



Hotting up. How the NG Phaselis resort generated more reservations, for a lower CPA

NG PHASELIS/BAY
HOTELS

Luxury holiday resort
Antalya, Turkey • [ngphaselisbay.com](https://www.ngphaselisbay.com)



*Results achieved during the campaign period January 2023.

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The challenge

Like many holiday resorts, January is a quiet period for Turkey's beaches and the NG Phaselis resort. With that in mind, the team set out to achieve a range of KPIs – specifically generating more website traffic and, ultimately, more conversions (advanced room bookings) during this quiet off-peak season. Operating within a highly competitive market, the business was also keen to keep costs to a minimum, and do more with less.

The approach

After carrying out extensive research and media planning, the team selected cold, warm and hot prospective audiences – ranging from custom affinity to custom intent. Next, they developed specific executions for each one, comprising video and banner ads via Display & Video 360 (DV360). Campaign Manager 360 and Google Analytics 4 were used for tracking ad effectiveness.

Partnering with newage. and IQUEEM

newage. is a Ukraine-based digital marketing agency specialising in display advertising and analytics. For this campaign, the NG Phaselis team also worked closely with digital marketing agency, IQUEEM.

The results

The video campaign brought 800+ more users to the reservation page – exceeding the total of the previous two months combined, when only banner ads were deployed. Thanks to optimisation, CPA of valuable conversions also began to drop during the busier on-peak season, and actually continued to decrease during the off-season months. Furthermore, the campaign triggered a significant boost in remarketing audiences – which can be leveraged in future promotions.

“DV360 is a powerful tool that can help us reach our target audience more effectively, resulting in improved KPIs and ROI for our clients.”

—Selim İmre, Business Development Manager, IQUEEM

142%

Higher reach*

150%

More reservation page visits*

269%

Lower CPA*

Google

IQUEEM
DIGITAL ADVERTISING MARKETING AGENCY

newage.
DIGITAL ADVERTISING