

SUCCESS STORY

Decameron

Expanding to Central American market through Leads Ads

CLIENT

Hotel chain Decameron has a strong international presence and over 30 years' experience in the hospitality industry. Decameron's hotels offer an all-inclusive experience at its high-quality affordable resorts making Decameron a leader in top tourist destinations across Colombia, Costa Rica, Ecuador, El Salvador, Haiti, Jamaica, Morocco, Mexico, Panama and Peru.



OBJECTIVE

Decameron wanted to promote a Father's Day celebration campaign to those in central America. The goal was to obtain the highest number of qualified leads at an optimum cost to create a specific database of people interested in their services for their Fathers Day campaign.

STRATEGY

Adglow created a Lead Ads campaign on Facebook to achieve Decameron's objective.

The campaign was geo-targeted to El Salvador and Guatemala to segmented audiences with specific interests and behaviours so Decameron could reach targeted and relevant audiences.

To further incentivise target audiences, Adglow chose a specific date range prior to Father's Day where the creative concept for the campaign was focused on rewarding Fathers efforts with a relaxing day at a Decameron hotel.

The campaign performed so well that Adglow exceeded Decameron's ROI, lowered the Cost Per Lead (CPL) and obtained 78% of its conversions via mobile with a high source of traffic from Android devices.



"The continuous monitoring of this campaign and all our campaigns on social media means that we're able to exceed our objectives and engage with audiences across all countries in which we have a presence"

Andrés Lozano Social Media Coordinator at Decameron