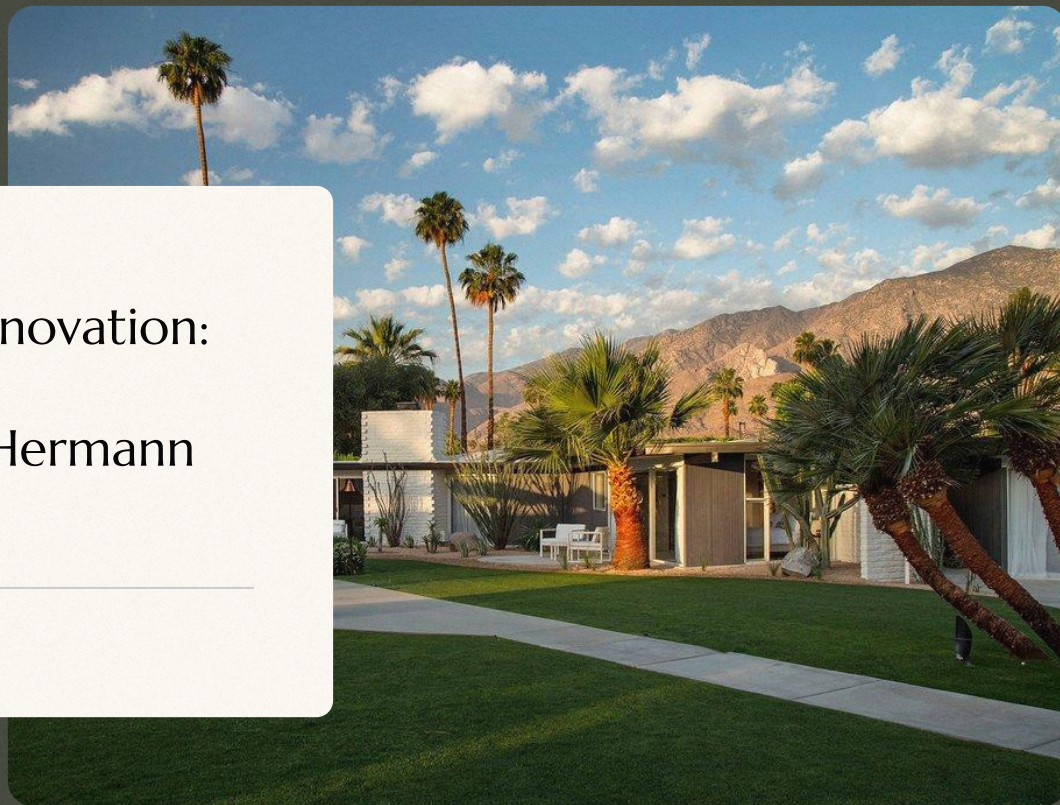




Hermann Bungalows

Luxury meets innovation: turning ads into experiences at Hermann Bungalows

FACEBOOK ADVERTISING



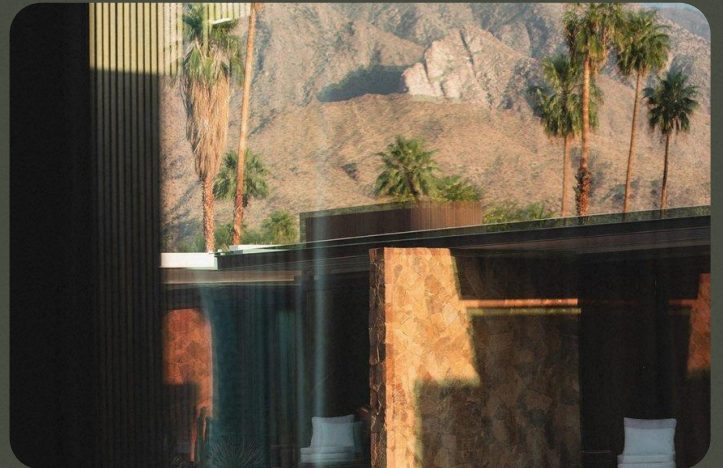
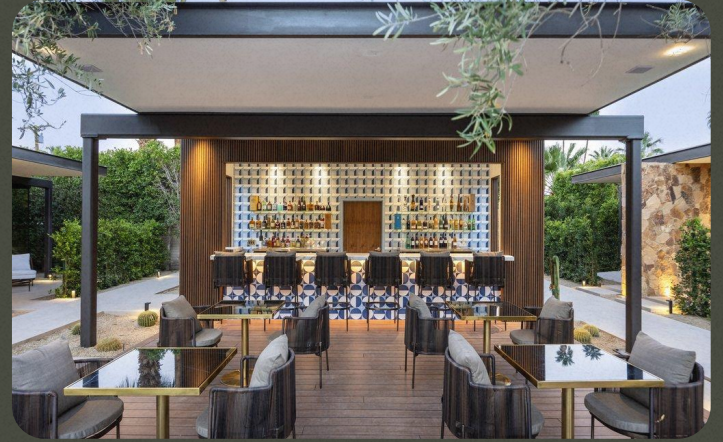
ADRIAN AWARD WINNER 2024

gcommerce

Overview

Hermann Bungalows is a luxury resort designed by Steve Hermann situated in Palm Springs with vista views and poolside relaxation.

This resort has 24 bungalows designed with every detail in mind and unobstructed mountain views. Hermann Bungalows prides itself on being a sanctuary where guests can escape the world, unwind, relax, and enjoy a much-needed vacation.



Campaign objectives and challenges

Conversion goal

- Gain conversions through special offers on Facebook advertising.

Advertising challenge

- Overcome limitations due to "Bungalows" being flagged as housing category.

Media approach

- Use prospecting ads, dynamic ads, and conversion ads to reach high net worth individuals.



Campaign results and effectiveness

From January to June 2024, the campaign generated 31 conversions through static, carousel, and video ads promoting special offers for this luxury resort. Despite challenges in advertising high ADR hotels, the unique focus on the property's suites and serene backdrop attracted guests seeking a premium escape.

Effectiveness was measured by conversions, highlighting the resort's luxury amenities to appeal to the right audience. The campaign's success is evident in its high ROAS, demonstrating effective use of a small budget to generate significant revenue. Total budget spent: \$3,282.18.

Success metrics

JANUARY 2024 - JUNE 2024

\$20:1

ROAS

\$65,120



REVENUE GOAL



31

CONVERSIONS




Creatives

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