

Preferred Hotels & Resorts. Crafted[®]

Background.

Preferred Hotels & Resorts operate in a challenging market. As an affiliate for accommodation across the globe, they compete for consumer attention against larger affiliate brands like Booking.com and Expedia, alongside individual hotels themselves.

Where we could see a user express an interest in a particular property onsite, we needed an intelligent way to stop them completing their booking elsewhere.

While paid search and Google display was performing well, to be more effective and drive booking growth, the Crafted team identified Facebook as a great opportunity to enhance the remarketing elements of the digital strategy.

Objectives:

- Use Facebook as a more effective channel to re-engage lapsed prospect customers compared to other remarketing activity
- Maintain a minimum 8:1 ROI

The remarketing activity is integrated into a wider digital strategy, encompassing brand awareness and audience engagement across the entire funnel. This entry however, focuses on the crucial remarketing element, where Facebook has made a monumental impact.

Budget:

- \$28,094 (1st April 2019 – 31st October 2019)

The monthly retainer management fees cover more than this specific campaign. However, as a percentage of the entire ad spend vs management fee's the \$4,012 p/m ad spend equals circa \$446p/m management.



Target audience and strategy.

The target audience for this campaign is based on non-converting site visitors who have viewed property details on both the property page and booking engine. The exciting part is when we overlay all the data we have, to provide incredibly focused and timely messaging and creative.

The campaign uses Facebook's Travel Ads solution. Travel Ads allow us to automatically retarget users based on pixel event data to dynamically serve highly relevant and personal property ads. The ads contain their data submitted before leaving the site and often a complementary offer.

While the standard setup for Facebook's Travel Ads provides a solid platform for optimising ads, we knew we had to take it further to get the most out of the channel.



Actioning the data.

We began by creating new events within our existing Facebook pixel to include additional variables such as, number of adults, children and check in/check out dates while supplementing existing events such as “search”, “view content”, “purchase” and “complete registration”.

Once the code was in place and tested, we turned our attention to the feed. This consists of 421 core properties, each containing key information such as price, description, images and location. We also included the Preferred Hotels & Resorts’ “I Prefer” loyalty scheme and properties’ own Trip Advisor ratings. We created the feed in Google Sheets, allowing us to easily schedule in automatic uploads by posting to web as a CSV.

Capturing this level of information and being able to feed it back into the ads, provides great testing material. We trialled different variables to include; delivering personalised messages and testing which ones perform best at capturing the attention of the users.



Implementation.

After the feed was uploaded, we connected it with our newly enhanced data source and began work on the ads. We created a single image and carousel formats within the ad set to cover those viewing single or multiple properties.



 **Preferred Hotels & ...** Sponsored ⋮

Complete your booking at Les Suites Orient for 1 night and receive up to 30% off. Only with Preferred Hotels & Resorts




Les Suites Orient | 1 adult, checking in November ...
Old-world elegance and exquisite Art Deco styling com...

[Book Now >](#)




 **Preferred Hotels & Resorts**
Sponsored · 

Complete your booking at Northern Hotel for 1 night and receive up to 30% off. Only with Preferred Hotels & Resorts



FACEBOOK.COM

Northern Hotel | 1 adult, checking in November 28th for 1 night for \$127 [Book Now](#)

