

A person is holding a tablet, and the background is a blurred outdoor setting. A white rectangular box is overlaid on the left side of the image, containing text.

GCOMMERCE SOLUTIONS


Which Facebook Ad Performed Best?

DIGITAL E-BOOK

2024

Selecting the elements of an ad requires careful consideration as it greatly influences the overall success of a campaign. Let's examine some ad examples to understand how this is crucial.

Can you guess which Facebook ad performed best?

 **Park City Peaks Hotel**
Sponsored · 

Ski into savings during the New Year and enjoy 30% off stays for January 1st - March 31st, 2024. The clock is ticking, this offer ends November 30th at midnight.



CYBER SALE
30% OFF STAYS
January 1st - March 31st, 2024

parkcitypeaks.com
 **CYBER SALE SAVINGS -**
30% Off Park City Stays

Book now

Facebook Ads

Which ad had a higher CTR?

**Stein Eriksen Lodge Deer Valley**
Sponsored · 







Find paradise in Deer Valley this Winter at Utah's longest running Forbes 5-Star resort.




steinlodge.com
**Elevate Your Winter Where
The Snow Falls Softer**

[Learn more](#)

**Stein Eriksen Lodge Deer Valley**
Sponsored · 



Deer Valley has secrets only Stein Eriksen Lodge knows. It's time to experience mountains like you haven't before.



steinlodge.com
**Elevate Your Winter With
Cozy Mountain Elegance**

[Learn more](#)

 **Stein Eriksen Lodge Deer Valley**
Sponsored · 

Find paradise in Deer Valley this Winter at Utah's longest running Forbes 5-Star resort.



steinlodge.com
Elevate Your Winter Where The Snow Falls Softer

[Learn more](#)

1.46% CTR

 **Stein Eriksen Lodge Deer Valley**
Sponsored · 

Deer Valley has secrets only Stein Eriksen Lodge knows. It's time to experience mountains like you haven't before.






steinlodge.com
Elevate Your Winter With Cozy Mountain Elegance

[Learn more](#)

1.85% CTR


The winning ad succeeded because it effectively combined engaging text with captivating images that captured the spirit of a mountain adventure.


XV Beacon
 Sponsored · 🌐

★★★★★

"XV Beacon has world-class dining and beautifully appointed accommodations. Probably the best location in the city and has the best staff. I highly recommend this hotel for leisure or business stays." - Carlos C.






"XV Beacon has world-class dining and beautifully appointed accommodations."

- Carlos, January 2023

xvbeacon.com
Find Out Why Our Guests Love XV Beacon


[Learn more](#)


XV Beacon
 Sponsored · 🌐

★★★★★

"What a lovely find! While our room was beautiful and comfortable and the hotel could not have been better located, the true standout was the staff! From the front door to the front desk to the restaurant to the house drivers, everyone was phenomenal." - Jessica G.



"What a lovely find! [...] The true standout was the staff."


- Jessica, July 2022

xvbeacon.com
Find Out Why Our Guests Love XV Beacon

[Learn more](#)

Facebook Ads

Which ad had a higher CTR?


 **XV Beacon**
Sponsored · 

✕

⋮

★★★★★

"XV Beacon has world-class dining and beautifully appointed accommodations. Probably the best location in the city and has the best staff. I highly recommend this hotel for leisure or business stays." - Carlos C.



"XV Beacon has world-class dining and beautifully appointed accommodations."

- Carlos, January 2023

xvbeacon.com
Find Out Why Our Guests Love XV Beacon

[Learn more](#)

1.29% CTR

 **XV Beacon**
Sponsored · 

✕

⋮

★★★★★

"What a lovely find! While our room was beautiful and comfortable and the hotel could not have been better located, the true standout was the staff! From the front door to the front desk to the restaurant to the house drivers, everyone was phenomenal." - Jessica G.



"What a lovely find! [...] The true standout was the staff."


- Jessica, July 2022

xvbeacon.com
Find Out Why Our Guests Love XV Beacon

[Learn more](#)


6.77% CTR

While the review and rationale differ for these two ads, the ad with the image featuring the couple achieved a higher click-through-rate (CTR), likely because it exudes a more inviting and warm ambiance.

 **Greenhorn Ranch**
Sponsored · 🌐

✕ ⋮

With four hiking trails, game room, and a cozy atmosphere for everyone to enjoy, an escape to Greenhorn Ranch makes for the perfect weekend trip this Winter.



greenhornranch.com
**Join Us This Winter at
Greenhorn Ranch!**

Learn more

 **Greenhorn Ranch**
Sponsored · 🌐

✕ ⋮

Get your Greenhorn on in a more laid-back way this Winter. The snow brings calmness to the ranch, perfect for the peaceful Winter getaway you need.



greenhornranch.com
**Join Us This Winter at
Greenhorn Ranch!**

Learn more

Greenhorn Ranch
Sponsored · 🌐

Get your Greenhorn on in a more laid-back way this Winter. The snow brings calmness to the ranch, perfect for the peaceful Winter getaway you need.



greenhornranch.com
Join Us This Winter at Greenhorn Ranch!

