

# Performance Report

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

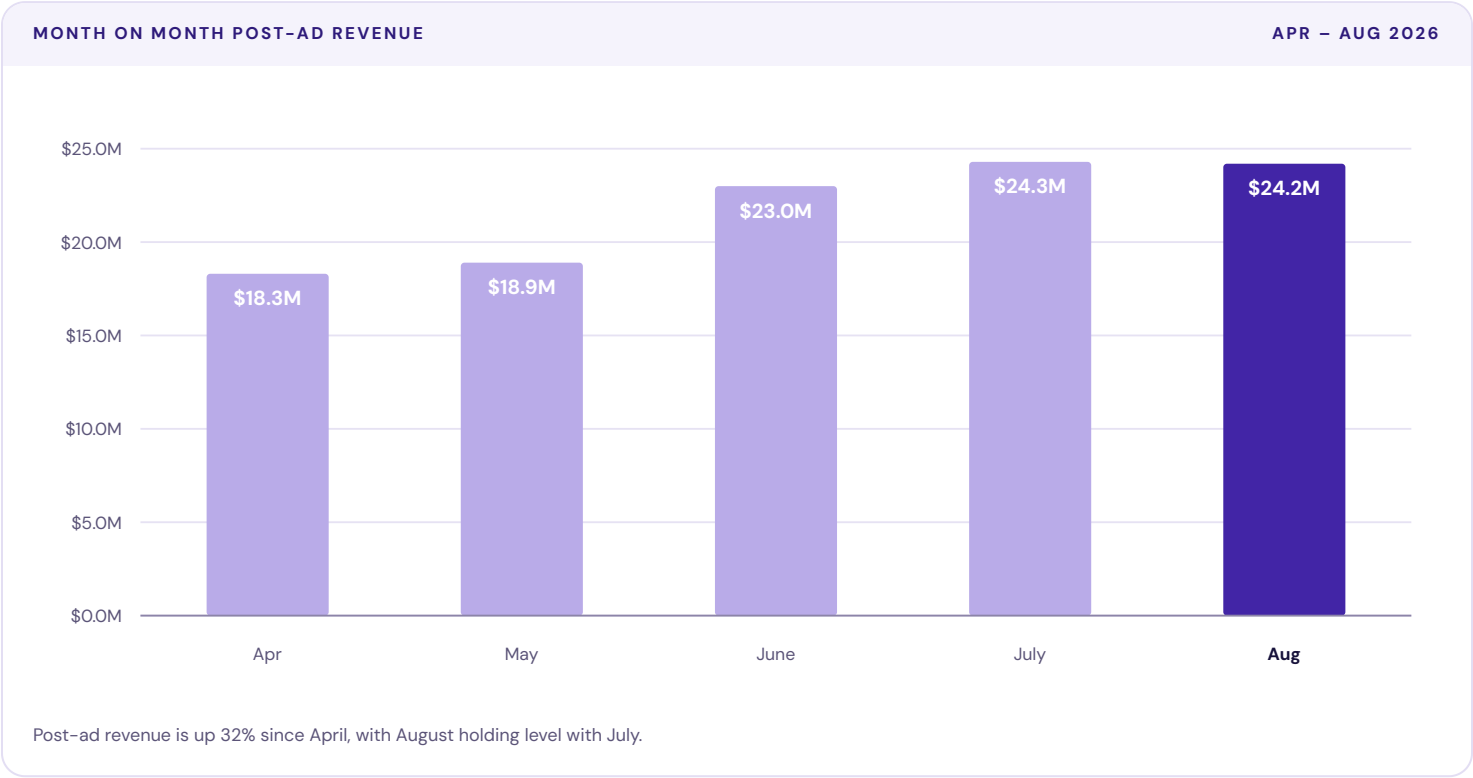
AUGUST 2026 EDITION

● PERFORMANCE SNAPSHOT

## A bird’s eye view of performance

Across every format and DSP, the partnership returned **\$24.2M** in post-ad revenue on **\$1.3M** in spend, an overall **1814% pROAS**.

| LIVE PMP PERFORMANCE                                                                    |                                                                      |                                                                              | AUGUST 1 – 31, 2026                                                      |
|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <div>\$24.2M</div> <div>POST-AD REVENUE</div> <div>Attributed to Media.net supply</div> | <div>\$1.3M</div> <div>TOTAL SPEND</div> <div>Media investment</div> | <div>1814%</div> <div>OVERALL PROAS</div> <div>Post-ad return on spend</div> | <div>\$1.69</div> <div>CPA</div> <div>Blended cost per acquisition</div> |



● BRAND & FORMAT BREAKDOWN

## Boarding by brand

Every line of the Expedia Group family, measured by geo, format and DSP against its own pROAS benchmark.