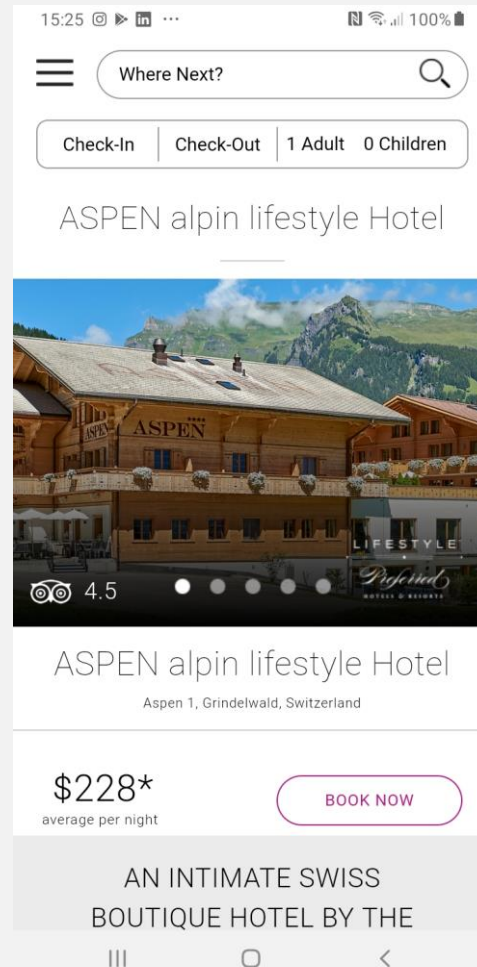
 Like  Comment  Share

Implementation.

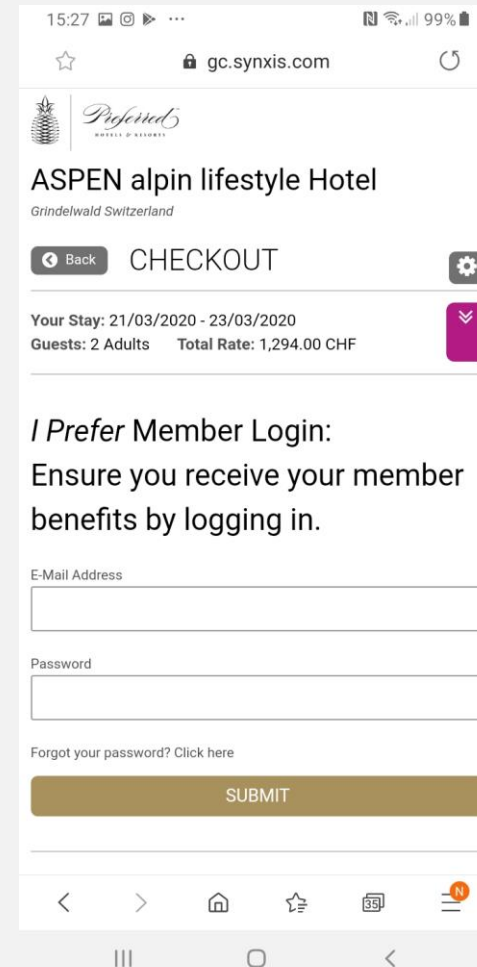
Imagery of the property or properties was used across both Facebook and Instagram, combined with template tags for hotels. We replace the template tags with that person's travel selections including check-in/out dates, number of adults/children, number of rooms, and price. With this information we would place the user back into the property page or booking engine with their criteria already selected by using deep links for dynamic ads.

To assess the value of deep links, we split test the user journey, with one feed linking users back to the property page and an alternative feed linking users into the Preferred booking engine. Users placed back into the booking engine with their options selected, see a higher ROAS (averaging 23.31), compared to those placed back on the property page (20.05).

Property page.



Resumed booking.



Implementation.

Any discounts and offers are driven based off the user's variables. Criteria such as booking value and how far in advance of the stay it is will impact whether the discount is offered. These are set by Preferred's own marketing rules and price strategy, but when the user sees the message, it's driven by the paid team's optimisation rules.

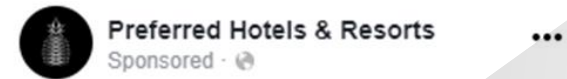
The ad copy is reviewed and optimised frequently with significant tests running once a quarter. We purposefully keep the ad text concise and within set rules after testing several variable lengths and, regardless of text, the least copy was always the most powerful.



Ad examples.

Discount offer triggered by marketing strategy.

Text driven by pixel captured data during search and initial booking.



