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VMB AMP Reach Advertising Program Offerings for 2026

WELCOME!



Today's Agenda

- AMP Reach Advertising Program Overview
- The VMB AMP Target Audience
- Placement Options
- Creative Services and Guidelines
- Investment Options
- Measurement & Reporting
- Next Steps & Timeline

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AMP Reach Advertising Program Overview

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We Build the Audience. You Capture the Booking.

What VMB Does	What Partners Get
National scale prospecting	Pre-qualified Myrtle Beach travelers
First-party travel intent data	Higher quality site traffic
Negotiated premium inventory	Lower CPMs & more reach
Full-funnel brand priming	Shorter conversion paths
Creative development	Branded, seasonal assets without agency fees

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AMP for Lodging Partners

Turn Myrtle Beach demand into heads in beds.

Key Benefits:

- Retarget visitors already influenced by VMB brand campaigns
- Capture planners actively browsing OTAs & travel content
- Extend reach into key visitor markets with more efficient CPMs
- Drive directly to booking engines / hotel sites
- Stay present across the entire planning journey

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What AMP Does For Lodging

Goal	Example Mix
Fill need periods	Standard Display + OTA Native
Capture planners	Standard Display + OTA Native
Retarget VMB visitors	Mobile + Standard Display
Brand awareness	Email + Meta

Have questions? We can help personalize your media mix based on your budget.

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AMP for Attractions Partners

Turn trip planners into ticket buyers.

Key Benefits:

- Reach travelers before itineraries are set
- Influence “what should we do?” decisions
- Stay visible between booking the hotel and arriving
- Build brand awareness for first-time Myrtle Beach visitors
- Capture mobile travelers already on-site

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What AMP Does For Attractions

Goal	Example Mix
Trip planning influence	OTA Native + Standard Display
Mobile discovery	Mobile Display + OTA Native
Awareness	Email + Meta
Drive site visits	Meta + Standard Display

Have questions? We can help personalize your media mix based on your budget.

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Program Flights

There will be three program flights offered to participate in, each spanning over three months:

- **Spring:** March-May
- **Summer:** June-August
- **Fall:** September-November

Details and sign up reminders will be sent to you via email before each program. Please contact Johanna Hodge at johanna.hodge@visitmyrtlebeach.com or Anna Kerstetter akerstetter@mmgy.com with any questions.

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Who will you reach?

The VMB AMP Target Audience

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Lodging Audience

Who You're Reaching

- Myrtle Beach Primed Visitors
  - Exposed to Myrtle Beach Brand campaigns
  - Already considering travel
  - Warmed audiences with destination familiarity
- Active Trip Planners
  - Browsing OTAs (Trip Advisor 148 index against VMB audience)
  - Searching hotels, flights, rentals
  - Engaging with travel content
- Families & Travel Decision Makers
  - 35-64 core age range
  - Avg. HHI $109K
  - 51% with kids

Why this works for lodging

- Skip the step of prospecting cold audiences – efficiently introduce your property in the consideration phase.

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Attractions Audience

Who You're Reaching

- Myrtle Beach Primed Visitors
  - Exposed to Myrtle Beach Brand campaigns
  - Actively searching things to do in the area
  - Confirmed flight and lodging bookers
- Active Trip Planners
  - Browsing OTAs (Trip Advisor 148 index against VMB audience)
  - Booked hotels, flights
  - Engaging with travel content
- Experience Seekers
  - Family-focused travelers
  - Foodies & nightlife explorers
  - Outdoor & recreation enthusiasts
  - Young professionals & friend groups

Why this works for attractions

- Promote yourself right in the moment of itinerary building, after hotels are secured and encourage pre-purchase before arrival in destination.

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Placement Options

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Dedicated Email

BUSINESS IMPACT

- Drives direct website traffic
- Supports special offers and packages
- Re-engages travel planners
- Generates measurable results

BEST FOR

- Lodging promotions
- Seasonal packages
- Attraction offers

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Dedicated Email

VENDOR

- eTarget

OVERVIEW

- Sends fully branded partner emails to high-quality travel audiences who have demonstrated Myrtle Beach travel interest.

