

THE BEAUMONT MAYFAIR HOTEL CASE STUDY

From refurbishment and rebranding to results: How The Beaumont Mayfair partnered with Amadeus to increase direct bookings

Winner of the Web Marketing Association's 2025 Internet Advertising Competition for Best Hotel and Lodging Social Media Campaign, the campaign delivered a 102% increase in ROAS (Return on Ad Spend) with minimal budget lift.

Setting the Scene

Located in the heart of London's prestigious Mayfair neighborhood, The Beaumont Mayfair is a distinguished 5-star boutique hotel known for its striking art deco design and intimate luxury. With 101 rooms and suites, the hotel offers guests a refined, personalized experience.



The Challenge

Having recently gone through a rebranding and refurbishment, The Beaumont Mayfair aimed to increase revenue and reach the right audiences with its updated look and feel. The challenge was to **drive incremental bookings and boost revenue – without increasing overall campaign spend**. The hotel needed a solution that could complement its existing, ongoing social prospecting campaign while delivering measurable growth.

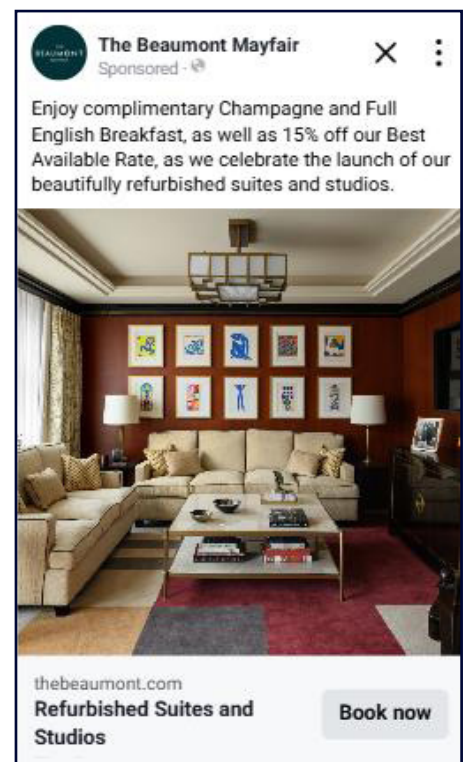
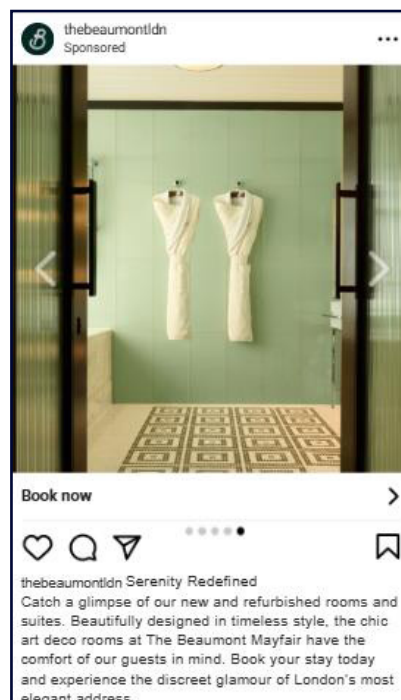
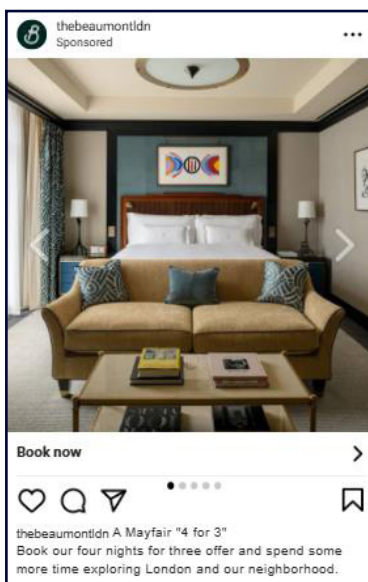
The Solution

To meet this challenge, The Beaumont Mayfair partnered with Amadeus Digital Media to launch a Meta Advantage+ Shopping campaign across Facebook and Instagram. This AI-powered solution was designed to work alongside the hotel's ongoing prospecting efforts on social media, which targeted lookalike audiences based on website visitors and past converters.

The new Advantage+ Shopping campaign mirrored this structure, defining existing customers as website visitors and allocating 60% of the budget to this segment. By leveraging AI automation, the campaign optimized ad delivery by using ads that were already showing promise in the hotel's ongoing social media campaign.

