

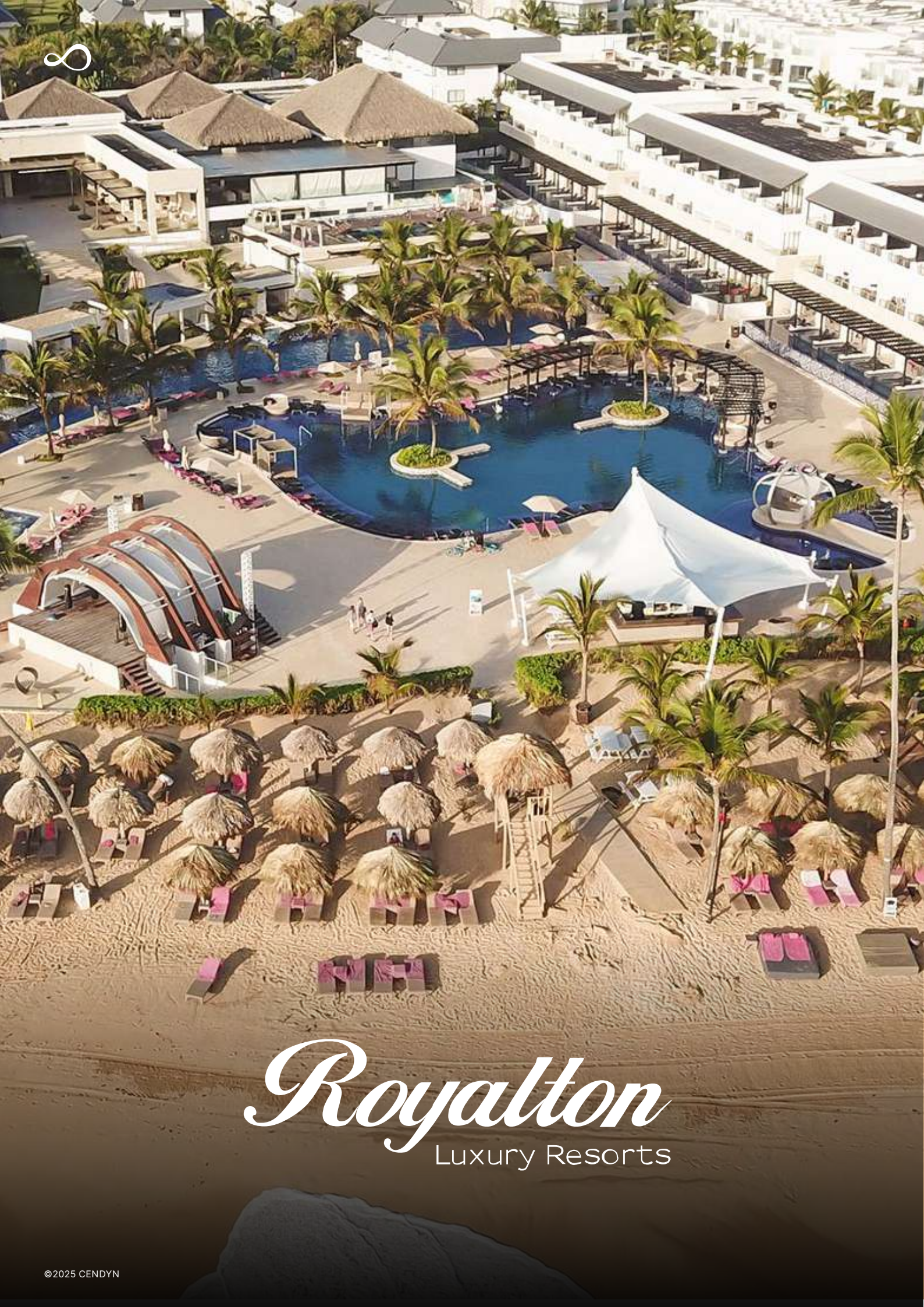
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Black Friday *to* Buen Fin

ROYALTON RESORTS' MULTI-MARKET PAID MEDIA SUCCESS

Royalton Luxury Resorts

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Royalton *Resorts*

CONSUMER BRAND CAMPAIGN | PAID MEDIA

Overview

During Black Friday, Cyber Monday, and Buen Fin sales, Royalton Resorts executed a targeted paid media campaign to drive high-value traffic to the Royalton Resorts website.



Goals

- Royalton Resorts, with properties throughout Mexico and the Caribbean, had two simple and straightforward goals for Black Friday. Goal number one: increase traffic. Goal number two: increase bookings.
- If Royalton could align their offerings and advertising with these high-traffic shopping periods, they hoped to boost bookings and revenue across their entire resort portfolio.





