

How a Creative-First Meta Strategy Drove **14X ROAS** for a Regional Resort Brand

Industry: Hospitality / Gaming

Channels: Meta Ads



Client Goal: Scale direct bookings and revenue while improving efficiency across Meta campaigns.



AdMax Local (AML) worked with a Western regional **resort and casino operator** to help them get more direct reservations through Meta (Facebook and Instagram).

Campaigns were bringing in traffic, but success was uneven and highly affected by the lack of early conversion statistics.



The Challenge

The client's main focus was on engagement measures like clicks, landing page visits, and reach, without adequate signals for optimization that were linked to activities that really brought in money.

This created several key challenges, including:

Low number of bookings during the learning period

High cost per booking and low early ROAS

Difficult path to scale without strong conversion signals

Risk of creative fatigue in a competitive travel & entertainment business

Meta's algorithm couldn't properly find and scale high-intent consumers since it didn't have enough data and creative variation.



Our Strategy

AML came up with a Meta approach that focuses on conversions and is lead by creativity. It is meant to work with how the platform optimizes performance now.

1. Building Conversion Signals

AML focused on booking events in our ads so that Meta's algorithm could learn from **high-value actions** instead of just engagement at the top of the funnel. As more booking data came in, the system got better at finding people who were most likely to convert, which made it **more scalable** and **efficient**.

2. Creative Diversification (Aligned with Meta Andromeda)

We built a creative ecosystem with many different types of ads:

- Carousel ads that show off rooms, amenities, and activities like concerts headlined by Grammy winning musical talent
- Video ads focused on lifestyle and destination appeal
- Reels and Stories to get more people to see and interact with our content

We tested multiple variables throughout four months:

- Room-focused vs. experience-driven messaging
- Promotional vs. lifestyle creative
- Static vs. motion formats

This approach aligns with **Meta's Andromeda framework**, showing that diverse creative improves machine learning efficiency. By continuously introducing new variations, we **increased ROAS** and helped the algorithm find **more efficient optimizations**.

3. Placement & Audience Optimization

We structured campaigns to stay clear and controlled while enabling growth:

- Separate ad sets for Feed and Stories placements
- Priority on high-performing age groups (25-64)
- Kept broader targeting so that the algorithm may grow

This made sure that we had both high-intent conversions (Feed) and good engagement (Stories/Reels).



Results

Over the course of **four months**, performance increased greatly when the client switched from a traffic-driven approach to a conversion- and creative-led one.



2,025 reservations made
(\$715,000+ in booking
income)



14.19 ROAS at peak
performance



5.53 overall ROAS across
campaign period

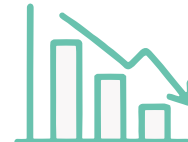
Performance scaled significantly as the campaign moved beyond the learning phase:



ROAS improved (from
0.33 to 14.19)



**Monthly bookings
increased** (from 25 to
655-810)



CPM decreased (from
\$17.53 to \$11.90,
improving auction
efficiency)