

Retargeting and advanced optimization drive real world results

A large hotel chain wanted to use Facebook as a Direct Response channel to deliver hotel bookings for users interested in their properties. The goal was to provide offers to people that had shown an interest in their hotels.

Approach

Adaptly began using Web Custom Audiences (WCA) to capture users who visited the initial steps of the booking process and added in additional targeting layers including lookalikes based on the conversion pixel and lookalikes based on the WCA audience. This allowed Adaptly to identify the top performing audiences and creatives and optimize around conversions, delivering a competitive CPA for the hotel industry of \$31.46.

- Using Link Page posts with the “Book Now” Call-to-action with the hotel’s special offer to encourage users to come back and book.
- Using multiple audiences including WCA of users who have been to the website and or have visited initial steps of the booking process, lookalikes on the conversion pixel and the WCA audience.
- Optimization across creative and audiences to shift budget towards top performers.

Results

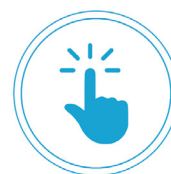
- This exceeded the client’s expectations and generated more revenue than expected.
- The top performing creative generated a CPA of \$25.22 (with rooms as high as \$260 per night and an average stay of 2-3 nights).



CPA Premier properties
\$31.46



Lowest CPA creative
\$25.22



CTR 3.15%

Key Takeaways

- WCA segments are a great way to re-engage people who have already shown a strong interest in booking a room (those that have visited the initial booking process steps).
- The creative imagery and copy can influence users differently even when the same offer is used.
- Use multiple creative and targeting segments initially.