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Results

- Using targeted paid search, paid social, and display campaigns, Royalton not only accomplished, but ***exceeded their goals***.
- Goal number one was to ***increase traffic***. Royalton's November 2024 media impressions experienced a significant year-over-year (YoY) increase of ***71%***.
- Goal number two was to ***increase bookings***. November bookings generated from media grew by ***87% YoY***.
- In addition to the increase in traffic and bookings, ***revenue*** from media experienced an ***85% YoY increase***, highlighting the campaign's effectiveness.
- Rather than simply funding existing channels, Royalton invested additional advertising dollars to target new markets and expand reach across additional channels. New channels included Connected TV (CTV), YouTube, and other platforms to capture broader audience segments. The ***omnichannel approach*** helped drive the ***125% increase in direct bookings***.
- Further emphasizing the importance of the November sales, Royalton's November 2024 ***revenue was more than double*** that of any other month of the year.

Creative











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BOOK



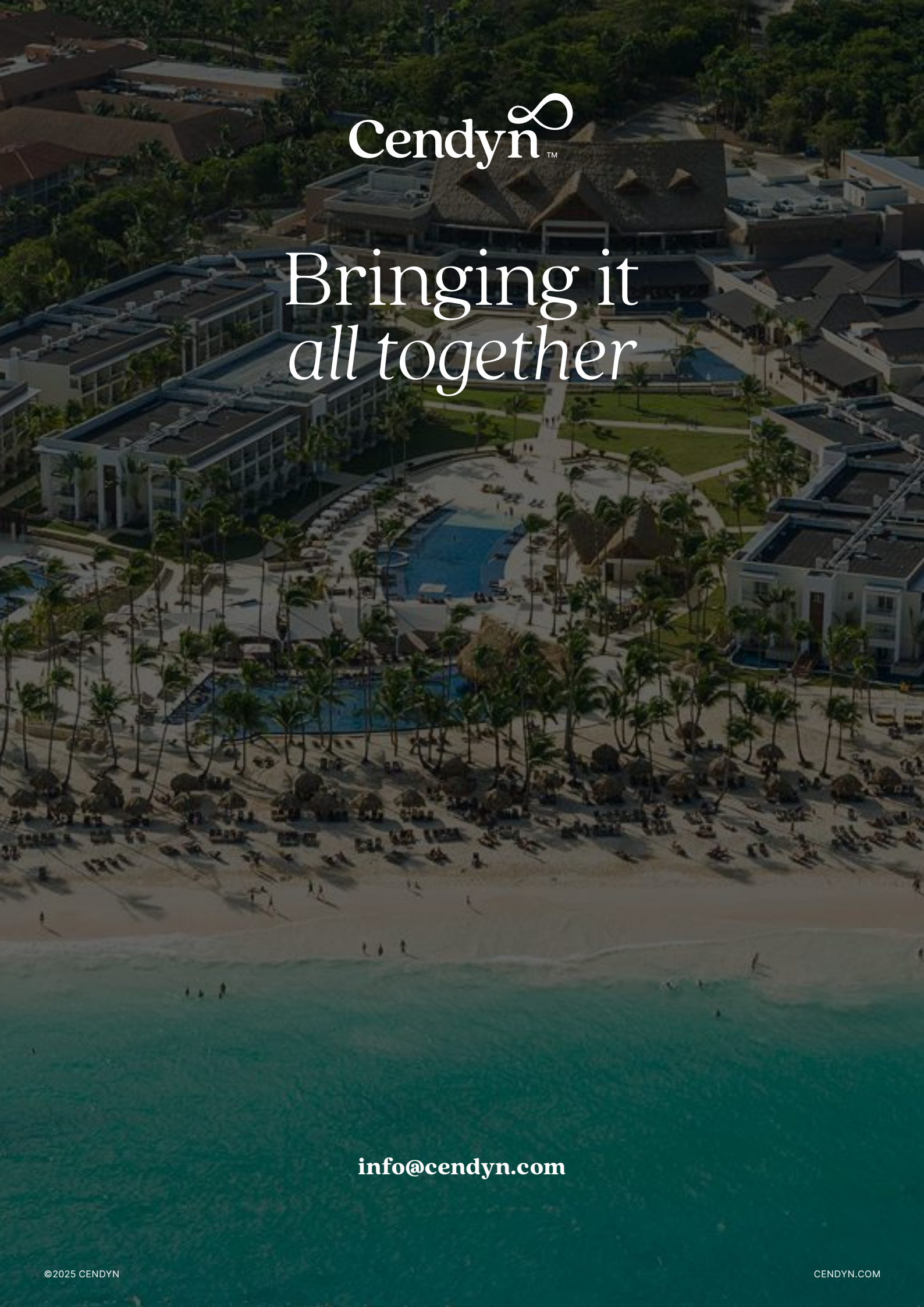
Return on Investment

The blended return on ad spend (ROAS) reached an outstanding ***34:1***, up from 23:1 the previous year, showcasing a substantial improvement in campaign efficiency.

The SEM channel stood out with an exceptional ROAS of 55:1, the highest across all channels.

34:1
BLENDED ROAS

55:1
SEM ROAS



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Bringing it *all together*

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