

Bovey Castle increases direct bookings within domestic market with Digital Media recovery campaign

_ The client

Bovey Castle is a luxury hotel in the United Kingdom that offers 60 bedrooms and 22 self-catering country lodges tucked away in 275 acres of beautiful countryside within Dartmoor National Park.

_ The challenge

Increasing brand awareness and bookings within the domestic market by restarting media on a limited budget after more than 60 days of paused campaigns.

_ The campaign

Through June and July, we ran ad campaigns using PPC, Facebook, and Google dynamic remarketing.

The messaging focused on a private lodge offer, highlighting health and safety measures that the property had implemented, as well as free cancellations. By making the offer for 5 or 7 day stays, we were also able to increase the average length of stay for this campaign.

