the majority of volume at 1,080%.

FORMAT	PROAS	POST-AD REV	TOTAL SPEND
Display	1,328%	\$48.2M	\$3.6M
Video	935%	\$311.7K	\$33.4K

Priority Boarding: Expedia Display on DV360 returned **27,550% pROAS** on just \$18.0K 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

Tuesday–Thursday leading the bookings

The mid-week planning window is where travel intent converts hardest, driving the sharpest spikes in post-ad revenue and ROAS.

NEW ACTIVATIONS

The PMP has gone global

Global PMPs are now live across Mexico, Australia, GBR, and the USA, spanning Expedia, VRBO, and Hotels.com. Performance reporting is being collected, with more geos to follow.

LEADING PUBLISHERS

Reach meets travel context

Leveraged proprietary SearchSignals intelligence to curate performant supply. Yahoo, Rome2rio, and Realtor.com led delivery.

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 step: OmniReach

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

OmniReach

The 1620% pROAS is built on Display and Video 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.

GLOBAL ROLLOUT

New Activations

Fresh global and brand-specific deals now live across new geos, formats, and DSPs. Performance reporting is being collected and will follow.

Global Deals

BRAND	REGION	FORMAT	DSP	SPEND	CPM	BID RATE	WIN RATE	PROAS
Expedia	Mexico	Display	DV360	\$1,273	\$0.46	0.13%	12.16%	Reporting awaited
Expedia	Mexico	Video	DV360	\$606	\$0.37	0.27%	10.11%	Reporting awaited
Vrbo	Australia	Display	TTD	\$11,815	\$0.17	5.10%	61.32%	Reporting awaited
Vrbo	Australia	Display	TTD	\$311	\$0.72	0.30%	11.13%	Reporting awaited
Vrbo	GBR	Video	DV360	\$28,764	\$1.55	1%	20.18%	Reporting awaited

Other Brand-Specific Deals

Hotels.com

REGION	FORMAT	DSP	SPEND	CPM	BID RATE	WIN RATE	PROAS
USA	Display	TTD	\$3,607	\$1.56	0.05%	2.59%	Reporting awaited
USA	Video	TTD	\$14,812	\$1.89	0.06%	9.87%	Reporting awaited

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