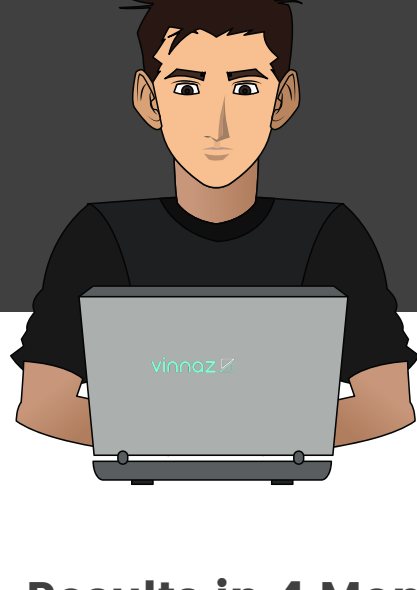


PERFORMANCE MARKETING

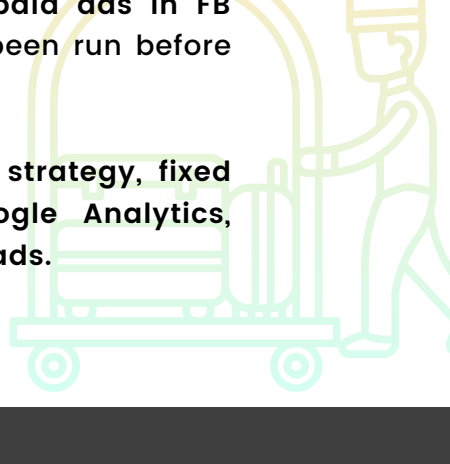
How did we get 35 ROAS with paid ads?



The Project

Just before Christmas, in December 2021, asked us to help generate more revenue with paid ads in FB and IG. No ads had been run before on social media.

We came up with a strategy, fixed the tracking in Google Analytics, and started running ads.



Results in 4 Months:

