



PALLADIUM
HOTEL GROUP

 Adsmurai

Palladium Hotel Group

Hotel booking through Facebook

Palladium Hotel Group is a 50 years old Hotel group, with hotels all around America and Europe. Its online community is remarkable and with one of the highest engagement rate among its competitors. Due to an accurate social media strategy, PHG achieved the leadership of its industry. For this case, **we focus on Black Friday & Cyber Monday campaign** in America vs an ongoing campaign using the same ad format and objective: room booking through Facebook.

Objectives & Challenges

How to stand out among all competitors?

It's a great challenge for any brand to stand out among so many competitors and requires the most appropriate solutions to face up the situation. **Adsmurai offers Dynamic Ads for Travel (DTA):** an exclusive ad format for hotel booking segment + **Feed Composer (created by Adsmurai):** the new tool to attract users by personalizing and creating template layouts.

-30,5%

CPA

+40%

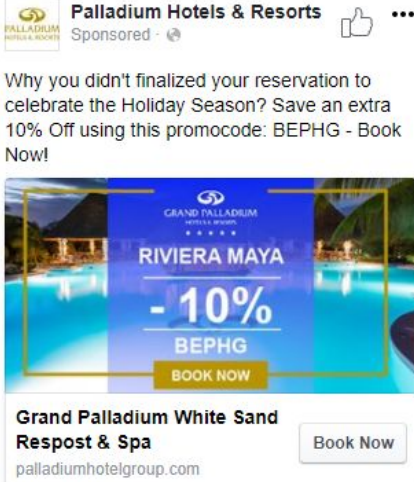
ROAS



Our solution

A customized solution to be relevant

DTA format aims to retarget those interested users individually and dynamically with its favorite rooms; far from DPA (only focus on product sells), DTA is focus on tourism business needs such as bookings & exclusive offers.

When adding an **extra tool such Feed Composer**, to attract users through **creative and personalized template layouts**, makes results increase and get a cheaper price compared to standard dynamic ads.



Palladium Hotels & Resorts Sponsored ·  

Why you didn't finalized your reservation to celebrate the Holiday Season? Save an extra 10% Off using this promocode: BEPHG - Book Now!

Grand Palladium White Sand Resort & Spa
palladiumhotelgroup.com 