

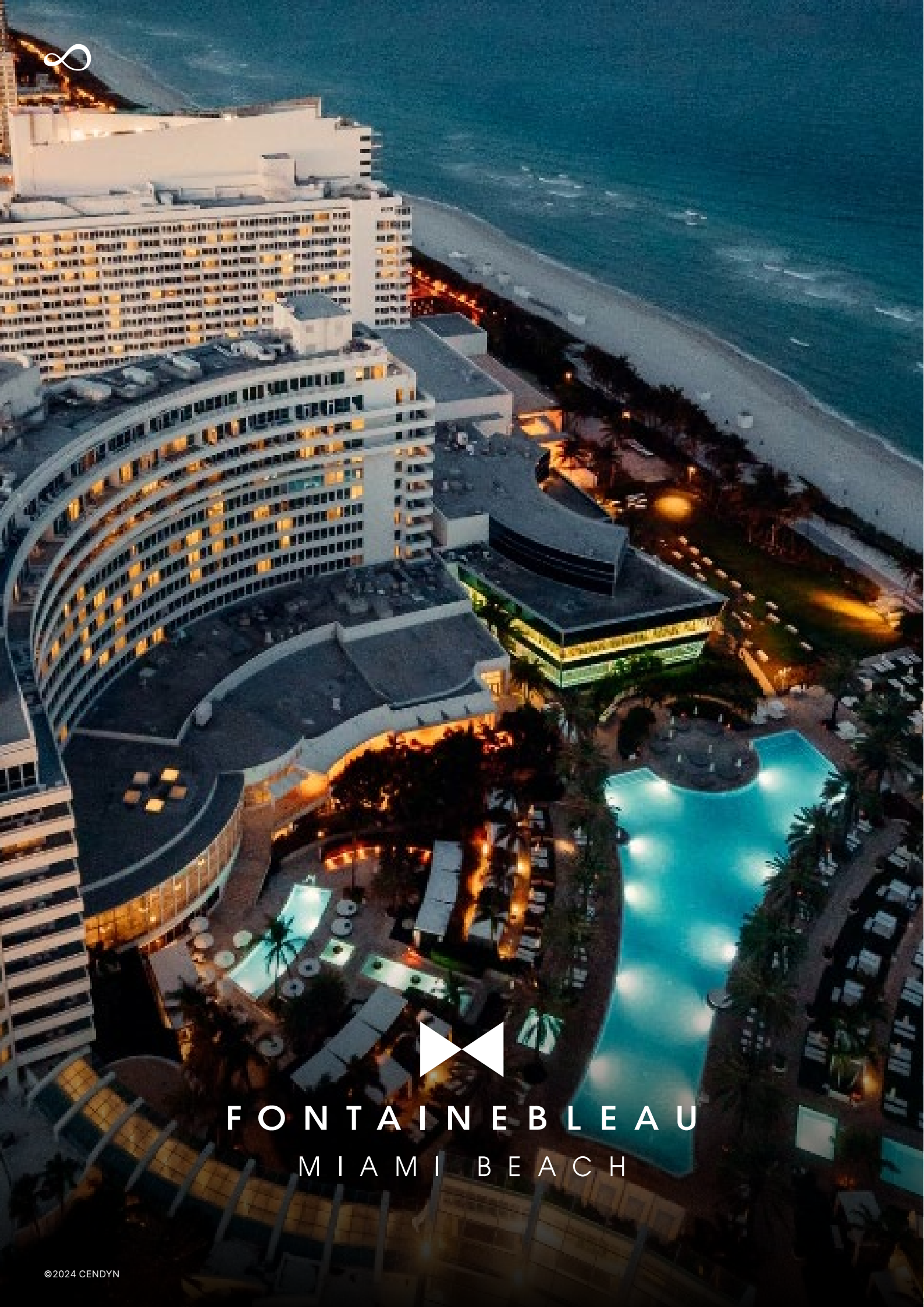
CendynTM




FONTAINEBLEAU
MIAMI BEACH

Fontainebleau *Miami Beach*

NEW PAID SOCIAL CHANNELS LAUNCH
AND GROWTH



FONTAINEBLEAU
MIAMI BEACH



Find



FOUND ONLINE

Fontainebleau Miami Beach

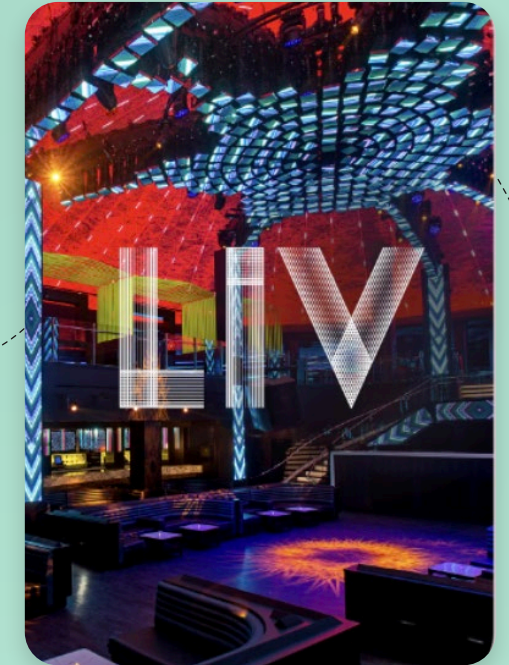
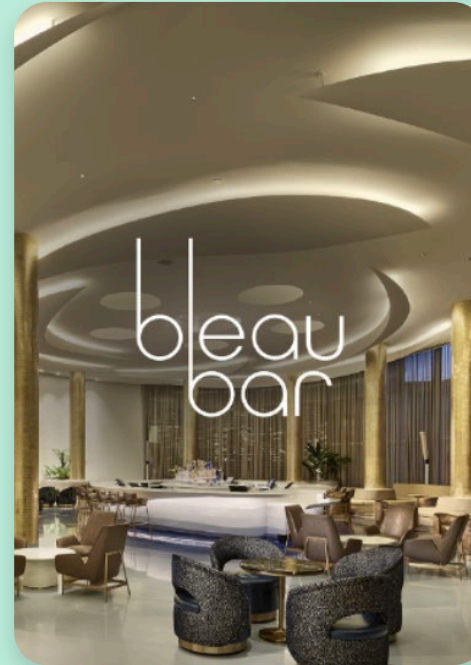
NEW PAID SOCIAL CHANNELS LAUNCH AND GROWTH

Key Takeaways

- ✓ Cendyn launched campaigns to help Fontainebleau Miami Beach **explore new channels** including SnapChat, Pinterest, and TikTok, to reach different audiences and promote different lines of business.
- ✓ **TikTok and Pinterest** drove the most awareness with higher impressions.
- ✓ **SnapChat** had surprising results, driving more bookings and revenue with blended **ROAs of 3:1**.

Overview

One of Fontainebleau Miami Beach's strategic objectives in 2024 was to reaffirm the brand position. One of the tactics to achieve this objective was exploring new channels including SnapChat, Pinterest, and TikTok to reach different audiences and promote different lines of business.



Goals

- ✓ The goal of these paid social campaigns was to **drive awareness**, **direct bookings**, and **revenue** for the property.

