

## Minor Hotels scales conversions on Facebook with Bid Multipliers by Marvin

Minor Hotels is an international hotel owner, operator and investor currently with 526 hotels in 51 countries. Minor Hotels has a diverse portfolio of properties designed intelligently to appeal to a variety of travelers, serving new passions as well as personal needs.

### Objective

Previously, Minor Hotels' dedicated Social Media Team had been managing post engagement campaigns internally on Ads Manager. The team was looking to drive various campaign objectives, including conversions through Facebook. They were particularly interested in testing Marvin's optimization capabilities and taking advantage of Adphorus' travel specific products to achieve performance on Facebook.

### Solution

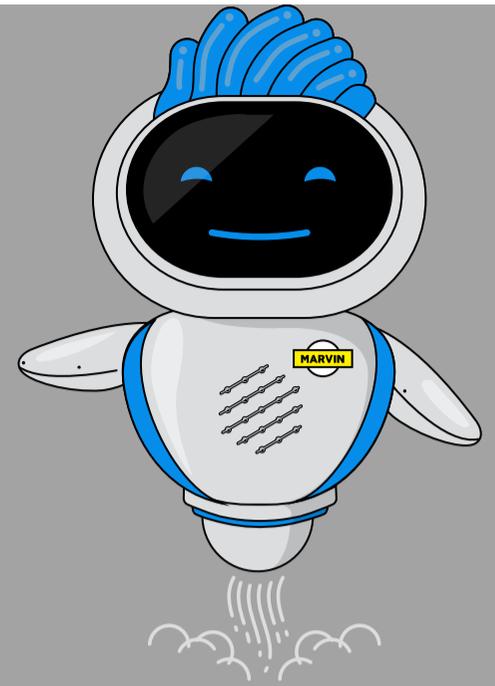
Minor Hotels started working with Adphorus on a managed service basis at the end of 2018. We started running website conversion campaigns, focused on driving purchases and video engagement. By activating Marvin to optimize for website purchases, we were able to drive increasing ROAS on each subsequent campaign.

When Bid Multipliers by Marvin was launched, our CSM recommended to test the new solution on their active Maldives promotional campaign. The campaign initially had 3 ad sets targeting website visitors, website visitor lookalikes, and users interested in travel. The ad sets were consolidated and Bid Multipliers was activated for the second half of the campaign. Marvin was set to optimize for revenue across the same 3 audience segments.

# Optimization by Marvin

Automatically manages bids and budgets for all of your campaigns.

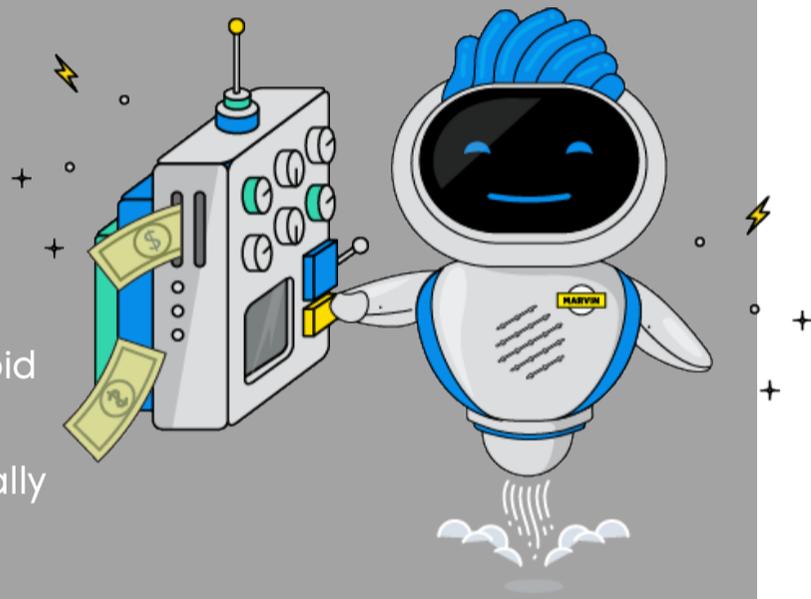
- **Bid Management:** Marvin determines the optimum bid for each ad set.
- **Budget Allocation:** Marvin distributes your campaign's budget among Ad Sets by prioritizing the better performing ones.



# Bid Multipliers by Marvin

Marvin automatically manages bid multipliers to optimize your ad spend across ad sets

- Marvin analyzes the performance and cost of each audience segment and determines the best-performing bid multipliers based on your objectives.
- Marvin continuously tracks your campaign and dynamically updates bid multipliers every day based on performance.



# Results

By adopting Bid Multipliers by Marvin, we were able to drive more bookings and achieve an even higher ROAS, compared to previous campaigns. Marvin was able to more effectively allocate the Minor Hotels budget among their 3 target audience segments. Marvin updated the bids for each audience segment every day in order to maximize total revenue. Minor Hotels observed a 126% increase in ROAS after Bid Multipliers was activated, resulting in a 35x ROAS for the entire campaign. Daily Revenue increased by 135% with Bid Multipliers and Cost per Purchase decreased by 27%.

**126%**

Higher ROAS

**135%**

Higher Revenue

**27%**

Lower CPA