

Case Study

Palladium Hotel Group

**“Hotel booking through
Facebook”**



Adsmurai



Insight



Palladium Hotel Group has more than 50 years of story behind it and is located in America and Europe. The well-known hotel chain is one of the largest online communities and also one with more engagement in the sector. **Thanks to a careful strategy of Social Media, they have managed to be leaders in the hotel industry for years.**



Idea



We looked at **Black Friday & Cyber Monday's campaign** in America and we compared it with the same format and goal as the one from last year.

Standing out from the rest of our competitors is not an easy job if you don't have the specific tools, such as Dynamic Ads for Travel (DTA - the exclusive ad format to book hotel rooms) plus Adsmurai's Feed Composer: the added functionality that allows you to develop creative templates and thus highlight product images.

Results



-30,5%

Cost per Action (CPA)

+40%

Return of Ads
investment (ROAS)

Impact



The DTA format consists of dynamically and individually retargeting interested users; unlike DPA (focused on the sale of products), it focuses on the needs of the travel industry, such as reservations or specific offers.

If we also add the Feed Composer functionality to customize and enhance the images automatically, we get much higher results at a much more affordable cost than a standard dynamic ads campaign. These results translate into a 30.5% decrease in CPA and a 40% increase in ROAS.





Barcelona | Madrid | New York | Mexico City | Bogotá