[Learn more](#)

2.20% CTR

Greenhorn Ranch
Sponsored · 🌐

With four hiking trails, game room, and a cozy atmosphere for everyone to enjoy, an escape to Greenhorn Ranch makes for the perfect weekend trip this Winter.



greenhornranch.com
Join Us This Winter at Greenhorn Ranch!



[Learn more](#)



3.21% CTR

While the ad copy varies between these two ads, we noticed a higher click-through rate (CTR) with the ad featuring the horse. This could be attributed to the affinity of animal lovers or the alignment of the ad with the desired guest experience, particularly for a location associated with ranching activities.

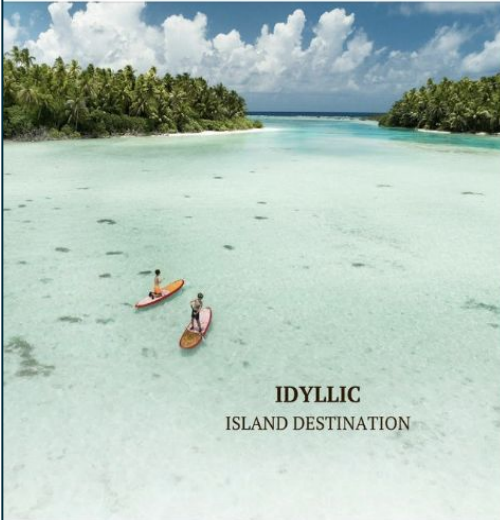
Facebook Ads

Which ad had a higher CTR?

 **The Brando**
Sponsored · 



Find carefree luxury in the midst of pristine nature. The Brando is your idyllic island destination.





IDYLLIC
ISLAND DESTINATION

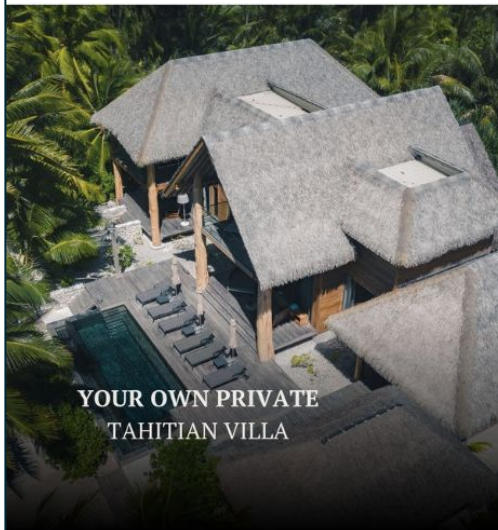
thebrando.com
**Immerse in Untouched
Tetiaroa Nature**

[Learn more](#)

 **The Brando**
Sponsored · 



Immerse in French Polynesian culture and untouched nature at The Brando.




**YOUR OWN PRIVATE
TAHITIAN VILLA**

thebrando.com
Your Villa Awaits...
On The Island of Tetiaroa

[Learn more](#)

 **The Brando**
Sponsored · 

Immerse in French Polynesian culture and untouched nature at The Brando.





**YOUR OWN PRIVATE
TAHITIAN VILLA**

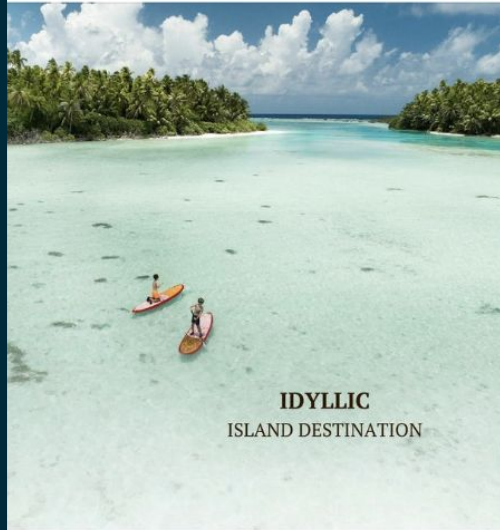
thebrando.com
Your Villa Awaits...
On The Island of Tetiaroa

[Learn more](#)

2.33% CTR

 **The Brando**
Sponsored · 

Find carefree luxury in the midst of pristine nature. The Brando is your idyllic island destination.