STRATEGY

- Email provides 1:1 delivery with high engagement and strong click-through performance, perfect for offers, seasonal pushes, and limited-time promotions.

PLACEMENT OPTIONS & TIMING

- eTarget Custom Dedicated Email - 1x Email (500K sends)
- eTarget Custom Dedicated Email - 1x Email (1M sends)
    - Can purchase multiple emails at either send level

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Dedicated Email - Templates



Spring



Fall

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High-Intent Standard Display

BUSINESS IMPACT

- Drives higher-quality site traffic
- Shortens the path to booking
- Increases branded demand and conversion readiness
- Supports your existing paid search and retargeting efforts

BEST FOR

- Hotels and resorts looking to fill need periods
- Attractions wanting consistent website traffic from planners



High-Intent Standard Display

VENDOR

- TravelDesk

OVERVIEW

- Instead of paying to introduce your brand to cold audiences, you're stepping directly into the planning phase, where real trip decisions are being made.

STRATEGY

- Retarget audience exposed to Visit Myrtle Beach's brand campaign
- Layer in behavior targeting to include travel intent to build a more refined audience

PLACEMENT OPTIONS & TIMING

- Standard Display - 1x Month (666,667 impressions)
- Standard Display - 3x Months (1,333,333 impressions)

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Mobile Discovery Display

VENDOR

- MobileFuse

OVERVIEW

- Uses mobile behavior, location, and travel-intent data to reach people researching trips, traveling to Myrtle Beach, and spending time in beach-related locations.

STRATEGY

- Mobile is where travelers are making on-the-go decisions, where to eat, what to do, and what to book next. This tactic puts your brand directly into those moments.

PLACEMENT OPTIONS & TIMING

- Mobile Display - 1x Month (800,000 impressions)
- Mobile Display - 2x Months (1,600,000 impressions)
- Mobile Display - 3x Months (2,400,000 impressions)

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Display Ad – Template

Spring – Attractions (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







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Display Ad - Template

Spring – Lodging (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







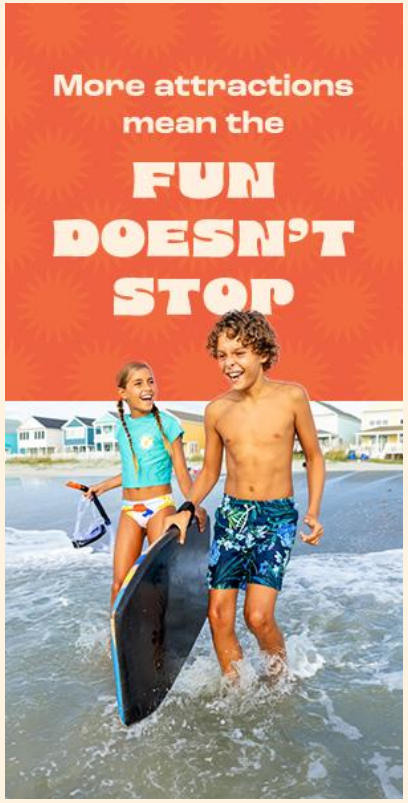
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Display Ad – Template

Summer – Attractions (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







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Display Ad - Template

Summer – Lodging (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







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Display Ad – Template

Fall – Attractions (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







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Display Ad - Template

Fall – Lodging (300x600)



F1
The animation starts with everything visible



F2
Existing type swipes left replaced by new copy swiping in from the right



F3
The copy and image shift to the left while the final frame swipes in from the right







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OTA Native Boost

BUSINESS IMPACT

- Drives high-intent traffic
- Increases booking consideration
- Influences decision-stage shoppers
- Boosts conversion readiness