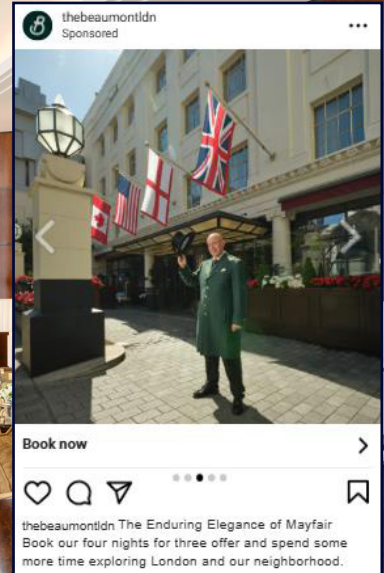
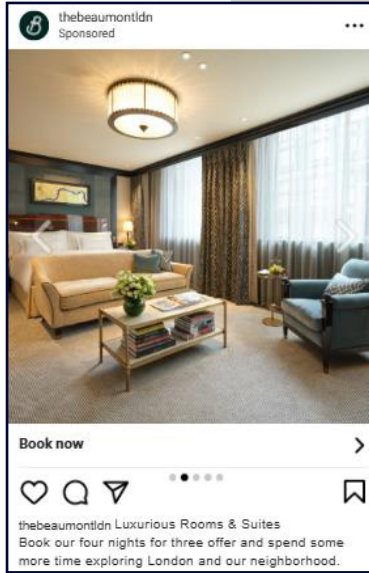
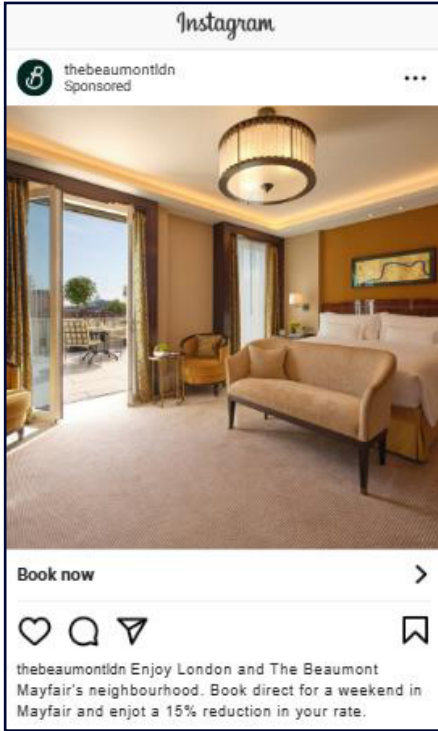
To showcase The Beaumont Mayfair's newly refurbished rooms and unique offerings, the campaign used a mix of:

Carousel ads: to highlight room details and amenities of the refurbished rooms

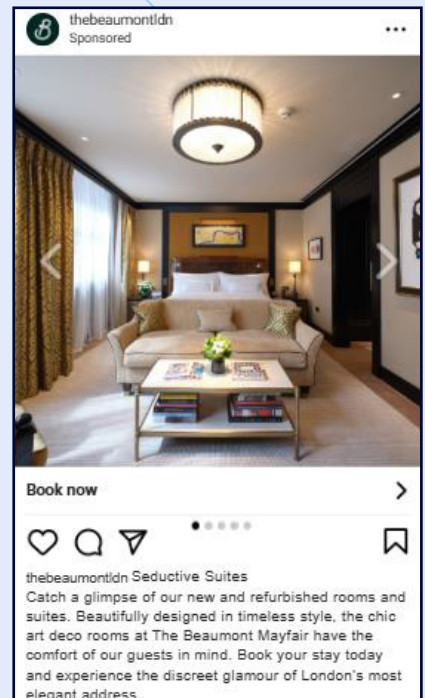
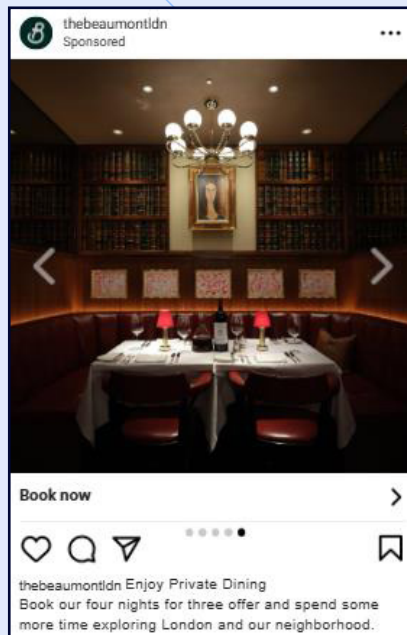
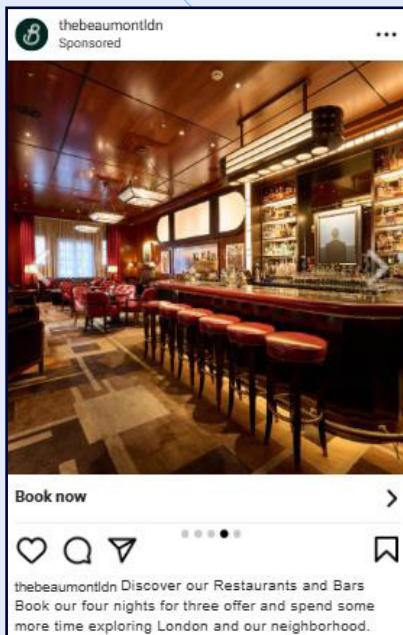


