

Success Story



How Europe's popular hotel chain increased revenue coming from their Dynamic Ads campaigns using Marvin

Goal

Europe's popular hotel chain was looking to increase revenue coming from their Dynamic Ads campaigns by:

- Reaching more people via their Dynamic Ads campaigns
- Acquiring a higher number of bookings

Challenge

Facebook's Dynamic Ads enabled the client to reach relevant users with personalized ad creatives at the right time and increase their revenue from Facebook.

However, the client was conscious about the potential of Dynamic Ads and was in search for a better and consistent way of optimizing their Facebook campaigns to increase revenue while meeting their ROAS targets

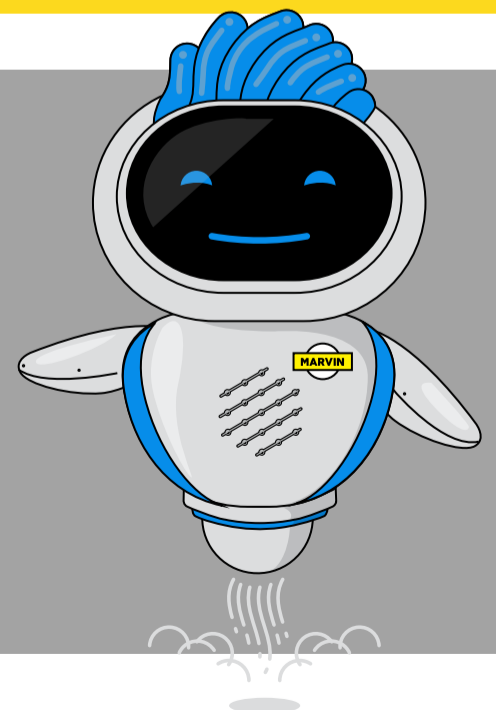
Solution

The advertiser used Marvin, Adphorus' proprietary optimisation engine, to optimize their Dynamic Ads campaign to achieve their conversion and revenue targets while meeting their Target ROAS.

Optimization by Marvin Bid Management and Budget Allocation

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.



Results

Compared to the manually controlled campaigns of client, Marvin-controlled campaigns reached 258% higher number of users, achieved 107% higher number of bookings and 126% higher revenue compared to the manual ones while meeting advertiser's Target ROAS.

+126%

Revenue

+107%

of bookings

+258%

Reach