Complete your booking at The Sanchaya for 1 night and receive up to 30% off. Only with Preferred Hotels & Resorts



FACEBOOK.COM
The Sanchaya | 1 adult, checking in December 26th... [BOOK NOW](#)



Dynamic hotel name insertion.

Images controlled by a feed and easily switched.

Meet Matt, the guy behind the campaign.

“While serving eight years in the army, I spent any free time he had studying towards Microsoft qualifications and volunteering at a local computer company, so I could pursue a career in digital.

I was tasked with building an email campaign to send to a large database. The ‘bug’ for digital marketing set in. Analysing traffic and how it moved through the company website depending on the device; bottlenecks; conversions — I was in love.

With previous experience managing the online marketing for large property developments in London, I turned my focus towards the travel industry, joining ROL Cruise.

Crafted’s partnership with Preferred Hotels & Resorts began with me working on the European market, managing paid search, social, display, and video. I introduced dynamic content used in a remarketing strategy across both display and social, as well as making huge improvements to paid search strategy and increasing their market share. After a year delivering an average ROI of 15.4 against a target of 7.1, Crafted were awarded with the global account, supporting over 700 properties across 85 countries.

My ambitions in digital are simple: to run the most effective campaigns, using the best technology and practices at my disposal, to generate clients the best results possible. I love sharing my knowledge with colleagues. I’d love to teach students interested in a career in digital in my free time one day.”



Results.

We began to see positive results within a couple of days of launch and they have grown stronger month after month.

Maintain a minimum 8:1 ROI

Between 1st April 2019 to 31st October 2019 we have seen a total of 618 bookings, achieving a 21.68 ROAS.

Use Facebook as a more effective channel to re-engage lapsed prospect customers compared to other remarketing activity

The campaign has also run at 59% below the clients CPA target with the average cost per booking at just \$44 against a target of \$106. The average CPC is 28% less than RLSA activity in Google Ads and 70% less than dynamic retargeting through Display & video 360.

The conversion rates from Facebook are also impressive at 7.04% compared to its counterpart display activity at 4.58%.



Results.

Facebook Ads Manager interface showing campaign results for "Preferred Hotels - Europe (101541...)" with 3 ads with errors. The interface includes a search bar, filters, and a table of campaign performance metrics.

Starting in November, descriptions will only be shown when relevant • To help improve performance for new and active ads, soon the description text will only be shown if it's likely to resonate with the person seeing it. [View Ads with Descriptions](#) [Learn more](#) ×