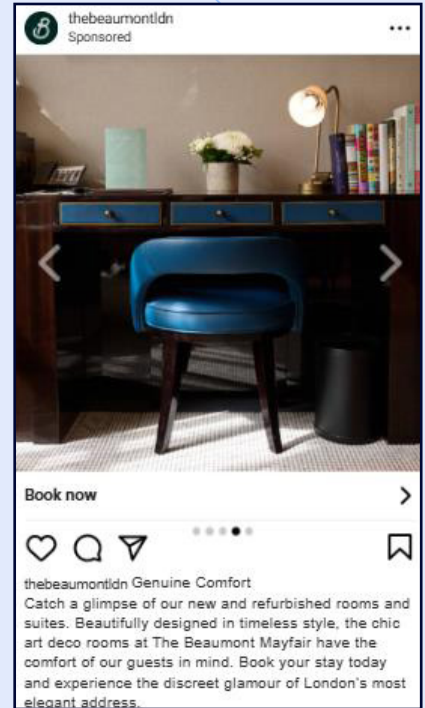
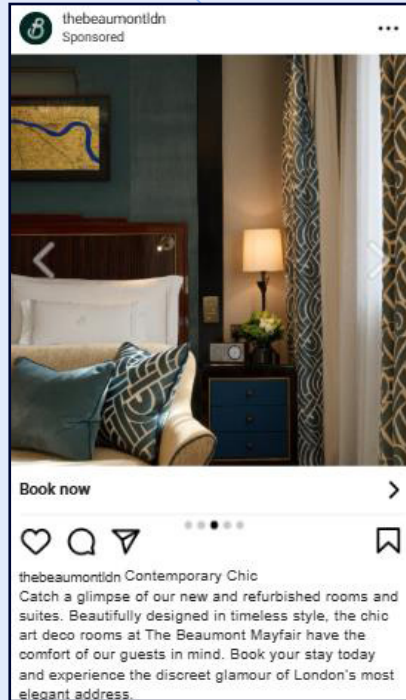
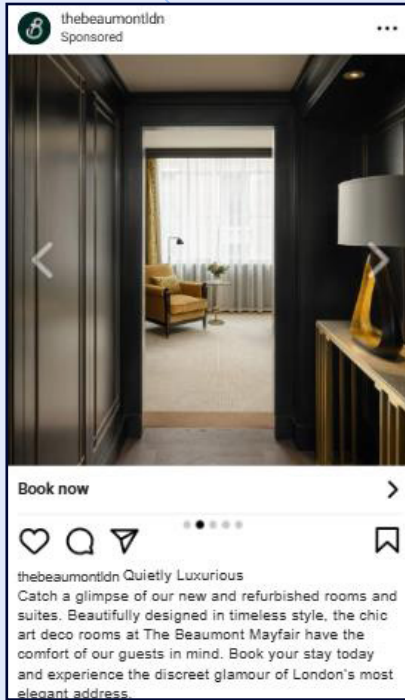
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MAYFAIR



Single image ads preview: to promote specific offers or selling points





The results

The Advantage+ Shopping campaign delivered strong results from the start. Over a 2.5-month period, it achieved a **Return on Ad Spend (ROAS) of 32:1**. Compared to the previous period, results of the overall social campaign improved significantly, showing:

By strategically including Meta's AI-driven Advantage+ Shopping campaigns, our team drove measurable increases in bookings and revenue for The Beaumont Mayfair. This campaign remains a core pillar of their digital strategy, delivering consistent performance through expert optimization and management by our agency.

The campaign's success was further validated when it was recognized by the Web Marketing Association's 2025 Internet Advertising Competition as the Best Hotel and Lodging Social Media Campaign. It continues to perform well and has become a key part of The Beaumont Mayfair's digital marketing strategy.

129%
increase
in revenue

102%
increase
in ROAS

13%
increase
in total media
spend