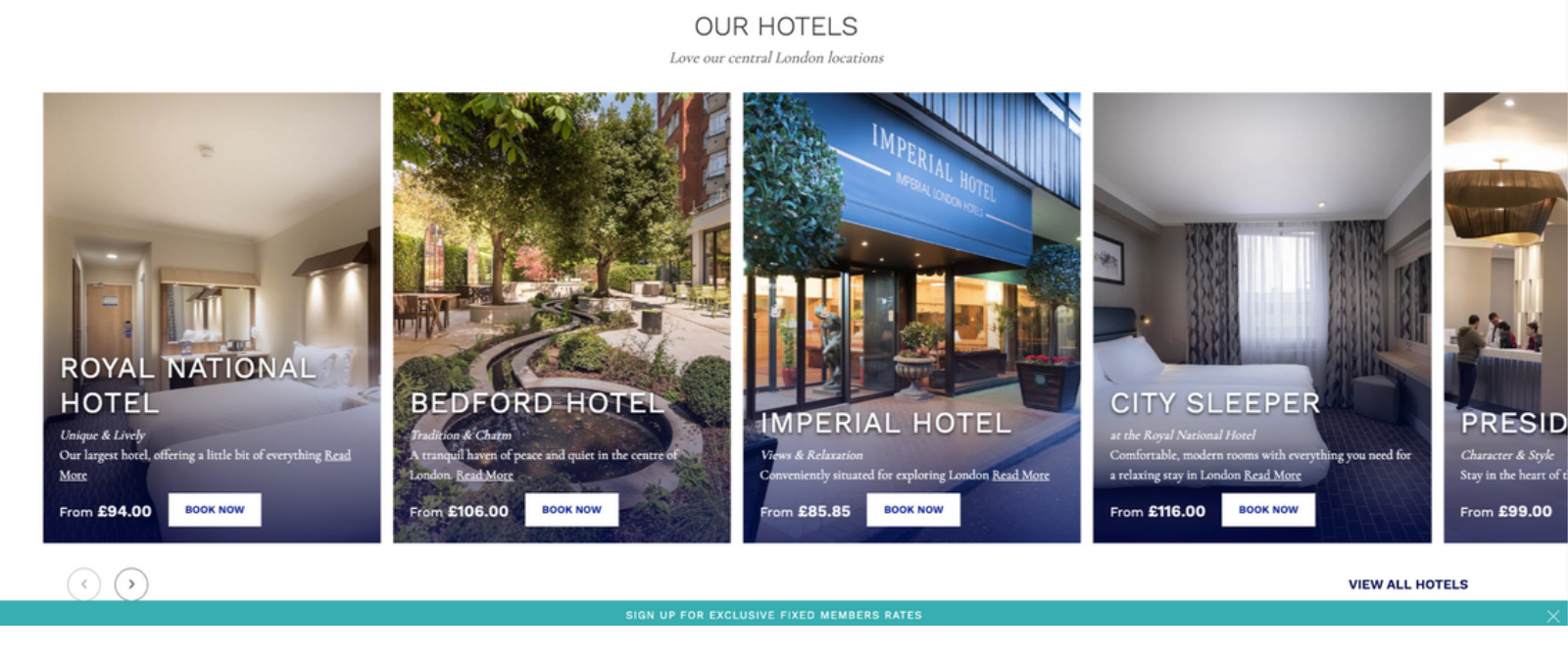
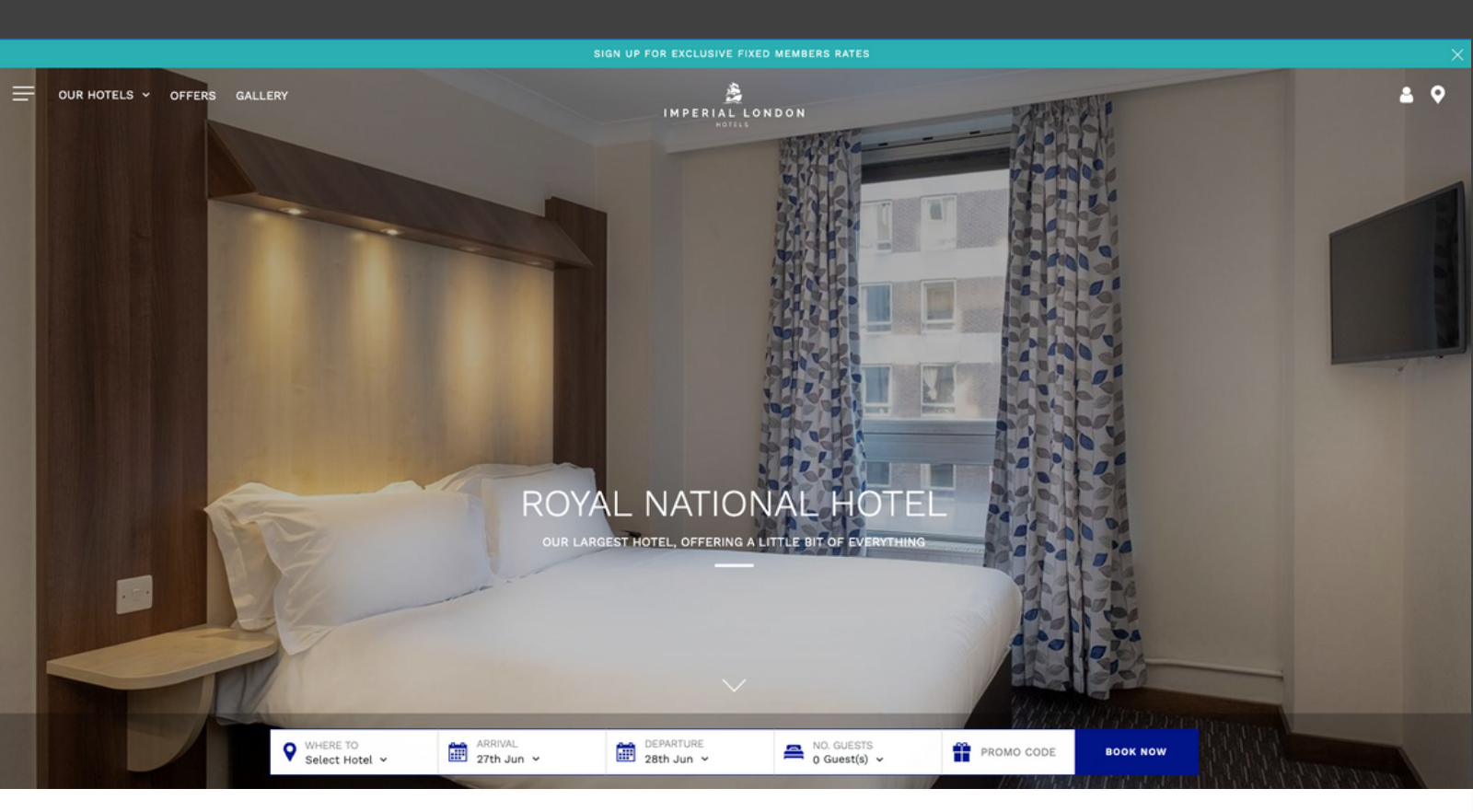
Ad spend
£3,343