**IDYLLIC
ISLAND DESTINATION**

thebrando.com
**Immerse in Untouched
Tetiaroa Nature**

[Learn more](#)

2.96% CTR

Although these ads feature different copy, we believe the higher-performing ad effectively conveys the sense of adventure and relaxation that guests seek when booking a luxury vacation stay, rather than showcasing just an image of the resort.

Facebook Ads

Which ad had a higher CTR?

 **Hotel Californian**
Sponsored · 



 



Discover a diverse wine collection paired with fresh California Central Coast cuisine.




hotelcalifornian.com
Join us at Blackbird for a dinner experience.

[Learn more](#)

 **Hotel Californian**
Sponsored · 

Discover a diverse wine collection paired with fresh California Central Coast cuisine.



hotelcalifornian.com
Join us at Blackbird for a dinner experience.

[Learn more](#)

Facebook Ads

Which ad had a higher CTR?

 **Hotel Californian**
Sponsored · 🌐

✕ ⋮


Discover a diverse wine collection paired with fresh California Central Coast cuisine.



hotelcalifornian.com
Join us at Blackbird for a dinner experience.


[Learn more](#)

2.44% CTR

 **Hotel Californian**
Sponsored · 🌐

✕ ⋮

Discover a diverse wine collection paired with fresh California Central Coast cuisine.



hotelcalifornian.com
Join us at Blackbird for a dinner experience.

[Learn more](#)

5.17% CTR

Although these ads share the same copy, we've observed a higher click-through rate (CTR) with the ad featuring a more standout image. The viewer instantly knows what the ad is about without having to read the copy. This demonstrates the impact of selecting compelling imagery on the overall success of your ad campaign.

Facebook Ads Which ad had higher Conversions?

 **Cragun's Resort on Gull Lake** Sponsored · 🌐 X ⋮

Gather the family and escape to the beauty of Cragun's Resort for an unforgettable Thanksgiving weekend.



Thanksgiving dinner is on us
at
Cragun's
RESORT ON GULL LAKE
Craguns.com

BOOK NOW

craguns.com
Savor Thanksgiving at Cragun's: Dinner Included! [Book now](#)

 **Cragun's Resort on Gull Lake** Sponsored · 🌐 X ⋮

Escape to the beauty of Cragun's Resort for an unforgettable Thanksgiving weekend. Our Lakeview Lodge Room stays come with a delicious Thanksgiving Dinner, so you can focus on creating cherished memories with loved ones.



craguns.com
Enjoy a Complimentary Thanksgiving Dinner! [Book now](#)

Facebook Ads

Which ad had higher Conversions?-

CLIENT APPROVED

 **Cragun's Resort on Gull Lake** Sponsored · 🌐

Gather the family and escape to the beauty of Cragun's Resort for an unforgettable Thanksgiving weekend.



Thanksgiving dinner is on us at **Cragun's** RESORT ON GULL LAKE craguns.com

BOOK NOW

craguns.com
Savor Thanksgiving at Cragun's: Dinner Included!

Book now

0 Conversions

 **Cragun's Resort on Gull Lake** Sponsored · 🌐

Escape to the beauty of Cragun's Resort for an unforgettable Thanksgiving weekend. Our Lakeview Lodge Room stays come with a delicious Thanksgiving Dinner, so you can focus on creating cherished memories with loved ones.



craguns.com
Enjoy a Complimentary Thanksgiving Dinner!

Book now

4 Conversions

The image without text overlay performed better here. While these ads have different copy, we believe that the better performing ad is easier on the eyes and represents what the resort has to offer better than the other ad.

Facebook Ads Which ad had higher Clicks-

 **Tropicana Inn & Suites**
Sponsored · 





Create unforgettable memories when you stay at Tropicana Inn & Suites, only a 5-minute walk from the holiday magic at Disneyland® Resort!





A Magical Escape Awaits!




More

 **Tropicana Inn & Suites**
Sponsored · 

Your holiday adventure begins at Tropicana Inn & Suites, where the magic of Disneyland® is just a short walk away.





Tickets and Park reservations required. NOV 10, 2023 - JAN 7, 2024


tropicanainn-anaheim.com
Most Magical Time Of the Year

[Learn more](#)

Facebook Ads Which ad had higher Clicks?-

 **Tropicana Inn & Suites**
Sponsored · 

Your holiday adventure begins at Tropicana Inn & Suites, where the magic of Disneyland® is just a short walk away.



