45 days of research before they book.

The next podcast or playlist they open calls out the trip they were looking at.

Travel buyers bounce between dreaming, researching, and comparing for weeks before they book. Search and OTAs only catch them when they are actively looking. Adduro reaches them between visits across streaming TV and audio, with reporting that ties every booking back to your campaigns.

155%

lift in display click-through when RIVI ran alongside the same campaign.

THE COMPLETE PICTURE

How streaming, audio & display move travelers from dreaming to booking.

1. **Stay present during the weeks they research.**
   RIVI delivers personalized audio that names their exact trip, hours after they leave your site. One script. Variables pulled from your site pixel.

2. **Reach them on the screens they actually watch.**
   Streaming TV where 49% of travel intenders cannot be reached on linear.

3. **Stay top of mind everywhere else they browse.**
   Display retargeting coordinated with your streaming at the household level. Reach more travelers, not the same ones twenty times.

Your next direct booking is already streaming.

How RIVI works.

Personalized audio retargeting in three steps. Connect to your existing pixel, write one ad script, and let the variables do the rest.

CAPTURE

A traveler looks at your site

The Adduro pixel passes the variables they searched like destination, dates, property, and more to RIVI in real-time.

ASSEMBLE

RIVI creates a personalized ad.

One master script, dynamic variables. RIVI builds a custom audio ad for that traveler without any re-recording.

DELIVER

Traveler hears the ad on their next stream.

Within hours, they hear an ad that names the trip they were just looking at on the top streaming audio apps. .

adduro.io

Streaming ads built for booked trips, not impression counts.

See more at adduro.io/travel

WHY ADDURO

A partner, not just a platform.

You do not need another vendor. You need a team that understands travel marketing economics, builds targeting around your best traveler profiles, and sits down with you regularly to optimize based on real performance data. Every client gets a dedicated team, a custom strategy, and ongoing campaign partnership.

What That Partnership Includes

1 Your budget reaches travelers, not middlemen.

Your ads run on Peacock, Hulu, Disney+, Prime Video, Netflix, Paramount+, Roku, and more at lower CPMs because there is nothing between your budget and the publisher. Full accountability into where every ad ran, what it cost, and what it delivered.

2 Your ad plays where travelers are dreaming and planning.

Streaming video on the living room TV where engagement is highest. Audio ads on Spotify, iHeartRadio, Pandora, and podcasts where your audience spends hours a week. Same targeting precision on every screen and speaker in the household.

3 Real travelers see your ad, not bots.

Fraudulent impressions do not just inflate your numbers, they take budget away from qualified households. Hard Check adds a second verification layer after industry-standard tools, stopping over 250 million invalid impressions per month.

4 Reach more qualified households, not the same ones.

Without household-level frequency management, some households see your ad twenty times while others only see it once. Adduro coordinates frequency across CTV, display, and audio at the household level so your budget is always expanding reach, not wearing out the same audience.

5 See which ads are driving bookings, not just impressions.

Most reporting credits whichever ad played right before someone booked. That tells you who was last, not what worked. Adduro measures the actual contribution of every publisher and placement so you shift budget toward inventory generating bookings and direct site traffic.

6 Know where to spend next month.

Every campaign comes with reporting that shows exactly what is working: which publishers, which markets, which zip codes, and which targeting layers are driving the strongest response. You stop guessing and start making decisions based on real performance data.