BEST FOR

- Hotels & resorts
- Experiences with bookable inventory

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OTA Native Boost

VENDOR
- Tripadvisor

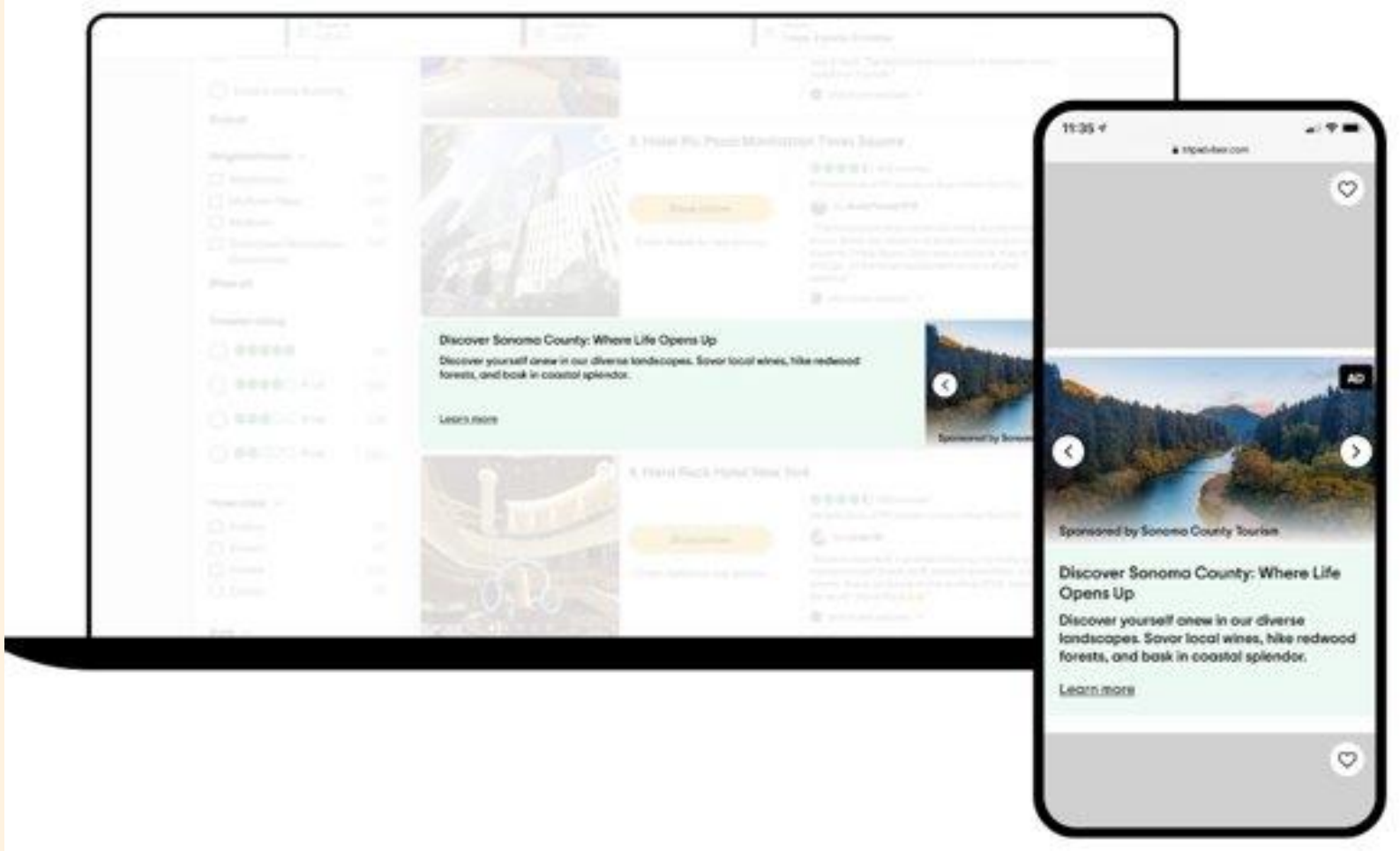
OVERVIEW
- Places your brand directly inside Tripadvisor reaching travelers actively researching and comparing Myrtle Beach options. Traffic drives to your site.

