



On The Beach achieve a ten-fold return on investment in travel sales by running a Facebook Ads campaign.

Goals

On the Beach set out to achieve a nine-fold return on investment by using Facebook Ads to drive sales of holiday bookings.

Approach

On the Beach decided to engage the expertise of Upcast Social, to run a Facebook Ads campaign in 2011.

Ads • First On The Beach ran Marketplace Ads directing people to the external On the Beach website in an effort to sell more holiday bookings.

Tech • Then On The Beach turned to Upcast Social which used its proprietary Facebook Ads API tool to run over 1,000 ad variants. With the tool, Upcast Social and On the Beach were able to test hundreds of creative and image variables aimed at variety of audiences. Using this data they optimized the ads to get the best results over the eight weeks of the campaign.

The company used highly specific targeting to achieve high conversion rates. For example On the Beach used Likes & Interests targeting to reach people who had expressed interest in holiday locations such as Tenerife and Ibiza.

Upcast then reviewed the initial results and fine-tuned the campaigns. It widened the Likes & Interests targeting and focused primarily on the campaigns with the highest conversion rate.

On The Beach and Upcast Social could also see the regions of the UK where the ads were performing best, so they created ads aimed directly at audience segments in those particular geographic areas.

Results

- **Ten-fold return on investment** by running a Facebook Ads campaign.
- Facebook was the first click in the conversion funnel for almost **80% of sales**.
- **70,000** people now like the On The Beach Holidays Facebook Page.

“We saw that Facebook Ads were a path to conversion, and they were the first click in many of the sales that took place.”

Grant Muckle, Managing Director, Upcast Social

Marketplace Ads



On The Beach Facebook Page



On The Beach is a leading UK online travel agency, catering to over 750,000 travellers annually. The company sells flights and accommodation for the world's most popular beach destinations.

Facebook.com/OnTheBeachHolidays