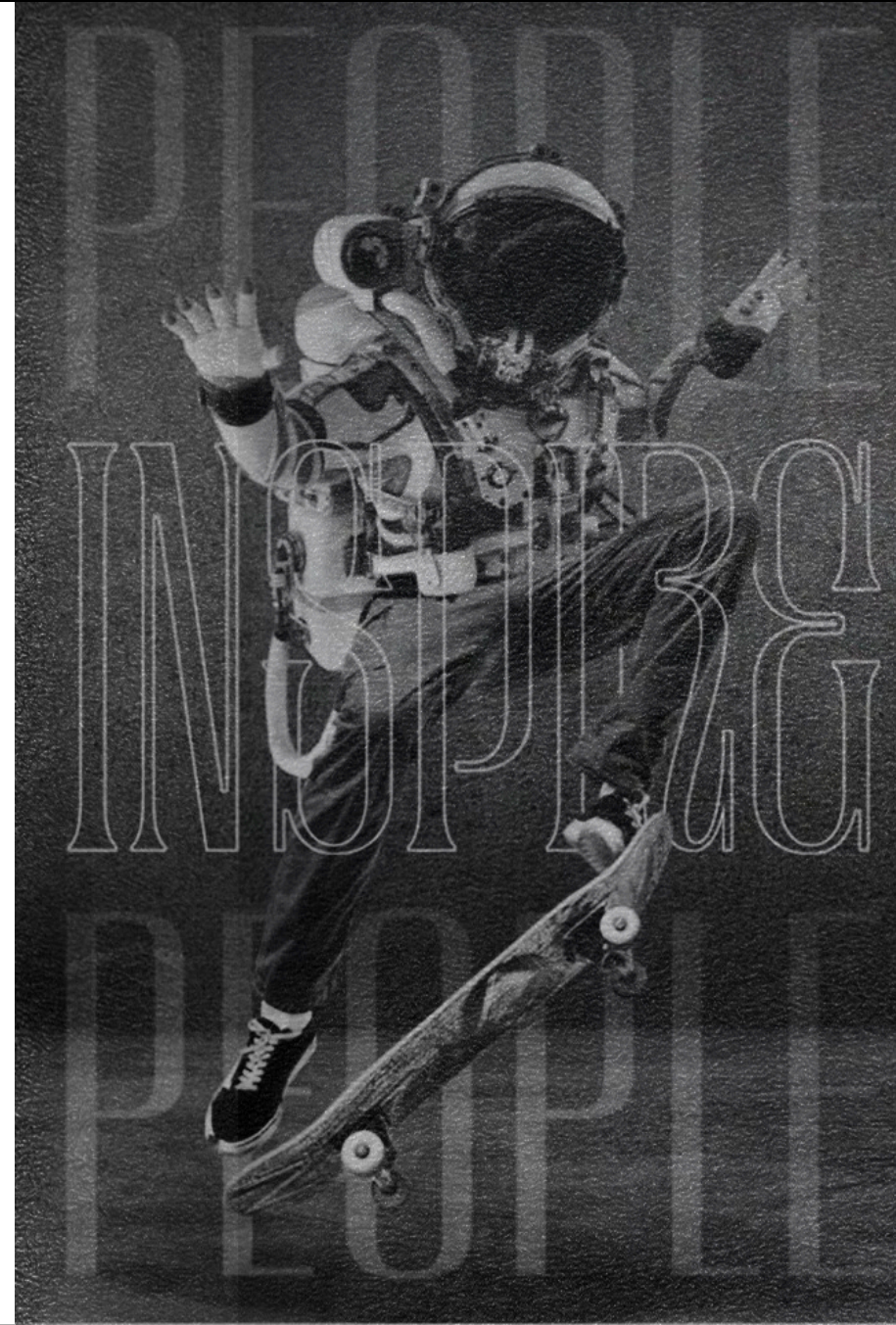


# Mango Hill Hotels and Resorts

## Lead Generation Marketing: Success Story

A comprehensive analysis of multi-platform performance marketing strategy from July to November 2025



# Executive Summary

Over a six-month period spanning July to November 2025, Mango Hill Hotels executed a multi-platform performance marketing strategy designed to maximize direct bookings, improve ROAS, and grow brand visibility in key southern markets.

## Strategic Approach

Multi-platform funnel optimization across Google and Meta

## Key Results

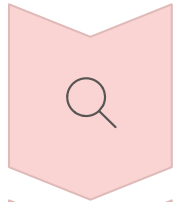
Consistently strengthening conversion funnel with superior ROAS

## Platform Synergy

Google drove high-intent conversions while Meta delivered top-funnel engagement

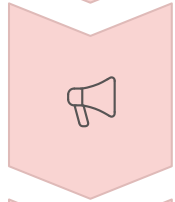
# Campaign Objectives

Across all reports from August through November, the core objectives remained consistent, ensuring a complete funnel system from awareness to conversion.