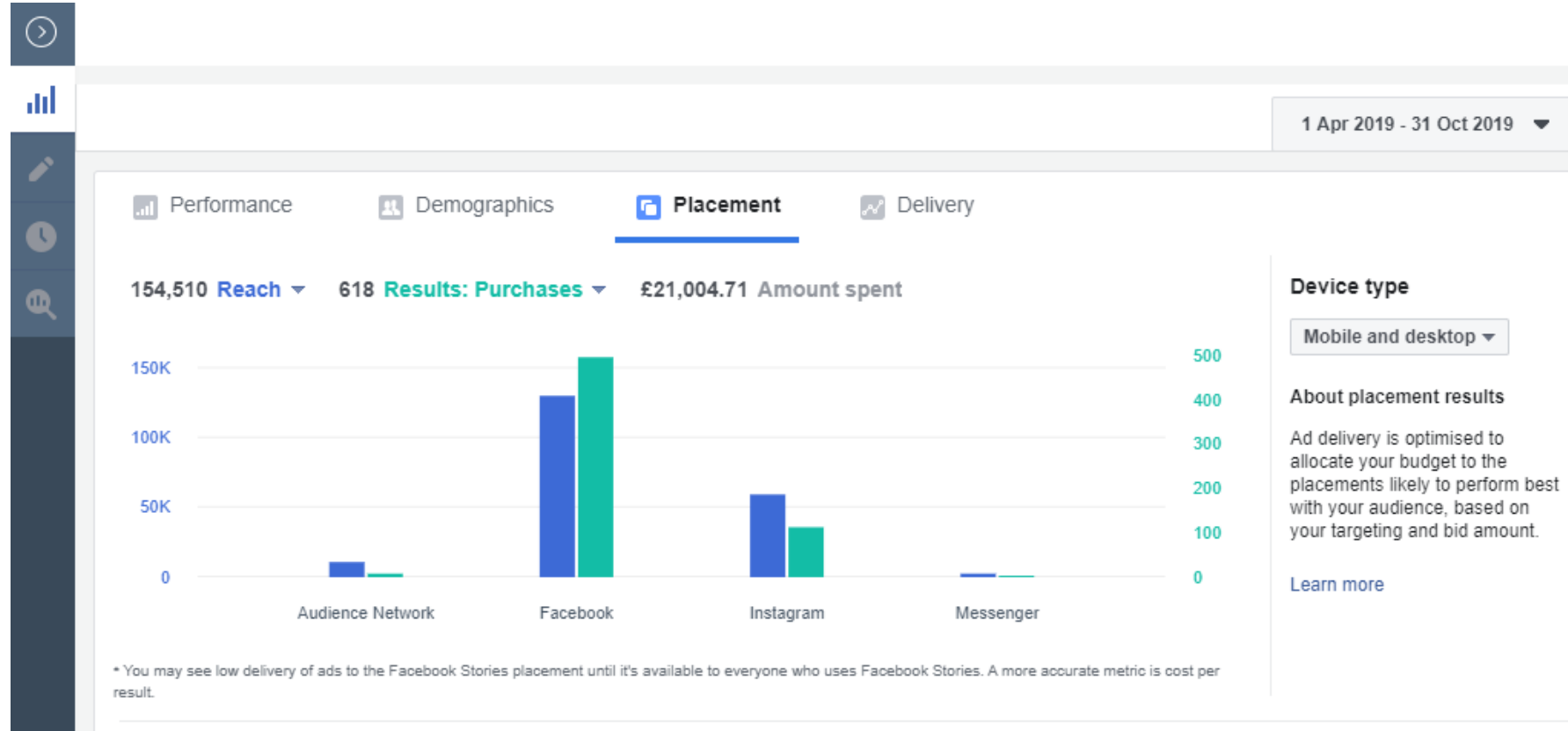
Search Filters: Campaign Name: Paying X + Save Filter Clear 1 Apr 2019 - 31 Oct 2019

Account overview Campaigns Ad sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

Campaign name	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Website purchases conversion	Link clicks	Website purchases	On-Facebook purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return)
01_Preferred Hotels Global Paying Property Feed - D...	Using ad se...	340 Purchases	118,441	914,314	£30.91 Per Purchase	£10,510.87	Ongoing	£245,000.38	8,685	340	—	23.31	23.31
01_Preferred Hotels Global Paying Property Feed - Al...	Using ad se...	278 Purchases	125,581	1,070,199	£37.75 Per Purchase	£10,493.84	Ongoing	£210,425.97	8,775	278	—	20.05	20.05
> Results from 2 campaigns		618 Purchases	154,510 People	1,984,513 Total	£33.99 Per Purchase	£21,004.71 Total Spent		£455,426.35 Total	17,460 Total	618 Total	— Total	21.68 Average	21.68 Average

Results.