### Format-wise performance

| FORMAT  | PROAS  | POST-AD REV | TOTAL SPEND |
|---------|--------|-------------|-------------|
| Display | 1,588% | \$15.9M     | \$1.0M      |
| Video   | 2,498% | \$7.9M      | \$314.6K    |
| CTV     | 2,476% | \$391.8K    | \$15.8K     |

\$27.8K spend · 3 rows

| GEO    | FORMAT  | DSP   | SPEND   | POST-AD REV | PROAS   | BENCHMARK | VS BENCHMARK                |
|--------|---------|-------|---------|-------------|---------|-----------|-----------------------------|
| USA    | Display | DV360 | \$21.2K | \$5.4M      | 25,566% | 15,244%   | ▲ 68% better than benchmark |
| Mexico | Display | DV360 | \$5.7K  | \$83.7K     | 1,471%  | 790%      | ▲ 86% better than benchmark |
| Mexico | Video   | DV360 | \$902   | \$12.2K     | 1,355%  | 790%      | ▲ 72% better than benchmark |

\$1.0M spend · 4 rows

| GEO | FORMAT  | DSP   | SPEND    | POST-AD REV | PROAS | BENCHMARK | VS BENCHMARK                |
|-----|---------|-------|----------|-------------|-------|-----------|-----------------------------|
| USA | Display | DV360 | \$875.2K | \$8.6M      | 983%  | 651%      | ▲ 51% better than benchmark |
| GBR | Video   | DV360 | \$50.0K  | \$117.4K    | 235%  | 293%      | ▼ 20% below benchmark       |
| AUS | Display | TTD   | \$79.0K  | \$45.1K     | 57%   | 267%      | ▼ 79% below benchmark       |
| AUS | Video   | TTD   | \$1.0K   | \$990       | 98%   | 267%      | ▼ 63% below benchmark       |

\$299.7K spend · 3 rows

| GEO | FORMAT  | DSP | SPEND    | POST-AD REV | PROAS  | BENCHMARK | VS BENCHMARK                |
|-----|---------|-----|----------|-------------|--------|-----------|-----------------------------|
| USA | Display | TTD | \$21.2K  | \$1.8M      | 8,396% | 4,444%    | ▲ 89% better than benchmark |
| USA | Video   | TTD | \$262.7K | \$7.7M      | 2,942% | 4,444%    | ▼ 34% below benchmark       |
| USA | CTV     | TTD | \$15.8K  | \$391.8K    | 2,476% | 2,776%    | ▼ 11% below benchmark       |

● FLIGHT NOTES

## Insights

Four signals from the data worth carrying into the next campaign window.

PAYDAY IMPACT

Revenue lifts after payday

In 6 out of 7 instances since April, post-ad revenue and ROAS spiked on the days after the estimated payout compared with the days before.

PERFORMANCE UPTICK

Hotels.com CTV keeps climbing

The Hotels.com CTV campaign continues to see week-on-week pROAS improvements on the RON deal.

LEADING PUBLISHERS

Reach meets travel context

Leveraged proprietary SearchSignals intelligence to curate performant supply. The Weather Channel, New York Post, and Vizio WatchFree+ led delivery, with Vizio leading the CTV charge.

NEW ACTIVATIONS

Audio is live across all three brands

Expedia, Vrbo and Hotels.com Audio deals went live in August.



● SOLUTION SPOTLIGHT

SearchSignals

Our proprietary intent-to-outcomes data, with exclusive granular signals accessible only via Media.net.

Expedia Deal Library

Our foundation, and at the center of everything we do

Built on a massive intent-to-outcome data set spanning 16 years

Granular signals that no other vendor can offer or replicate

Made available to our partners at no cost