

The hidden difference between social engagement and booking intent impacting your revenue

META PAID SOCIAL STRATEGY



gcommerce

Overview

Most Meta retargeting strategies group all warm audiences together, including website visitors, past guests, and social media engagers. But these audiences do not **behave** the same when it comes to **booking intent**.

To better align messaging with user behavior, we **restructured campaigns** across multiple boutique hotel clients by separating high intent audiences from social engagement audiences. Each group received messaging tailored to how they naturally interact with the brand.

Rather than focusing only on the direct revenue from each audience, this test explored how segmentation and messaging could work together to improve overall performance.

Specifically, we looked at how social engagement audiences **respond to messaging** that reflects how they naturally engage, and how this impacts overall performance.



Goals

The goal of this test was to evaluate whether a **segmented retargeting approach** could improve overall performance across participating clients.

Each client maintained their individual performance goals. In addition, we analyzed whether total revenue and return on ad spend increased after implementing the **new audience structure and messaging approach**, compared to prior performance.



Strategy

We restructured retargeting campaigns by **separating audiences** based on how users had interacted with the brand.

Website visitors and customer lists were treated as high intent audiences and were served **more direct, conversion focused messaging designed to drive bookings.**

Social engagement audiences were approached differently. Creative was designed to feel more like organic social content, focusing on inspiration and interaction rather than immediate conversion.

By shifting both the structure and the messaging, campaigns were able to better reflect where users were in the booking journey and **guide them more effectively toward booking.**



Results

The segmented approach drove strong performance across participating boutique hotel clients and **exceeded return goals**.

Social engagement campaigns generated over **\$110,000 in revenue** and achieved a **17:1 return on ad spend**, demonstrating that these audiences can convert when messaging is tailored to how they engage.

When compared to prior performance on a period over period basis, 6 out of 7 clients saw an increase in return on ad spend after implementation. Results ranged from modest gains to increases of **over 300%, with a median lift of approximately 16%**, indicating improved efficiency across the majority of campaigns. The one decline observed was tied to external factors, including significantly higher ADR during the test period.



Test campaign success metrics across portfolio

\$110,150 Revenue

110 Bookings

\$17:1 ROAS
(Median Lift +16% PoP)

Key insights & takeaways

Performance improved when messaging matched how each audience **naturally engages**.

Social engagement audiences can convert when creative feels native to the platform and aligns with how they interact with content, while high intent audiences respond best to more direct, conversion focused messaging.

By separating audiences and tailoring the approach, retargeting became more effective at both building interest and driving bookings, making it a more **complete and effective strategy**.



Creative - Examples

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