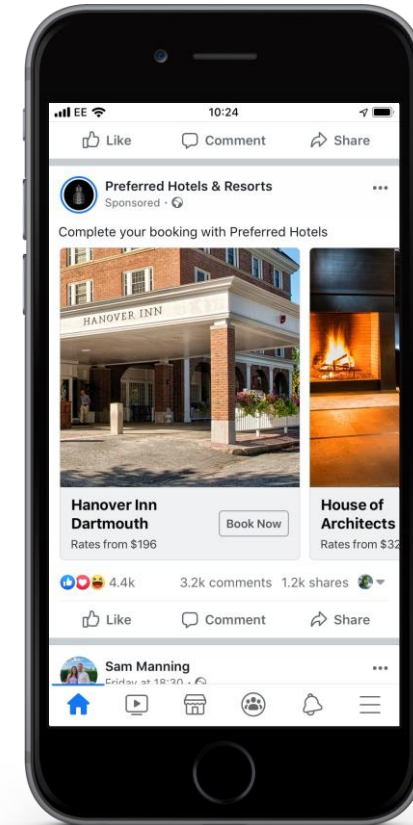
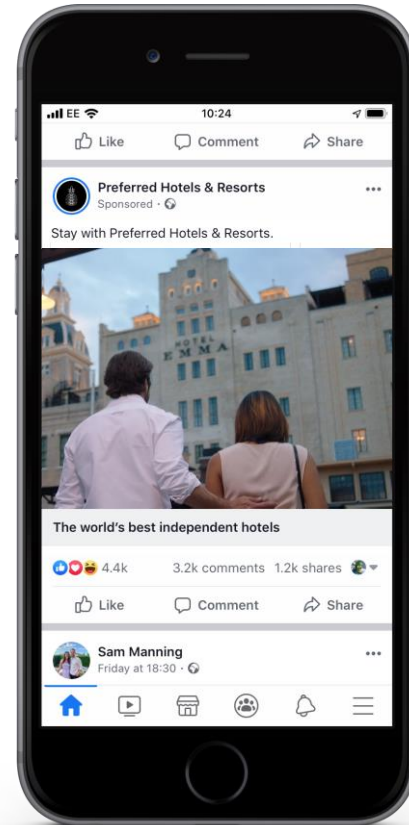


The wider campaign.

