



# Filling Need Dates Through Targeted Facebook Ads

A hotel in San Francisco was looking to fill summertime need dates.

## OUR SOLUTION

- 1 Create a special offer to appeal to potential guests interested in staycations.
- 2 Promote offer through Facebook Ads; target users based on interests, behaviors, and location.

In the first 8 days...

**38,556**

USERS  
REACHED

**32**

ROOM NIGHTS  
BOOKED

**20**

TOTAL  
RESERVATIONS

RETURN ON INVESTMENT\*

**\$51 : \$1**

*\*Assuming that throughout the entire campaign, 32 room nights were booked at the average daily rate for every 38,556 people reached. Campaign reached 100,871 users; 84 room nights x \$311.63 = \$26,176.92.*