

ENGAGING PERSONALIZED ADS WITH ADPARLOR'S CREATIVE BLUEPRINTS

CAMPAIGN OVERVIEW

Teaming up with AdParlor & BSSP to help generate ticket sales. Greyhound Lines, Inc. transports their marketing efforts to the forefront of the convoy, promoting its brands and services.

CREATIVE STRATEGY

The team used Creative Blueprints to dynamically populate personalized creative by region, using different text and backgrounds depending on attraction, price, destination. Creative Blueprints was then (with a click of a button) able to create different sizes and ratios for the ads to be used as Canvas, Carousel, and Link ad units.

MEDIA STRATEGY

Leveraging Creative Blueprints to produce a variety of ad units across Facebook, and Instagram to net sales and engagement.

AdParlor created ads for the following initiatives:

- Regional Destination Deal ads and fares by region to generate sales and conversions.
- Regional Event & Attraction ads Personalizing local cultural experiences in key markets to generate engagement, awareness & sales.
- Always on ads to inspire travelers to get away on a Greyhound.

Targeting:

- Interest-based prospecting (college students, young professionals, travelers).
- Lookalike prospecting (website visitors and purchasers).
- Past purchasers and site retargeting.

THE RESULTS

BLUEPRINTS CANVAS GENERATED
ROAS 35%
ABOVE BENCHMARK

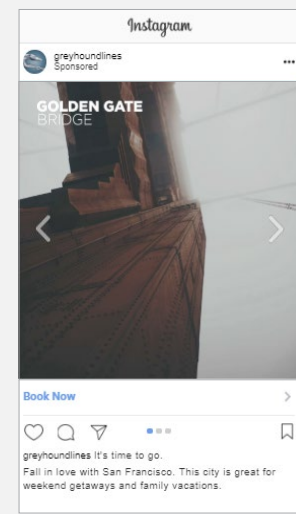
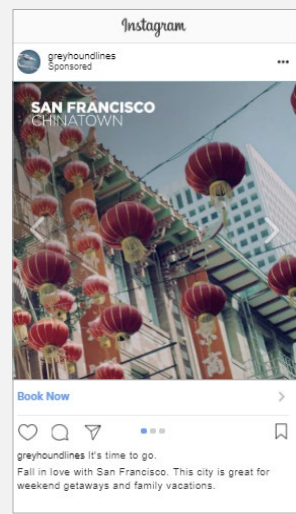
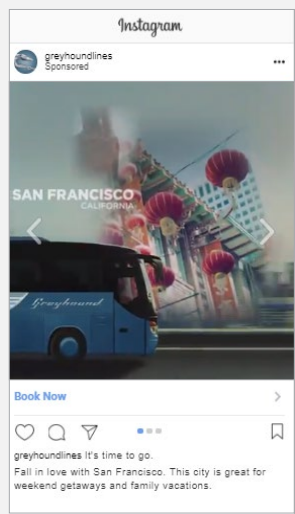
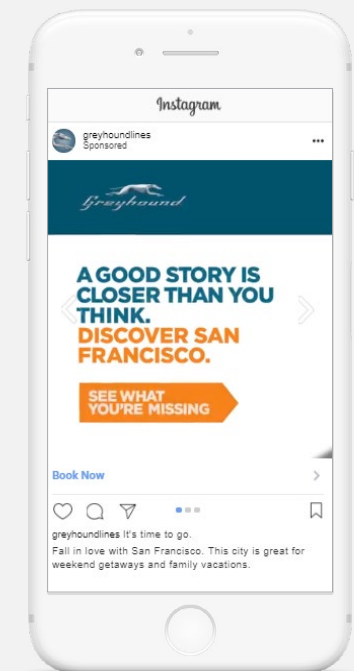
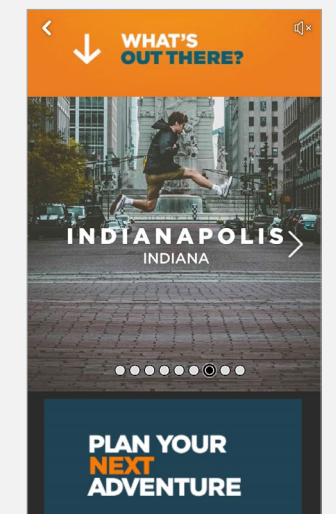
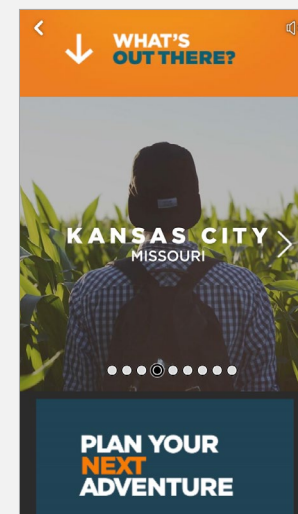
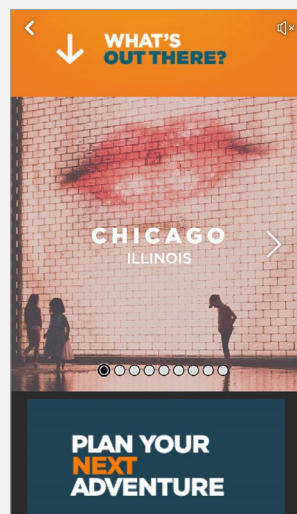
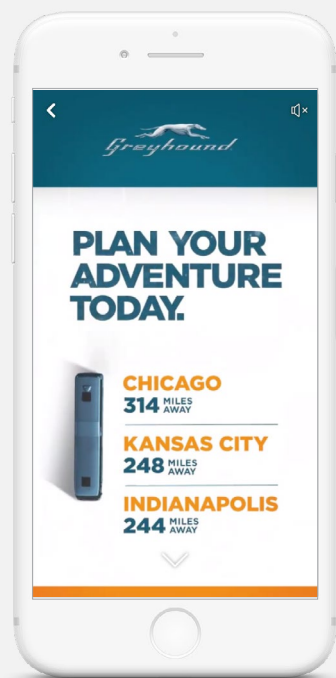
THE REGIONAL STATIC CREATIVE WITH GEO-RELEVANT TEXT BEAT BENCHMARK ROAS BY
MORE THAN 3X