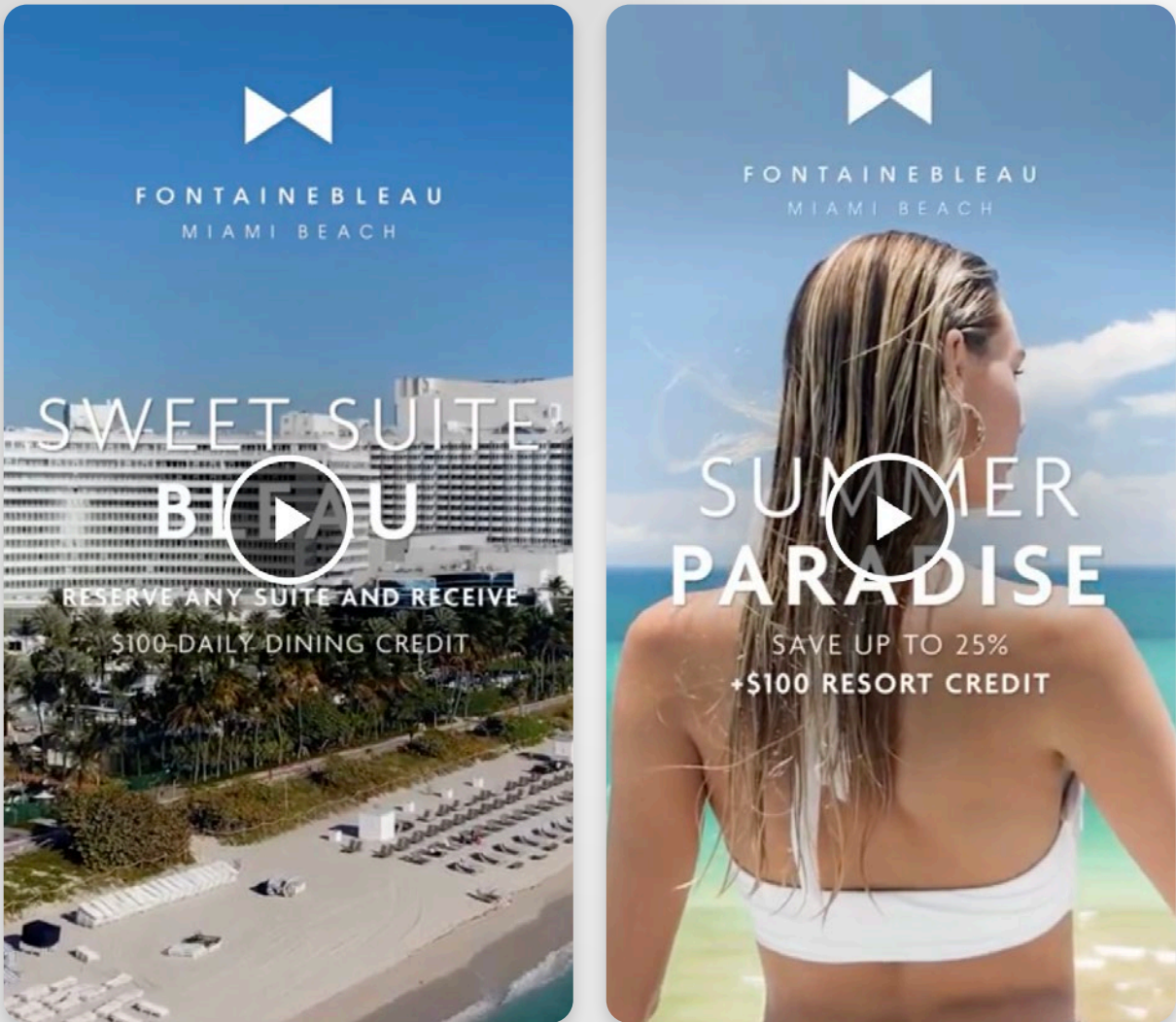
GROW

Implementation and Strategy

- ✓ An **upper funnel campaign** was launched in April 2024 on all three channels, using creatives with strategic copy and imagery to target a prospecting audience (LAL and Behavioral Interest).
- ✓ A **lower funnel campaign** was launched in June 2024 on all three, using creatives with strategic copy and imagery to appeal to a retargeting audience (Website Visitors, Ad Engagers & CRM).



Creative



Results

The Snapchat campaign had astonishing results, to the surprise of the Cendyn team. It was expected that other channels like Pinterest and TikTok would outperform in terms of bookings and revenue. TikTok and Pinterest drove more awareness with higher impressions but **Snapchat drove far greater bookings and revenue.**

Snapchat

(April-August 2024)

Upper funnel went live in April 2024 and lower funnel in June 2024.

Overall, from April to August:

Spend: **\$14,435**
Impressions: **785.73K**
Clicks: **8K**
Bookings: **40**
Revenue: **\$46K**
Blended ROAs: **3:1**

Looking at just lower funnel results from June-August:

Spend: **\$10.2K**
Check Avails: **768**
Bookings: **40**
Revenue: **\$46K**
ROAs: **4.5:1**

CPMs are \$20 which is higher than Facebook

TikTok

(April-August 2024)

Spend: **\$15.5K**
Impressions: **2.8M**
Clicks: **68.3K**
Check Avails: **161**
Bookings: **0**

Pinterest

(April-August 2024)

Spend: **\$17.9K**
Impressions: **3.99M**
Clicks: **18.84K**
Bookings: **0**



Return on Investment

The Snapchat Launch and Growth Campaign generated **\$46K in revenue** with a spend of **\$14,435** and **Blended ROAs of 3:1**.

\$46k
REVENUE

\$14,435
SPEND

3:1
BLENDED ROAS





Bringing it
all together

info@cendyn.com