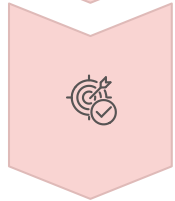
## Increase Direct Bookings

Drive high-intent traffic through Google Search to maximize direct hotel bookings



## Build Awareness

Leverage Meta video, static, and offer campaigns to grow brand visibility and consideration



## Boost Conversions

Deploy retargeting campaigns driven by landing-page-view pools to capture interested users

# Performance Overview (July–November 2025)

Key performance highlights demonstrate consistent growth and optimization across the four-month campaign period:



# Platform Insights – Google Ads

Google Ads remained the primary revenue engine across all months, consistently delivering superior performance metrics and high-quality conversions.

**7-9%**

## Click-Through Rate

Consistently high CTR indicating strong search intent and keyword alignment

**₹4-13**

## Cost Per Click

Efficient CPC maintained across campaign types and targeting strategies

**152**

## Total Conversions

31 (Aug) + 20 (Sept) + 28 (Oct) + 73 (Nov) across the campaign period

These results confirm strong keyword-intent alignment and high commercial readiness of Google audiences, validating the search-first strategy.

## Platform Insights – Meta Ads

Meta added scale, reach, and retargeting efficiency to the marketing mix, building massive awareness pools that powered downstream conversions.

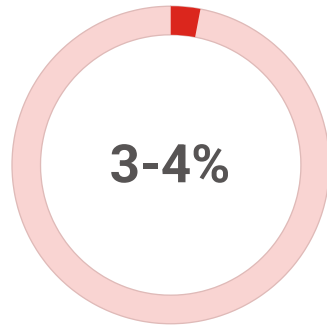
### Massive Reach

Delivered over **1.3M+ impressions** in August and **992k+ in November**, building substantial brand awareness across southern markets

### Efficient CPC

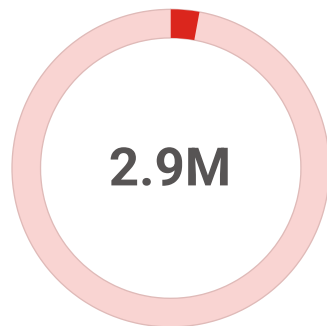
Maintained low cost per click of **₹1.7–₹3** in best performing campaigns, enabling cost-effective audience building

## Top Performing Campaigns



### Midweek Magic CTR

September & October campaigns achieved 3.53x ROAS with exceptional engagement rates



### Auroville Teaser Reach

September campaign generated massive impressions and strong sign-up volume

Meta's strength lay in filling the funnel and building retargeting lists that powered Google conversions, creating a synergistic platform effect.



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# Success Patterns Identified

Analysis of all four monthly reports revealed clear success indicators and optimization opportunities:



## Google ROAS Leadership

Consistently generated the highest ROAS, ranging from **8x to 16x** in strong months, confirming its role as the primary revenue driver



## Meta Awareness Engine

Built massive awareness pools leading to lower retargeting costs and improved conversion assist rates



## Retargeting Improvement

Performance improved month-on-month as landing page views increased, creating larger qualified audiences



## Seasonal Spikes

Festive campaigns (Independence Day, Black Friday) created significant booking spikes and revenue acceleration



## Geographic Concentration

Chennai, Bangalore & Coimbatore emerged as dominant markets across all months, guiding budget allocation

# Impact on the Booking Funnel

Across July–November, the Mango Hill booking funnel matured significantly, demonstrating the compounding effects of sustained optimization:



## Traffic Growth

Continuous increase in website traffic and engaged sessions month over month



## LPV Expansion

Strong landing page view growth with **14k+ LPVs in November alone**, building retargeting pools



## High-Intent Conversions

Google users converting at superior rates, validating search-first strategy



## Meta Retargeting

Improved top-funnel discovery and contributed assist-conversions via retargeting pools



## Business Outcomes

The campaign period delivered stable and increasing profitability, validating the performance-focused strategy:

**₹15L+**

### Peak Revenue Month

November delivered the highest attributed conversions, marking campaign maturity

**6x**

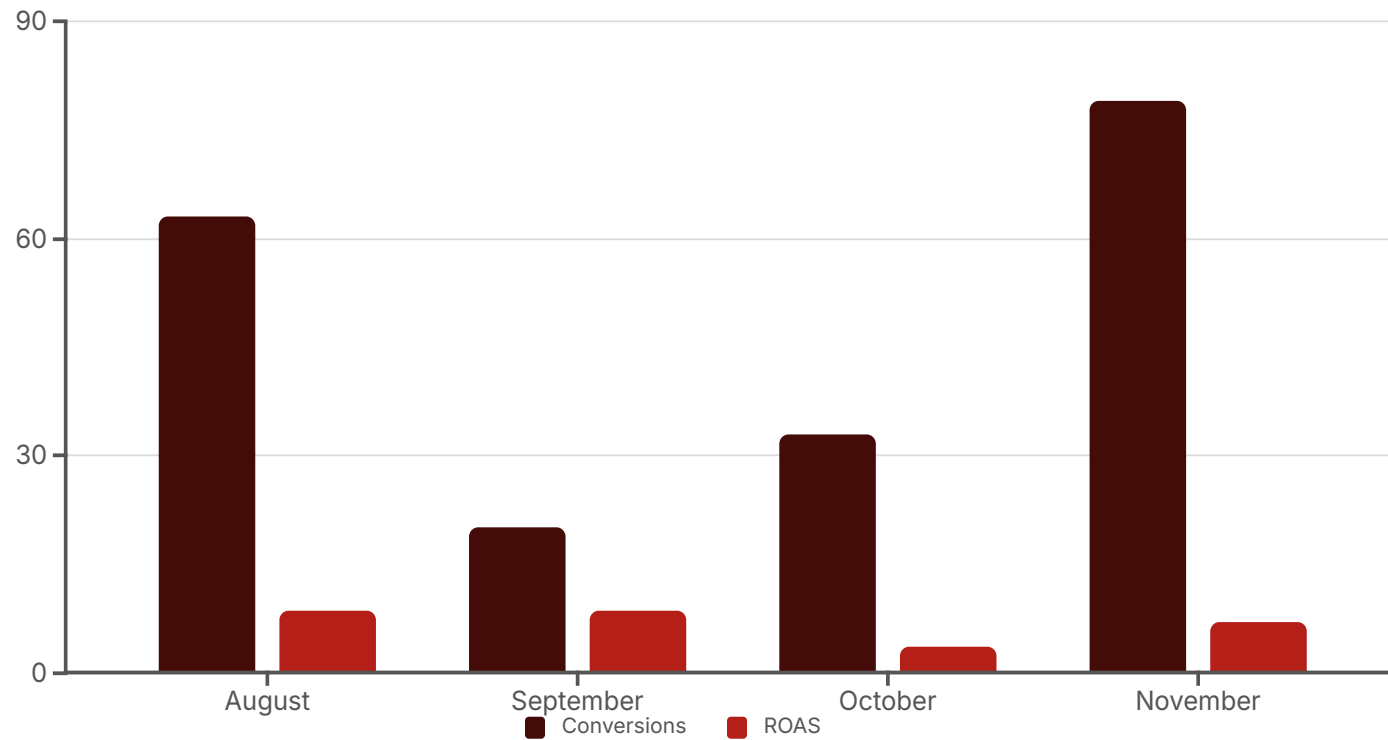
### Average ROAS

Validated ROAS across months exceeded 6x, demonstrating strong commercial viability

**196+**

### Total Conversions

Conversions across the four recorded months, driving substantial direct booking revenue



These results demonstrate the commercial viability of a long-term performance-focused strategy and establish a foundation for continued growth.

## Strategic Learnings & Recommendations

Based on six months of data-driven optimization, the following strategic recommendations will accelerate growth:

- 1 Scale Google Investment**  
Increase Google Search and Performax budgets by **30–40%** to capitalize on proven high-ROAS performance and capture additional market share
- 2 Optimize Meta Role**  
Use Meta primarily for awareness, lead-forms, and retargeting amplification rather than direct conversion, leveraging its strength in funnel-filling
- 3 Creative Refresh Cadence**  
Refresh creatives every **30–45 days** to maintain high CTR and prevent ad fatigue across both platforms
- 4 Dynamic Retargeting**  
Expand dynamic retargeting capabilities to capture abandoned visitors and improve conversion rates from engaged audiences
- 5 Property-Specific Campaigns**  
Launch dedicated campaigns for Central Chennai, Auroville, and Ooty properties for sharper audience targeting and improved relevance



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# Conclusion

Mango Hill Hotels' six-month performance marketing journey showcases the power of consistent optimization, full-funnel structuring, and ROAS-driven execution.

With Google driving high-intent conversions and Meta filling the top funnel, Mango Hill is now positioned with a **scalable and profitable digital growth engine**.

The foundation is set for continued expansion, increased market share, and sustained profitability in the competitive hospitality landscape.