

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark blue long-sleeved shirt. The laptop is on a light-colored wooden desk. The background is slightly blurred, showing a white wall and a window.

# Facebook Collection Ads Test: Facebook Collection Ads For Hotels

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PAID MARKETING

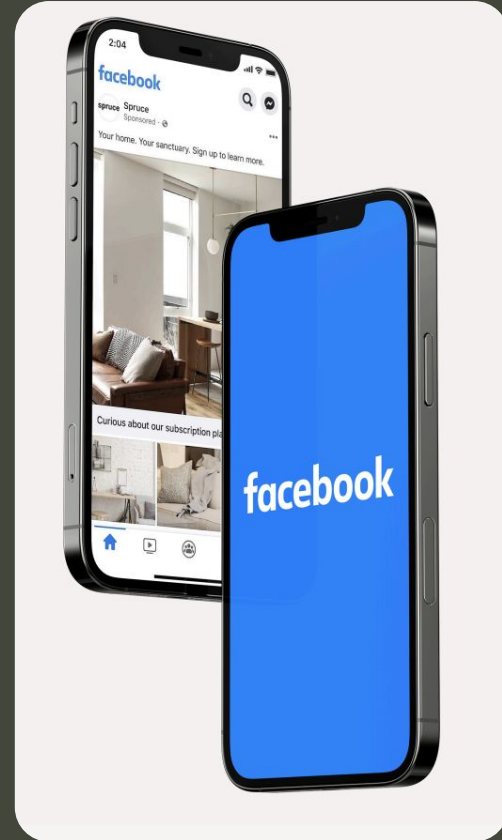
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# Overview

## ***Facebook Collection Ads Test***

Facebook continues to release new ad types and capabilities that we are ready to test, and collection ads are no exception. Collections are an immersive ad experience for mobile users. There are various types of collection ads including Instant Storefront, Instant Lookbook, Customer Acquisition, Storytelling, or you can create your own custom version.

Since we don't market specific products, we have opted to create our own that includes a main image, a headline, a four image carousel, and a CTA button. The goal of this test was to create a baseline for collection ads and start developing best practices for the future as we continue to utilize this ad type.



# What we did

Beginning in June 2022, we launched and tested collection ads for 16 hotel clients across both prospecting and retargeting campaigns.


We tested various images, headlines, descriptions, and offer details.

Within each campaign we tested Facebook collection ads against static ads, carousel ads, and image video ads.


We wanted to see if collection ads outperformed the other ad types we use for our hotel ad campaigns.

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# Comparison

We completed a comparison between a Facebook collection ad and a normal static ad to view how the results differ. We see much higher engagement results with Facebook collection ads than we do with static images.

## Hotel A **Collection Ad Prospecting**

June-November  
700,000 Impressions  
3,539 Clicks

## Hotel B **Static Image Ad Prospecting**

June-November  
92,000 Impressions  
1,338 Clicks

# Key Takeaways

1. Prospecting Campaigns saw **200,000-900,000 impressions** than with retargeting only getting 2,000-10,000 impressions.
2. We have a goal as an agency to hit a 1% CTR and with collection ads we saw **1.2-13% CTR** across various clients.
3. We noticed with prospecting ads we would get **2,000-8,000 clicks**, but with retargeting we would see 20-300 clicks.
4. In retargeting ads we saw about **2-10 conversions** on average with **CTR's of 1-5%** surpassing our goal.
5. We have noticed that when running a campaign with a **collection ad** that it tends to **dominate** the other ads in the campaign. Collection ads are mobile-friendly and mobile-only ads and because of this, Facebook's algorithm tends to favor people who spend more time on the ads and therefore get served more.



# Hotel Facebook Ad Collection Results

When we tested Facebook collection ads in prospecting campaigns we noticed a higher amount of impressions, which is typically due to prospecting campaigns having larger audience sizes. In prospecting campaigns, we saw **200,000-900,000 impressions**, while in retargeting campaigns we typically see a couple thousand.

Even though prospecting ads drive traffic and awareness goals, we did see some conversions come in with five different clients. As an agency, we have a goal of a minimum 1% CTR, and with collection ads, we saw **1.2-13% CTR** across the various clients. Prospecting collection ads ranged from **2,000-8,000 clicks**, whereas retargeting ads ranged from **20-300 clicks**.

We have noticed that when running a campaign with a collection ad that it tends to dominate the other ads in the campaign. Collection ads are mobile-friendly and mobile-only ads and because of this, Facebook's algorithm tends to favor people who spend more time on the ads and therefore get served more.

In the retargeting collection ads we saw about **2-10 conversions** on average with **click-through rates between 1-5%**, surpassing our goal. We see having a good enticing offer helps the ads perform better. The offers that performed the best included best rates of the year, third night free, and \$50 property credit.

# Facebook Prospecting Results

June- November (length of test)

Below, we compare the Facebook collection ad data we gathered from prospecting and retargeting averages from June to October 2022. You will see the results against the averages for each campaign type.

## Prospecting Collection Ads

June-November

2,957,299 Impressions

43,079 Clicks

\$0.31 CPC

## Prospecting Averages

June-November

341,824 Impressions

6,139 Clicks

\$0.59 CPC

# Facebook Retargeting Results

June- November (length of test)

Below, we compare the Facebook collection ad data we gathered from prospecting and retargeting averages from June to October 2022. You will see the results against the averages for each campaign type.

## Retargeting Collection Ads

June-November

2,957,299 Impressions

43,079 Clicks

\$0.31 CPC

## Retargeting Averages

June-November

341,824 Impressions

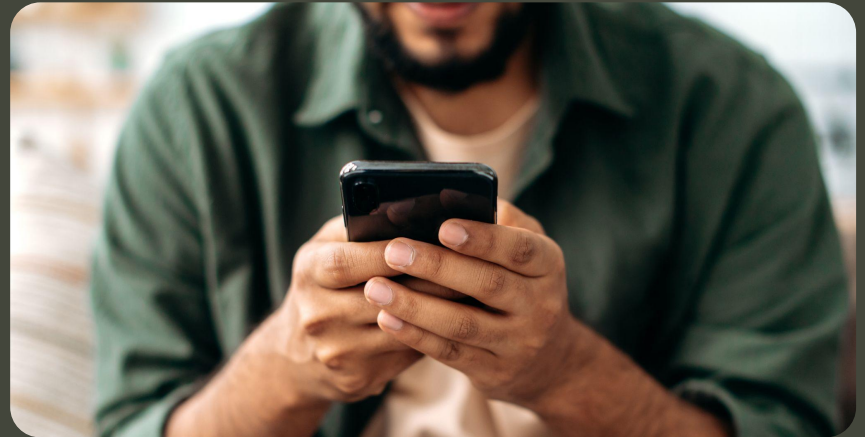
6,139 Clicks

\$0.59 CPC



# Key Takeaways

1. Collection ads tend to favor prospecting ads when it comes to
2. increasing impressions, reach, and traffic due to a larger audience size.
3. Collection ads provide higher CTR's because of its interactive ad type.
4. Since Collection ads are mobile-friendly ad type, this favors the 81% of
5. Facebook users who are on mobile-only devices, which helps achieve
6. the best results for both prospecting and retargeting campaigns.



A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a blue shirt and a black watch. The background is blurred, showing a desk with a green mug and some papers. A white text box is overlaid on the image.

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