STRATEGY
- Reach audiences are already in decision mode. This tactic intercepts travelers at the exact moment they're choosing where to stay or what to book.

PLACEMENT OPTIONS & TIMING
- OTA Native Boost - 2x Months (500,000 impressions)
- OTA Native Boost - 3x Months (750,000 impressions)

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OTA Native Boost – Example



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Paid Social Promotion

BUSINESS IMPACT

- Builds awareness with high-value travelers
- Drives consistent website visitation
- Improves downstream conversion performance
- Reinforces brand credibility through Visit Myrtle Beach alignment

BEST FOR

- All partner types
- Attractions building recognition
- Hotels maintaining consideration



Paid Social Promotion and Awareness

VENDOR
- Meta (Instagram & Facebook)

OVERVIEW
- Leverages Visit Myrtle Beach's highly engaged social audiences to deliver branded partner ads across Facebook and Instagram that drive awareness and website traffic.

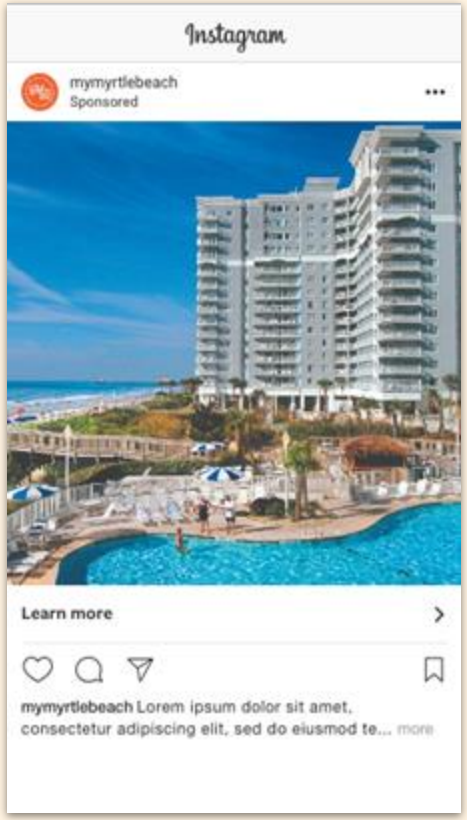
STRATEGY
- Social is one of the top discovery channels for travel inspiration. This keeps your brand present during the dreaming and planning stages and drives traffic to your site.

PLACEMENT OPTIONS & TIMING
- Single Image (static) - 1x Month
- Single Image (static), 1 Story - 2x Months
- 2 Single Image (static), 2 Stories - 3x Months

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Paid Social Promotion - Example







Spring/Summer



Fall/Winter

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Creative Services & Guidelines

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Creative Services

- Creative services are provided as part of the program
- Partner-provided imagery and messaging will be incorporated into VMB's branded and approved creative templates
- All tactics will drive directly to the partner's website
- Partners will review and approve all creative (*will be subject to approval by VMB*)

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Creative Asset Guidelines

- **Specifications for programs will be outlined when signing up. A few things to keep in mind:**
  - Imagery Guidelines:
    - Provide high-res and permission-granted images
    - Images should be season-appropriate
    - Images should not include added text or graphics
- **Messaging Guidelines:**
  - Include seasonal-specific messaging associated with your product/offering/brand
  - Copy should be concise and quick to read
  - Copy should relate to the provided imagery

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Investment Options

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Investment Options

For each Program Flight, participating partners can build their own campaign by selecting from any of the a la carte options outlined in the following slides.

