MELIÃ HOTELS INTERNATIONAL

CASE STUDY

How Meliá Hotels International increased **ROAS by 670%** with Facebook Dynamic Ads for Travel

Product**sup**

Case

Meliá Hotels International is the largest hotel group in Spain, as well as the 17th largest hotel chain worldwide. With over 370 hotels located across 43 countries and 4 continents, the hospitality brand is a market leader and globally recognized name. Today, the chain can be found marketed under the following brands: Gran Meliá, Meliá, Paradisus Resorts, ME by Meliá, Innside by Meliá, TRYP by Wyndham, Sol Hotels, and Club Meliá.

With tech-savvy holidaymakers on the rise, today's hoteliers need to be online in order to meet consumers at each stage of the booking funnel. In order to reach a wider audience and users outside of their usual targeting strategies, Meliá needed to adjust their approach. Not only would they need to streamline their strategy across markets but they also wanted to scale. To achieve this, they focused their attention on **Facebook Dynamic Ads for Travel.**

CASE AT A GLANCE

Number of hotels: **370**

Number of markets: **43**

Number of languages: **6**

Channel: **Facebook**

Use case: **Dynamic Ads for Travel**

Number of feeds: **200+**

Objectives:

Customize market-specific hotel feeds
Get to market faster & scale
Improve feed quality & performance

Challenges

Facebook Dynamic Ads for Travel (DAT) are fuelled by a Facebook Catalog. While only one Catalog is required to run ads in multiple countries, a variety of localized data feeds are required to showcase different offerings and languages. Therefore, in getting their ad campaigns up and running, Meliá faced three key challenges.

1. Customizing hotel feeds for 40 different markets

In order to build and broadcast the right ads to the right users, Meliá would need to create a variety of high-quality, **market-specific hotel feeds.** Since each hotel offering will be different and unique, Meliá would need to craft each feed individually. This includes compiling data on hotel details like, location, base prices, and descriptions.

To further complicate their work, each feed would need to adhere to **Facebook's unique feed specifications,** including titles lengths and the format of each fields' content. Each and every feed would also need to be updated and exported regularly to ensure the Facebook Catalog was always stocked with the most up-to-date hotel offerings. With traditional manual methods, these updates could easily take weeks to months of support from IT, even to make the simplest feed changes.

2. Preparing language & country feeds for DAT

For global advertisers, Facebook also requires language and country feeds for each target market. Which meant, in addition to the specially-tailored hotel feeds, Meliá would also need to create a multitude of secondary feeds that would be used to override their main feed for different countries and languages.

With accommodation offerings in nearly 50 countries and in Spanish, English, French, Italian, Portuguese, and German, this would be a huge task for the Meliá team, and starting from scratch would be near impossible.

3. Correcting image size and format

High-quality images may be important to any high-converting hotel ad, but on Facebook, they are critical. Not only would Meliá need to make sure that all of their images were in the **correct size and format,** but they'd also need to ensure their images were compelling and capable of standing out from an already crowded News Feed. With hundreds of hotels, even basic image resizing would take months in addition to the time already spent on structuring their feeds.

However, with limited resources and a desire to increase clicks and conversions fast, Meliá was driven to find a way to speed up processes. They needed to get their ads on Facebook quickly, with minimal opportunity cost and IT assistance.

Solution

Fortunately for Meliá, the challenges listed above would be easy to tackle, as they were already using **Productsup** to manage their product feeds. This made getting a perfectly tailored feed to Facebook just one more short and simple process. Productsup powered Melia in four primary ways:

1. Integrated feed templates & intuitive interface

With Productsup's predefined **Facebook Dynamic Ads for Travel Hotel feed template,** Meliá was able to create their feed quickly and drastically reduce the time needed to structure a feed according to Facebook's requirements.

These templates, combined with the software's **intuitive drag-and-drop functionality,** meant that Meliá only needed to map data from their original feed to their new Facebook Hotel templates. Now, **instead of taking weeks to months to prepare new feeds,** Meliá created **perfectly structured, market-specific feeds in less than a day.**

2. Efficient channel multiplication

Once Meliá created their first perfectly-tailored hotel feed, Productsup enabled them to seamlessly duplicate it and create clean, ready-to-go feeds for each of their serviced countries. This efficient approach allowed Meliá to focus on scaling and getting to market quicker, all while ensuring they send the right message to the right audience at the right time.

> "We were initially looking for a tool that could help us multiply export channels. After seeing how easy this was on Productsup, we knew it was the right software for us."
>
> **José Luis Aranda Riera –**
> Global Digital Marketing Director

3. Easy content cleanup

Meliá's old approach to product data management required waiting weeks for IT to perform even the most fundamental feed edits like **removing unnecessary HTML** from hotel titles. Often, the end result was still incorrect and messy. With Productsup, however, these issues were quickly eliminated.

Locating and removing HTML tags was quick and easy with Productsup. Meliá simply added the **Remove HTML rule box** to their feed, automatically applying the designated changes across each and every field – instantly cleansing their entire feed. What used to take weeks could now be done in seconds.

4. Quick image editing

Adhering to Facebook's image requirements was no issue for Meliá. Using the Productsup **Image resizer tool,** they were able to automatically **resize every single image in their feeds according to Facebook's specifications with a single click.**

With the time saved, they were able to go even a step further and create vertical and horizontal images for different sized banner ads. All of this was conveniently achieved within the Productsup platform.

Results

Thanks to Productsup, Meliá now has Facebook Dynamic Ads for Travel campaigns up and running in 40+ countries. More importantly, they achieved this without any manual work or support from IT.

Reduced time to market: While the preparation of a single feed used to take up weeks to months of time, Meliá can now export a perfectly polished feed within 24 hours.

Gained control: With a reputation for being leaders in the industry, Meliá is recognized for doing things a little differently from the rest. Case in point, instead of the performance marketing team, it's actually the design team at Meliá who prepare their hotel feeds for Facebook. In any case, they have eliminated their dependence on IT and are able to focus more on feed quality.

Improved performance: The Productsup software has allowed Meliá to give their design team full control of feed management for all global markets. The shift not only saved time but has drastically improved performance, resulting in a 6.7× increase in Return on Ad Spend (ROAS).

> "Productsup allowed us to move the task of feed management from our IT team to our design team, part of our digital marketing team, which has drastically cut down time spent on feed preparation. With marketing now in control, we are able to avoid IT developments and export directly high-performing feeds within 24 hours."

José Luis Aranda Riera –
Global Digital Marketing Director

READY IN
24H

NO MORE
IT

+670 %
ROAS

Looking for a smart, simple, seamless solution to prepare your catalog for Facebook Dynamic Travel Ads?

Reach out to learn how Productsup can help you.

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