Revenue
£122,184

The Client

Imperial Hotels London

- Family-run business, 184 years old
- Hotel chain in Central London
- Had no revenue in social media
- No ads tracking setup
- Looked for a new revenue stream



The Plan

Target Audience

After testing various audiences in the UK, we found the **best-performing one**.

Our setup was:

- a **broad target group**
- **with intent to travel**
- **excluding people living in London**

Locations

Location – Living in:

- United Kingdom

Exclude Location:

- United Kingdom: London England

Reach potential travellers

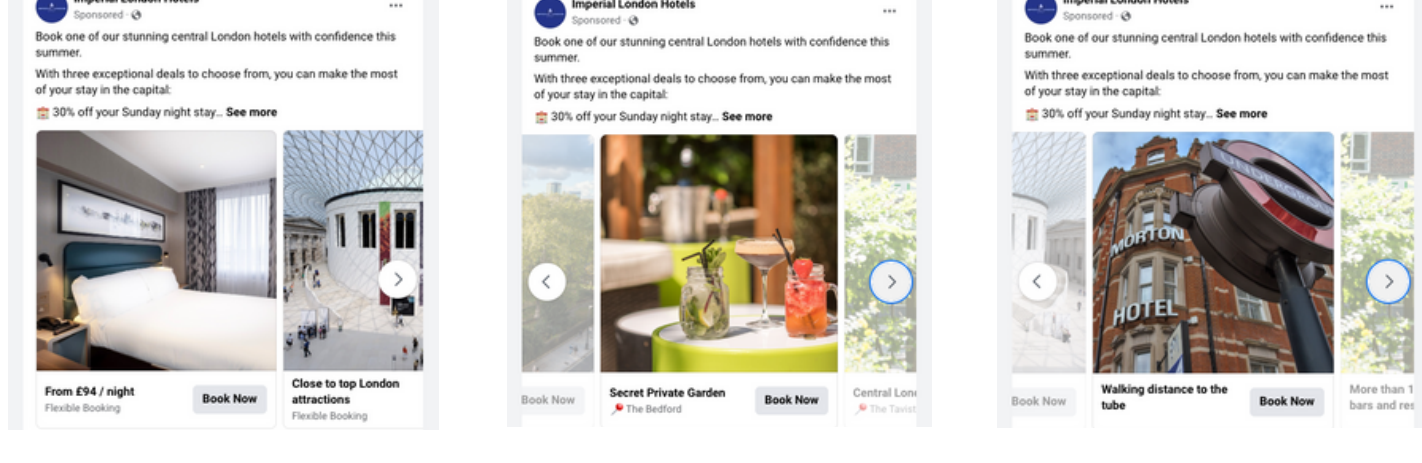
Prioritise delivery to people who may be planning to travel

Carousel Ads

Imperial have a range of hotels, each one designed for a different kind of traveller.

We chose to use scrollable ads (carousels) to showcase the different locations available and cater for the various customer needs.

This allowed us to reach all of Imperial's different targets at once, and gave us some data on which content performed the best, and for which audience.



