

# Success Story

**Adphorus**  
a SOJERN company

## Musafir increases lead conversions for holiday packages by 50% with Carousel Ads

Musafir.com is the UAE's first premium-experience travel website. Musafir offers bookings for flights, hotels, activities, visas, and holiday packages. The word musafir means "traveler" in Arabic, and the team at Musafir.com lives by three promises to all their travelers in everything they do—great choice, no-nonsense convenience and a premium experience.

### Goal

Musafir was aiming to improve their lead generation campaigns for holiday packages on Facebook by driving leads at a target CPL.

### Challenge

The Musafir team previously ran lead generation campaigns on Facebook in-house, but it was very time-consuming. They also had trouble effectively optimizing for Cost Per Lead (CPL) while increasing the volume of leads. Musafir sought to address these challenges and improve their Facebook efforts.

### Solution

Musafir.com chose to use Adphorus through Sojern's managed-service to more effectively run their campaigns. They first worked together to evaluate their technical setup and resolve issues with the pixels on their website. The campaigns were activated with their original campaign structure on the Adphorus platform in order to monitor initial performance and identify areas for improvement. In the first month, we observed two critical campaign delivery issues. The campaigns were not meeting Musafir's target CPL, and 11 of the 14 campaigns were not delivering.

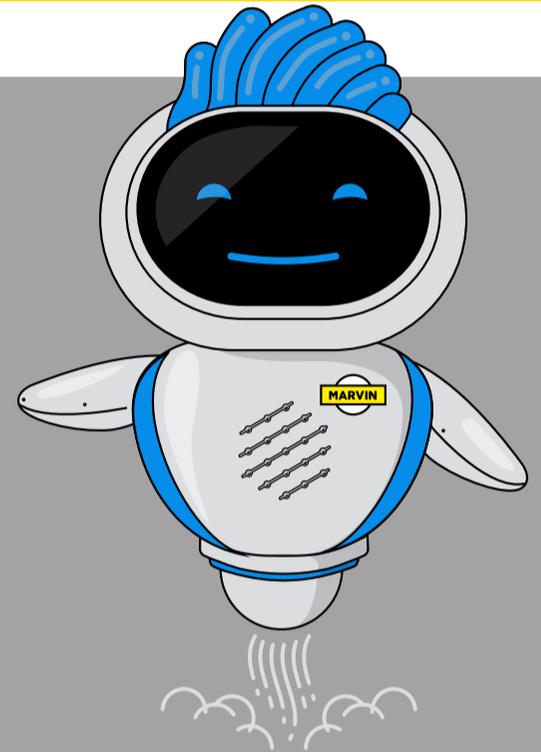
The following measures were taken to rectify the issues and optimize for Musafir's target KPIs.

- 1. Audience Segmentation:** Existing audiences were refined to avoid overlap and new target audiences with larger potential reach were created. They also analyzed the original targeting in order to exclude audiences with high spend but low conversion.
- 2. Bidding Optimization:** Marvin was activated on Musafir's lead generation campaigns to achieve maximum conversions while hitting Musafir's cost target. Once Marvin started managing campaigns, Musafir observed a fundamental improvement in the delivery of their campaigns.

## Optimization by Marvin Bid Management and Budget Allocation

**Bid Management:** Marvin determines the optimum bid for each Ad Set based on your cost or ROAS target.

**Budget Allocation:** Marvin distributes your campaign's budget among Ad Sets by prioritizing the better performing ones.



# Results

Sojern & Adphorus' optimization efforts, together with Marvin, improved Musafir's conversion rate by 50%. After optimizing their targeting and bidding efforts, Musafir's Facebook campaigns acquired more high-quality leads at their target CPL. Musafir was ultimately able to target the right users with relevant ads, driving more than 3,000 leads.

Musafir additionally saved time and energy by partnering with Sojern to manage Facebook campaigns on the Adphorus platform. This has allowed the Musafir team to focus on other, more strategic priorities. As a result, Musafir has doubled their budget and plan to expand activity to Europe.

**+50%**

Increase in  
Conversion Rate

**3k**

New Leads in <4  
months