BLUEPRINTS CAROUSEL GENERATE ROAS MORE THAN
2X BENCHMARK

IG STORIES CREATIVE (PROVIDED) BEAT ROAS GOAL BY
6X

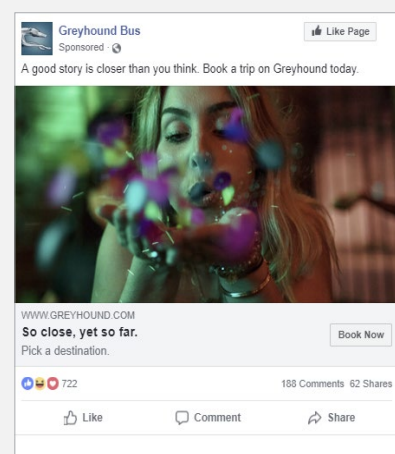
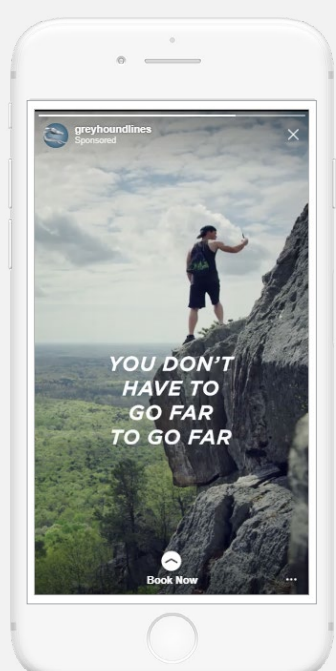
STATIC LINK CREATIVE PERFORMED BEST, WITH MORE THAN
7X ROAS GOAL

FACEBOOK: CANVAS AD UNIT
16+ Localized Immersive Canvases customized for each location



FACEBOOK: CAROUSEL AD UNIT
30+ Localized Carousel ads promoting location-specific offers & pricing

INSTAGRAM IG STORIES
Using specific videos



FACEBOOK: STATIC LINK
93 attractions and destinations featured across the United States