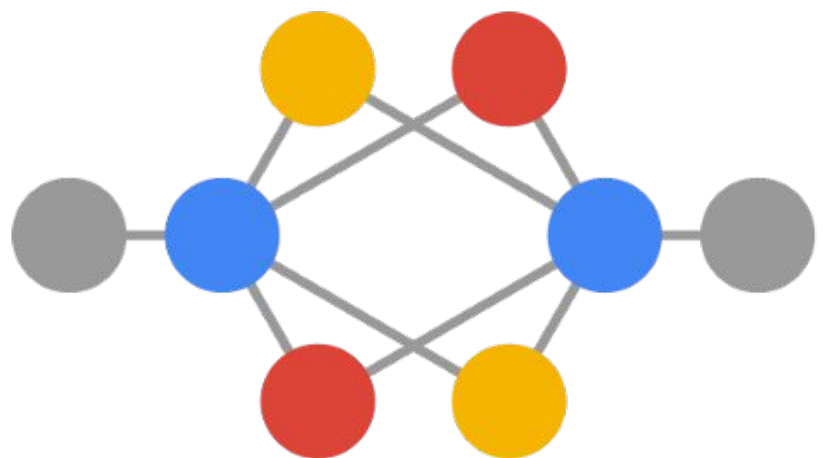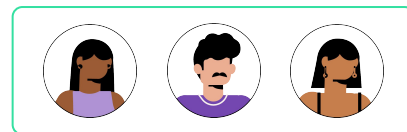# Knowledge Graph Contextual Targeting

How it works?

We're taking our world-class contextual targeting abilities one step further with the introduction of Knowledge Graph. Built by our Data Experts, Knowledge Graph is continuously evaluating and mapping the relationship between different content types across Tripadvisor to power and scale more accurate contextual targeting without the use of cookies - helping you reach highly relevant users you might not have expected, with the right message at the right time.

Categories

- Food & Drink
- Bars
- Nightlife
- Relax & Rejuvenate
- Nature
- Local Cuisine
- Cultural Tours
- Art & History
- Historical & Heritage Tours
- Adventure
- Shopping
- Spas
- Boat Tours & Rentals
- Private Sightseeing Tours
- Resorts
- 4WD, ATV & Off-Road Tours
- Day Trips
- Historic Places
- Beaches
- Cultural & Theme Tours
- Wildlife
- Bus & Minivan Tours
- Golf

- City Tours
- Archaeology Tours
- Theme parks
- Snorkeling
- Nature & Wildlife
- Walking Tours
- Art
- Wine Tasting & Winery Tours
- Day Trips & Excursions
- Skiing & Snowboarding
- Wine
- Ports of Call Tours
- Literary, Art & Music Tours
- Hiking
- Outdoor Activities
- Food Tours

[Learn more](#)   [How Navigator works](#)