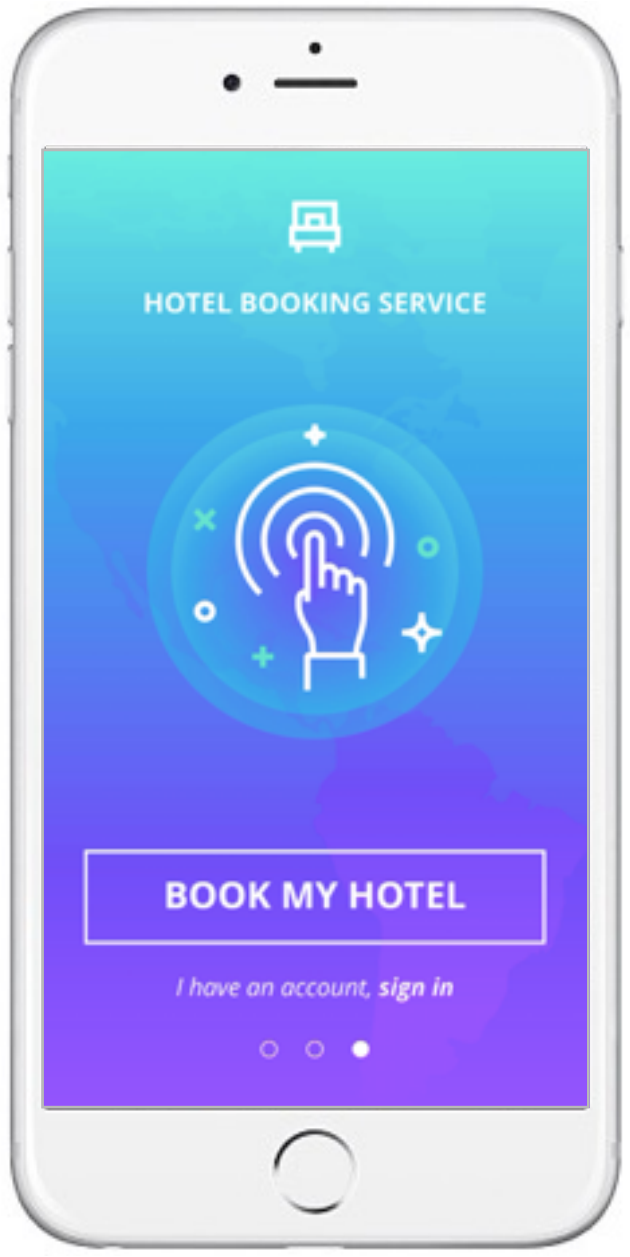
adphorus

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.



Facebook's Dynamic Ads enabled them to reach relevant users with personalized ad creatives at the right time. Thanks to Dynamic Ads, the advertiser managed to increase their revenue from Facebook channel.

However, the client was conscious about the potential of Dynamic Ads. This led them to search for a better and consistent way of optimizing their Facebook campaigns to

- Reach more people via their Dynamic Ads campaigns
- Acquire higher amount of bookings
- Increase revenue

while meeting their ROAS (Revenue Over Ad Spend) 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.

How Marvin help you to achieve your target KPIs

Adphorus' proprietary optimization engine, Marvin, uses the power of machine learning to increase the performance of your Facebook campaigns. Marvin does the job of a marketing army to reach your target KPIs while saving enormous amount of time for you.

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.

Revenue

126% higher

# of Bookings

107% higher

Reach

258% higher