THE Holidays
BEGIN HERE

Disneyland
RESORT

Tickets and Park reservations required. NOV 10, 2023 - JAN 7, 2024

tropicainn-anaheim.com
Most Magical Time Of the Year [Learn more](#)

47 Clicks

 **Tropicana Inn & Suites**
Sponsored · 

Create unforgettable memories when you stay at Tropicana Inn & Suites, only a 5-minute walk from the holiday magic at Disneyland® Resort.



A Magical Escape Awaits!



More

1,688 Clicks

While these ads featured different copy, our findings indicate that carousel image ads yield higher click-through rates. This is likely because they entice users to explore further out of curiosity, resulting in increased engagement.

Facebook Ads

Which ad had a higher CTR?

**Detroit Foundation Hotel**
Sponsored · 

We're celebrating the giving season with up to 30% OFF room rates when you book your stay by November 29. Whether you're looking to treat yourself or surprise someone you love with a getaway to remember, Detroit Foundation Hotel makes for the perfect gift.



detroitfoundationhotel.com
Early Access: Up To 30% Off Your Stay at DFH

[Book now](#)

**Detroit Foundation Hotel**
Sponsored · 

Detroit Foundation Hotel makes for the perfect gift. We're celebrating the giving season with up to 30% off room rates when you book your stay by November 29. The best part is you can enjoy this stay through March 31.



detroitfoundationhotel.com
Enjoy Up To 30% Off Today

[Book now](#)

Facebook Ads

Which ad had a higher CTR?

Detroit Foundation Hotel
Sponsored · 🌐

We're celebrating the giving season with up to 30% OFF room rates when you book your stay by November 29. Whether you're looking to treat yourself or surprise someone you love with a getaway to remember, Detroit Foundation Hotel makes for the perfect gift.



detroitfoundationhotel.com
Early Access: Up To 30% Off Your Stay at DFH

Book now

1.13% CTR

Detroit Foundation Hotel
Sponsored · 🌐

Detroit Foundation Hotel makes for the perfect gift. We're celebrating the giving season with up to 30% off room rates when you book your stay by November 29. The best part is you can enjoy this stay through March 31.



detroitfoundationhotel.com
Enjoy Up To 30% Off Today

Book now

2.16% CTR

Though these ads featured different copy, we found that the image of the group performed better. This can be attributed to its appeal to individuals seeking vibrant nightlife and a sense of community and friendship. Also, the group image looks like native / organic content whereas the other ad's image looks like a stock photo.

Facebook Ads

Which ad had a higher CTR?

 **Dollywood** 
Sponsored · 

Stay at Dollywood's DreamMore Resort and Spa this fall to save up to 10% per night + receive two one-day Dollywood admission tickets to experience Dollywood's Harvest Festival Presented by Humana Sept. 20 – Oct. 30, 2023.



dollywood.com
**Up To 10% Off Per Night +
Two Admission Tickets**

[Learn more](#)

 **Dollywood** 
Sponsored · 

Stay at Dollywood's DreamMore Resort and Spa this fall to save up to 10% per night + receive two one-day Dollywood admission tickets to experience Dollywood's Harvest Festival Presented by Humana Sept. 20 – Oct. 30, 2023.



dollywood.com
**Up To 10% Off Per Night +
Two Admission Tickets**

[Learn more](#)

Facebook Ads

Which ad had a higher CTR?



This Facebook ad for Dollywood features a daytime photograph of a large wooden A-frame structure filled with pumpkins, set against a backdrop of green trees. The ad includes the Dollywood logo, a 'Sponsored' label, and a video play button icon in the center of the image. The text describes a fall promotion at the DreamMore Resort and Spa.

Stay at Dollywood's DreamMore Resort and Spa this fall to save up to 10% per night + receive two one-day Dollywood admission tickets to experience Dollywood's Harvest Festival Presented by Humana Sept. 20 – Oct. 30, 2023.

dollywood.com
Up To 10% Off Per Night +
Two Admission Tickets

[Learn more](#)

1.13% CTR



This Facebook ad for Dollywood features a nighttime photograph of the same pumpkin display, illuminated with warm lights and set against a dark, wooded background. The ad includes the Dollywood logo, a 'Sponsored' label, and a video play button icon in the center of the image. The text is identical to the first ad.

Stay at Dollywood's DreamMore Resort and Spa this fall to save up to 10% per night + receive two one-day Dollywood admission tickets to experience Dollywood's Harvest Festival Presented by Humana Sept. 20 – Oct. 30, 2023.

dollywood.com
Up To 10% Off Per Night +
Two Admission Tickets

[Learn more](#)

2.16% CTR

Both of these ads share the same copy but feature different images. We've observed that the night shot of the area performed better, likely due to its ability to stand out with enhanced color contrast and embodies the essence of Halloween in a more powerful way.

Thank you for reading

Follow us on:



gcommercesolutions.com