

# del Lago Resort & Casino Accelerates Direct Bookings Through Facebook and Instagram, with Sojern

## Summary

A long-standing Sojern client, the del Lago team struggled to see results on Facebook with another partner. By adding Facebook and Instagram to their commission-based marketing solution with Sojern, they were able to accelerate their social media marketing efforts, and glean real, incremental booking results.

## Solutions Used

Display, SEM, Facebook and Instagram

## Results

**22%**

increase in total conversions since adding Facebook

**\$24K+**

in incremental campaign revenue from Facebook

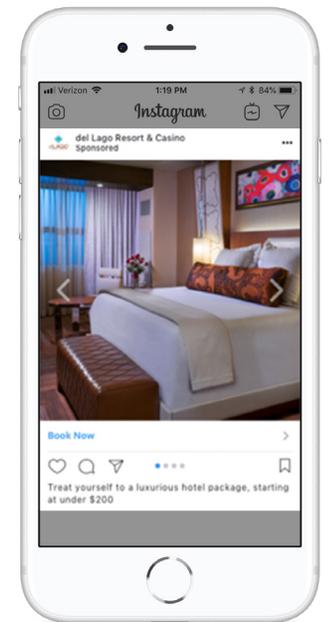
**Activated**

a cross-device marketing strategy

“ One of the best things about Sojern is they direct guests to book on our website. So, it's great to have those direct booking strategies activated across display, SEM and now, Facebook, so we're promoting incremental bookings across channels. That's huge for us.



**Chris Pulito**  
Senior VP of Hospitality



Instagram Ad Example on Mobile

## About del Lago Resort & Casino

del Lago Resort & Casino has 205 luxurious rooms, services that make everyone feel like a high-roller, and spa treatments to soothe and rejuvenate. As the number one Casino and Resort in the Finger Lakes region, the del Lago team offers specials that turn an average weekend into a luxurious getaway.

## Challenges

del Lago Resort & Casino has been a Sojern partner since June 2017, driving direct bookings through display and Search Engine Marketing (SEM) on a commission-based model. The del Lago team worked with a vendor to run their Facebook efforts, but didn't see the desired results. However, they understood the importance of including Facebook and Instagram as part of a comprehensive marketing plan. When Sojern launched a Facebook and Instagram pilot test with the same pay-on-the-stay commission model, they wanted to get involved.

## Objectives

Sojern implements three targeting tactics for del Lago to reach travelers at various stages in the purchase funnel on Facebook and Instagram. The first reaches people who have never visited the del Lago website, and Sojern builds lookalike audiences to identify those who would be receptive to messaging from del Lago. The second is retargeting, where Sojern re-engages those who previously visited the del Lago website, but didn't booked. The third tactic involves reaching users who have booked with the property in the past.

## Results

In three months, Sojern drove 119 direct bookings by adding Facebook to their commission-based marketing strategy—that's a 22% increase in total conversions, and \$24K+ in incremental revenue. Facebook and Instagram proved an outlet to reach completely new in-market travelers. In fact, 56% of Facebook conversions for del Lago were completely unique to Facebook, meaning they weren't reached with display or SEM. And, with roughly half of Facebook users mobile-only, del Lago benefits from heavy mobile exposure. Facebook is inherently cross-device through deterministic matching, so del Lago can stay consistent with messaging across screens. For del Lago, 48% of their conversions were cross-device, and 78% of those conversions involved a user seeing an ad on their mobile device, but converting via desktop.

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