BALANDIN/AGENCY

Meta Ads for travel

Proposal from Balandin Agency

Travel traffic is easy to collect and hard to take to a booking. We work with the long decision cycle: qualification at the entrance, warm-up between touchpoints, optimization for a confirmed lead.

492%

ROMI: $24,159 budget → $143,125 revenue

$9.28

per lead at a volume of 2,604

1 month

deal cycle instead of three — thanks to funnel work

What usually hurts

Questions instead of bookings

The ads collect “how much does it cost”, the manager drowns in chats. We put the price and terms into the ad and the landing page — only those comfortable with the range move on.

The decision takes months

Between interest and payment — weeks. We build a chain of touchpoints: content, retargeting, a reminder about dates — in the case this shortened the cycle from three months to one.

A product without geography

Some travel products are not tied to a city — geo targeting does not work at all. In the digital nomads case the audience was assembled by behavior and interests, the lead came in at $20.

What we do

Price filtering at the entrance

The price range in the creative and on the landing page: the lead comes from someone ready for the ticket.

A chain of touchpoints

Content warm-up and retargeting by trip dates instead of one “leave a request” campaign.

Seasonality and dates

A budget plan around booking windows, not a flat flow across months.

Audiences without geo

For products not tied to a city — behavioral and interest segments, language targeting.

A link with the sales team

Lead statuses from the CRM come back into the report: you see which ad combination brings paid bookings.

The numbers we rely on

$9.28	per lead at a volume of 2,604
492%	ROMI: $24,159 → $143,125
$20	per lead for a product without geography or geo targeting

Case studies: Meta Ads for travel

Promoting premium hotels in the Maldives

Qualified leads for a $23,000 holiday — at $91 from cold Instagram traffic

$7,207	4
Ad spend	Bookings
$92,600	1185%
Revenue	ROMI

Smena Station (travel)

Cut the sales cycle from 3 months to 1 — 492% ROMI

$24,159	2,604
Ad spend	Leads
$143,125	492%
Revenue	ROMI

Caravansary (travel)

A product with no geo and no targeting — collected nomad leads at $20

$3,200	160
Ad spend	Leads

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies