



After running a Facebook e-commerce Offer and supporting it with Facebook Ads, the Las Vegas luxury resort sees more than 1,500 room nights booked for a nearly 5X ROI.

Goals

ARIA Resort & Casino wanted to use Facebook to raise awareness of its unique hotel offering in Las Vegas' new destination City Center as a way to:

- Increase sales and room bookings entering into the summer months
- Inform potential guests on Facebook about the resort and its amenities
- Convert potential guests into actual ones with a unique offer
- Gain new fans of its Facebook **Page** to build an audience of people who want to stay updated on ARIA promotions

Approach

Pages • ARIA decided to make its Facebook **Page**, where it has more than 200,000 fans, the hub of its campaign. The brand uses the **Page** to update fans on a daily basis about new offerings and special promotions, such as exclusive ticket sales to Facebook fans for Cirque du Soleil shows.

ARIA ran a Facebook **Offer** that included a \$110 resort credit plus VIP passes to its Haze nightclub, available to all customers who booked two nights on select dates.

- The **Offer** appeared as a **Page post** that allowed people to claim it directly from the **Page**.
- People could easily share the **Offer** with their friends on Facebook once they had claimed it.

Ads • To raise awareness of the Offer, ARIA used Premium **Facebook Ads** and sponsored stories driving to its booking site featuring the promotion:

- The campaign featured a **Premium Page post** ad that described the offer, targeting fans of the ARIA **Page**. The ad displayed on the right-hand side of users' **homepages** and in their **news feed** on desktop and on mobile for maximum impact.
- Another campaign included running the same **Premium Page post ad**, but targeted to friends of fans.
- ARIA also ran **sponsored stories** that displayed in the right-hand side of users' **homepages** and in the **news feed** of friends of people who had claimed the **Offer**: "Meg Sloan claimed an offer from ARIA Resort & Casino."

Results

- **177,000+** offer claims with 40% coming from paid media with 48% clicking through to booking
- **671** reservations representing 1,585 room nights
- **485%** return on investment from Facebook Advertising
- **100X** click-through rates for sponsored stories in news feed versus right-hand side
- **25,000+** new fans to the ARIA Facebook **Page**

"This was our most successful social media offer to date. The overall expense to revenue was similar to what we see with high-performing online banner ads but the brand vitality and the ability to generate likes is an added bonus. Being able to share user actions so easily was a huge win for both the offer and the Page. It made the promotion very viral."

Carl Cohen, VP of Marketing, CityCenter, Las Vegas



ARIA Page



Offer



Sponsored Story

Designed by the world-renowned firm Pelli Clarke Pelli Architects, **ARIA Resort & Casino** (www.ariaslasvegas.com) has 4,004 guest rooms, including 568 suites as well as an exhilarating casino floor designed to provide intimate gaming spaces. Its 1,800-seat theater houses Viva ELVIS™, a tribute to the life and musical legacy of Elvis Presley from Cirque du Soleil®. ARIA has received LEED® Gold Certification from the U.S. Green Building Council.

facebook.com/ARIA