Success Story

Langham Hospitality Group achieves unprecedented success with Facebook Dynamic Ads for Travel

Langham Hospitality Group is a global hotel company with more than 20 properties located in major cities over four continents. Langham Hospitality Group is known for its sincere services and innovation in hospitality for the past century.

Goal

Langham Hospitality Group has been working with Sojern for the past year on their display campaigns, and they would like to explore more on Facebook. They were particularly interested in leveraging Facebook's dynamic retargeting solution for hotels in order to drive more bookings. They had a very aggressive ROAS target and were interested in seeing if they could achieve it through Facebook advertising.

Challenge

Langham Hospitality Group did not have the appropriate technical setup to get started. The Langham team did not have pixels implemented or a product feed for retargeting. They were seeking guidance on the proper campaign setup to drive maximum ROAS.

Solution

Adphorus’ Solutions Engineers worked closely with Langham Hospitality Group in preparing their hotel catalogs and implementing their pixels in order to launch DAT as quickly as possible. In order to grow their existing website audience, Adphorus and Sojern suggested that Langham support the retargeting campaign with a prospecting campaign to help grow the retargeting audience base. They used interest targeting and lookalike audiences in order to drive new travelers to the Langham website and expand the website audience.
Results

Adphorus and Sojern helped Langham Hospitality Group overcome the technical hurdles and remove the friction to go live with DAT. With the support of Marvin, the team achieved unprecedented success on Facebook within 1 month. The luxury hotel brand was able to reach more high-end travelers and drive purchases across 4 continents through their initial prospecting and retargeting campaigns. Marvin reduced CPA by 18% over the course of the campaign, translating to a 140% higher ROAS compared to the team's ROAS goal.

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.

With a CTR 63% higher than the benchmark for travel brands, the prospecting campaign was able to enrich the retargeting audience base with high-intent travelers.