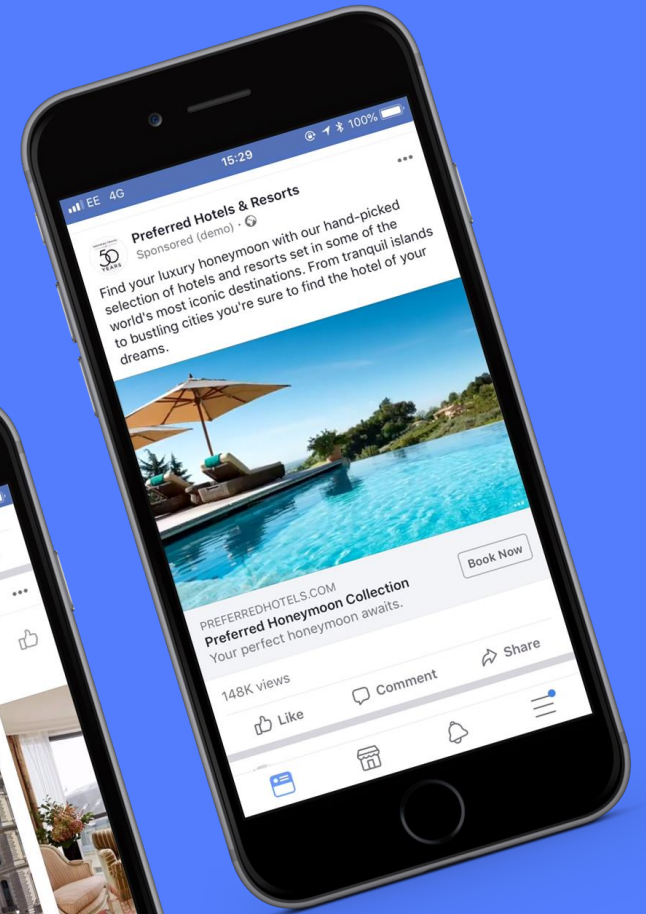
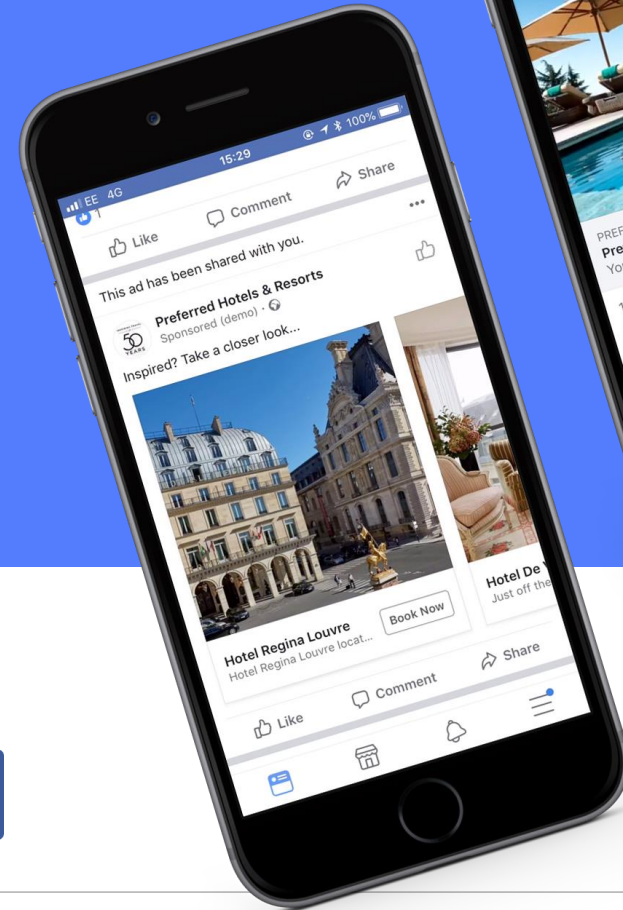
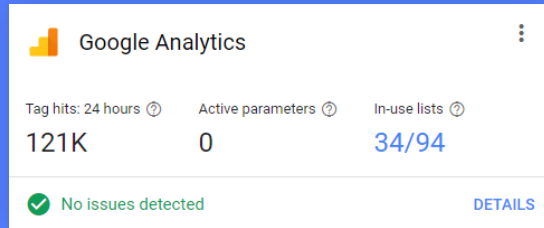
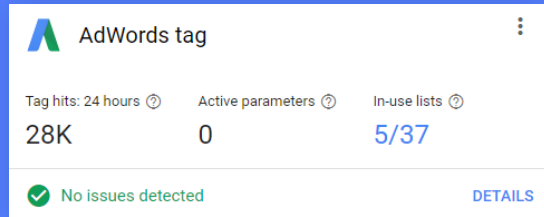
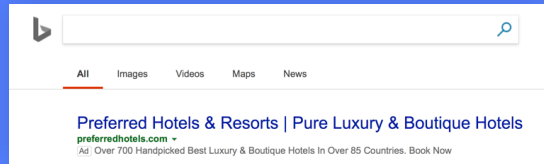
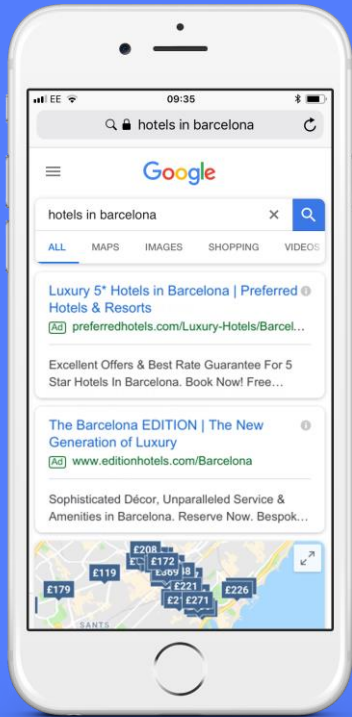
Awareness.

Acquisition.

Retargeting.



The wider campaign.



“We’ve been able to not only compete but drive impressive business growth from our biddable campaigns.”

Victoria Gray

Director of Marketing Europe – Preferred Hotels & Resorts



Thanks.

Crafted®

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