IN 4 MONTHS WE GENERATED MORE THAN £120K IN BOOKINGS

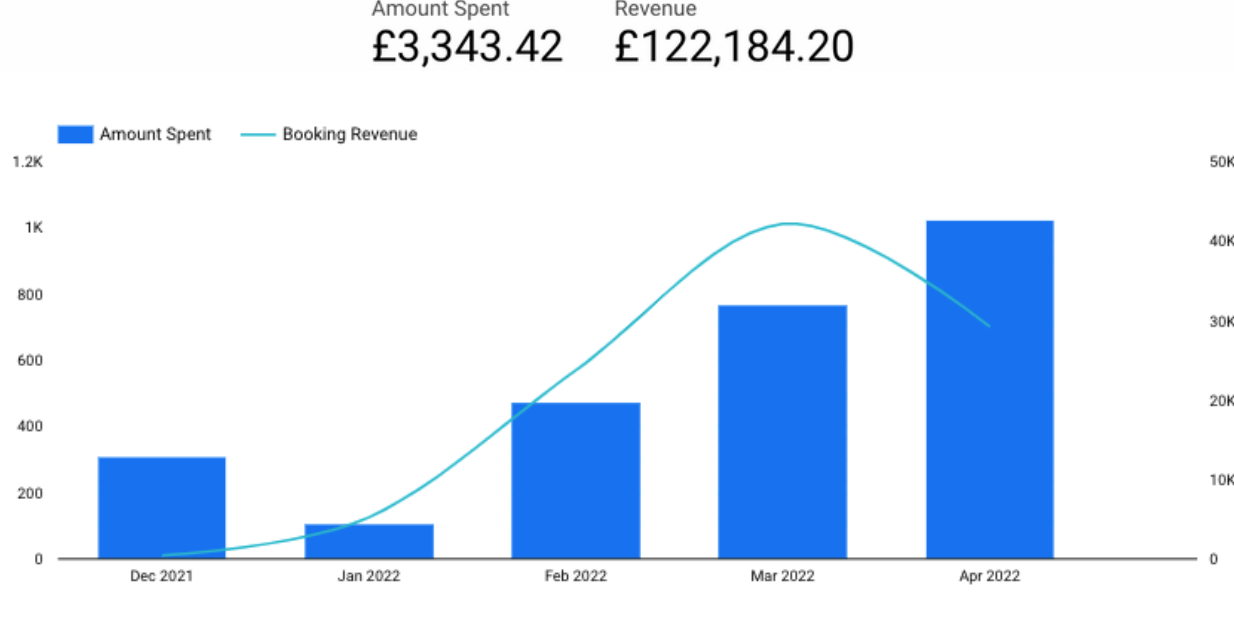
With less than £1000 monthly ad budget.

From a modest budget of £300/month, we scaled the campaigns until they were spending £1k+ per month, and kept ROAS steady while doing so.

The challenge we faced with this account was fixing the tracking setup, which was non-existent before we began the campaigns.

We always scale campaigns based on the data; spending more when we see opportunities and stripping back when we see inefficient allocation.

Results like the ones below would never have been possible without the correct use of the Facebook Pixel, Google Analytics and Google Tag Manager.



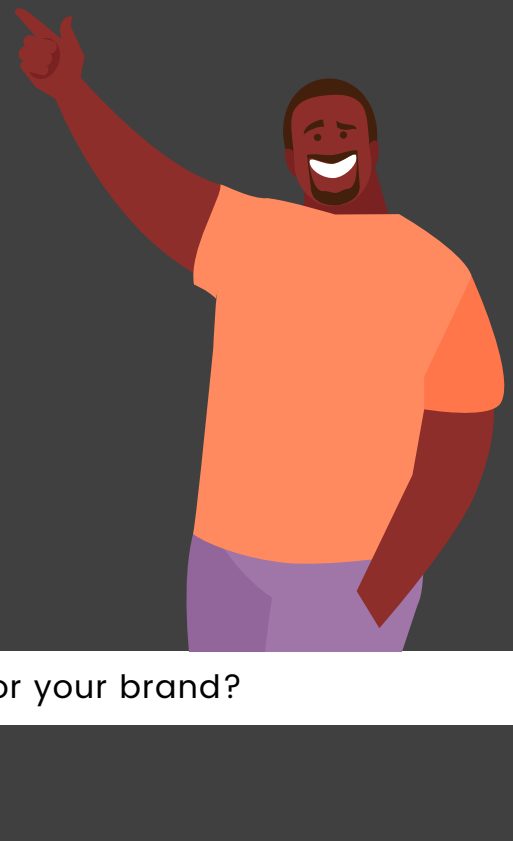
Our Takeaways

Each project gives us insights. Here, we learned a lot about Facebook's "intent to travel" target.

Big travel firms such as Booking.com, Expedia and Skyscanner share their first-party data with Facebook for their own marketing purposes.

We learned that this data is extremely relevant and reliable when used as a targeting option, as Meta is given data when users search for transport or hotel options in London.

Now we know how much data Facebook gathers about people's travel intent, and know how to use this to generate bookings.



Would you like to get these results for your brand?

Let's talk!