

Summer Hotel Sales from Facebook Means a Good Night Sleep for Marketers



BACKGROUND

Accorhotels has a fifty year heritage as the world's leading hotel operator, with operations in 94 countries and running over 4,100 hotels. However, when it comes to embracing digital innovations, it is as agile in its approach to trying new things as some of its younger and fiercer competition.

CHALLENGE

Being a hotel operator today is completely different to when the company launched fifty years ago. Challenged in recent years by increasing competition from both online travel agencies (OTAs) and peer-to-peer property rentals, Accorhotels knew it had to do things differently to [drive direct sales](#). As a result, the team turned to Netbooster, an international marketing agency and power user of Kenshoo, to take on the challenge.

Annually, the team uses Facebook to advertise summer promotions with offers at featured destinations. This past year, the focus was on properties in France and Brazil with a goal for [website conversions](#).

SOLUTION

In an industry where direct response performance is key, NetBooster leveraged [Kenshoo's Portfolio Optimizer \(KPO\)](#) solution to help manage its Facebook campaigns at scale whilst meeting specific target ROI goals for each audience. KPO uses sophisticated forecasting algorithms built on top of the Facebook auction to automatically optimize bid and budget adjustments on an hourly basis at the ad and ad set level.

The team created two portfolios - one containing campaigns featuring properties in Brazil, and one containing campaigns featuring properties in France. Each portfolio ran with a combination of [interest, lookalike and custom audience targeting and retargeting](#) along with a combination of [CPC and oCPM bid types](#) using [page post](#) and [carousel ad](#) creative to optimize for website conversions and ultimately reach their target ROI goals.

“ I am usually suspicious when it comes to algorithmic bidding, but in this case Kenshoo has proven to be a very comprehensive solution when automating bidding optimization at scale. The solution gives a chance for all ad-sets to perform – so that we can take learning's and optimize performance further over time. The scale of campaigns we are able to run through the platform is impressive thanks to its intelligent automation.”

— Arnaud Marro, Head of Social, Netbooster

RESULTS

With analysis and optimization of the campaign taken care of, the **time saved** for Netbooster was significant. The team drove increased conversions in France and Brazil and the **ROI** for these campaigns was **two times higher** than prior to leveraging Kenshoo. In addition the **cost per lead** was **80% lower** than any other digital platform used. As a result, Accorhotels has **increased its spend on Facebook** **threefold**, whilst maintaining excellent ROI.

80%

Lower Cost per
Lead

2X

Higher ROI

3X

Increase in
Facebook Spend