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Investment Options

Placement	Flight	Est. Impressions	Total Value	Partner Investment	VMB Match
Dedicated Email (can purchase multiple) eTarget	One time send	500,000	$4,600.00	$2,300.00	$2,300.00
Dedicated Email (can purchase multiple) eTarget	One time send	1,000,000	$9,200.00	$4,600.00	$4,600.00
Programmatic Standard Display TravelDesk	One month	666,667	$9,200.00	$4,600.00	$4,600.00
Programmatic Standard Display TravelDesk	Three months	1,333,333	$18,400.00	$9,200.00	$9,200.00
OTA Native Boost Tripadvisor	Two months	500,000	$18,400.00	$9,200.00	$9,200.00
OTA Native Boost Tripadvisor	Three months	750,000	$27,600.00	$13,800.00	$13,800.00
Mobile Display MobileFuse	One month	800,000	$9,200.00	$4,600.00	$4,600.00
Mobile Display MobileFuse	Two months	1,600,000	$18,400.00	$9,200.00	$9,200.00
Mobile Display MobileFuse	Three months	2,400,000	$27,600.00	$13,800.00	$13,800.00

Investment Options

Placement	Flight	Est. Impressions	Total Value	Partner Investment	VMB Match
Paid Social Single Image Ad (static) Meta	One month	500,000	$9,200.00	$4,600.00	$4,600.00
Paid Social Single Image Ad (static), 1 Story Meta	Two months	1,000,000	$18,400.00	$9,200.00	$9,200.00
Paid Social 2 Single Image Ads (static), 2 Stories Meta	Three months	1,500,000	$27,600.00	$13,800.00	$13,800.00



Measurement & Reporting

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Measuring Success

- The AMP Reach Advertising Program should be considered supplemental to existing marketing efforts (retargeting tactics in conjunction with this program is recommended)
- The primary objective of the Advertising program is to reach and engage with an audience of pre-prospected Myrtle Beach travelers
- The goal of the program is to drive partner landing page visits without competing with other marketing efforts already in play
- Primary KPI tracking will report on Impressions and Click-Thru-Rate (CTR), and video completions where applicable
- These campaigns will NOT be able to track bookings or sales

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Floodlight Setup

- What is a floodlight tag?
  - Piece of code generated by Google Campaign Manager (MMGY's 3rd Party Ad Server) and will allow for the tracking of click through conversions for users that have clicked on an AMP Reach Program ad.
- Where will they be placed?
  - Tags can be placed either through Google Tag Manager or directly on your website's page code.
  - If placing directly on the website, the tag snippet will be inserted between the <body> and </body> tags, as close to the top of the page as possible
- Will previously returning partners be able to reuse tags?
  - We will need updated landing page URLs for previously active partners

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Reporting Template Example

Partner	
Campaign	**AMP Reach Advertising Program**
Start Date	
End Date	

PUBLISHER	CAMPAIGN	PLACEMENT NAME	SEND DATE	Impressions/Email Sends	Clicks	CTR%	Email Opens	Email Open Rate	Video Completions	VCR%
eTarget	Custom Dedicated Email	Dedicated Email								
Meta	Single Image Static	Single Image/Carousel								
TravelDesk	Programmatic CTV	Digital Display								

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Next Steps & Timeline

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Next Steps

- MMGY will provide an Order Form for completion to confirm your participation.
- A completed Order Form is due to participate.
- MMGY will share a Google Form for the submission of your creative assets.
- Upon receipt of the completed creative submission form, MMGY will begin creative development.

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Spring Timeline

2/3 - Order Form final deadline

2/4 - MMGY sends Creative Submission Form to participating partners

2/11 - Creative Submission Form final deadline*

*upon creative submission form receipt, MMGY will start on creative development:

- 2/17 - 5 business days after registration for MMGY to provide initial proof
- 2/19 - 3 business days from initial proof receipt for partner to review and provide feedback
- 2/20 - 2 business days for MMGY to complete any revisions requested by partners and provide final proof
- 2/23 - 2 business days for partner to give final approval of final proof

Week of 2/16 - Tagging demonstration deck and recording will go out to partners

2/23 - All participating partner creative is to be complete and approved; all tags to be implemented and tested

Week of 2/23 - MMGY to traffic all creative to perspective vendors

3/2 - Campaign launch (**March – May Flight**)

Reporting - Will be sent 30 days after last flight ends. Reporting will include all placements in your order.

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Thank You