



PROMOTING EXCLUSIVE WINE EXPERIENCES WITH TARGETED ENGAGEMENT

USING INTENT-BASED TARGETING TO GENERATE OVER 20,000 LINK CLICKS DURING PEAK TOURIST SEASON

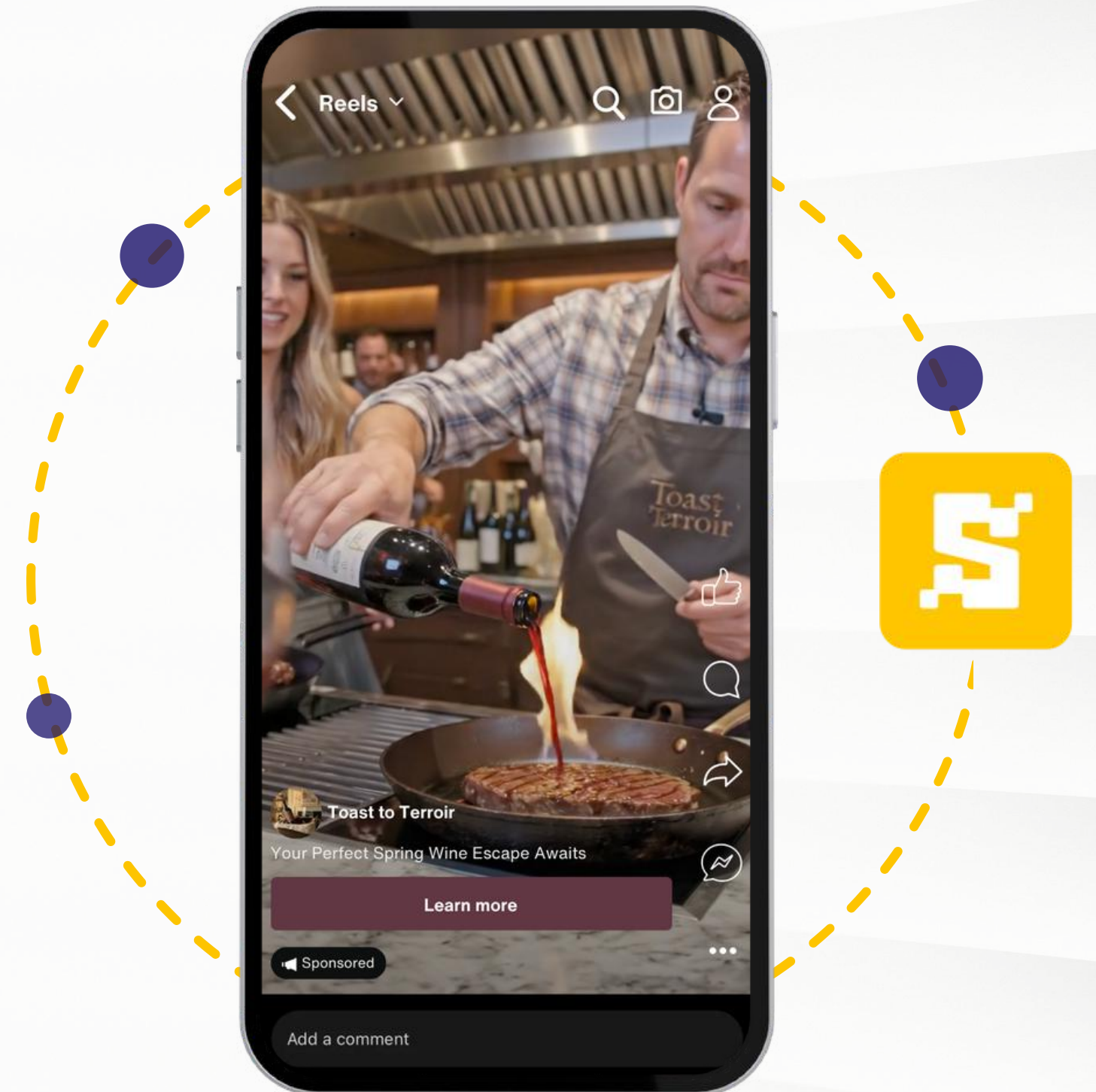
SUCCESS STORY



Client's goal

Leading into the East Coast's peak summer tourism season, a countryside vineyard and hospitality brand sought to increase link clicks through Facebook ads to promote wine tastings, curated events, and destination experiences.

The challenge was standing out during a highly competitive travel period filled with festivals, outdoor attractions, and seasonal events. To reach high-intent audiences, the team implemented an intent-based targeting strategy focused on users actively interested in wine and dining enthusiasts.



Campaign outcome

68% Overall Cost Efficiency

Average CPLC \$0.32 VS.
Target CPLC \$1.01

400% Link Clicks Delivered

Delivered Link Clicks 20,356 VS.
Guaranteed Link Clicks 5,017



46%

Link clicks from wine enthusiasts

Targeting Wine Enthusiasts audience segments drove the highest volume, capturing link clicks at \$0.33 CPLC.

86%

Link clicks from Facebook Reels Overlay

Facebook Reels Overlay dominated the campaign's success, delivering the majority of the link clicks volume.

6.3%

Click-through rate from Facebook Feed

Facebook Feed placements proved to be incredibly engaging, achieving exceptional click-through rates.

Strategic learning

Harnessing seasonal intent for luxury experiences

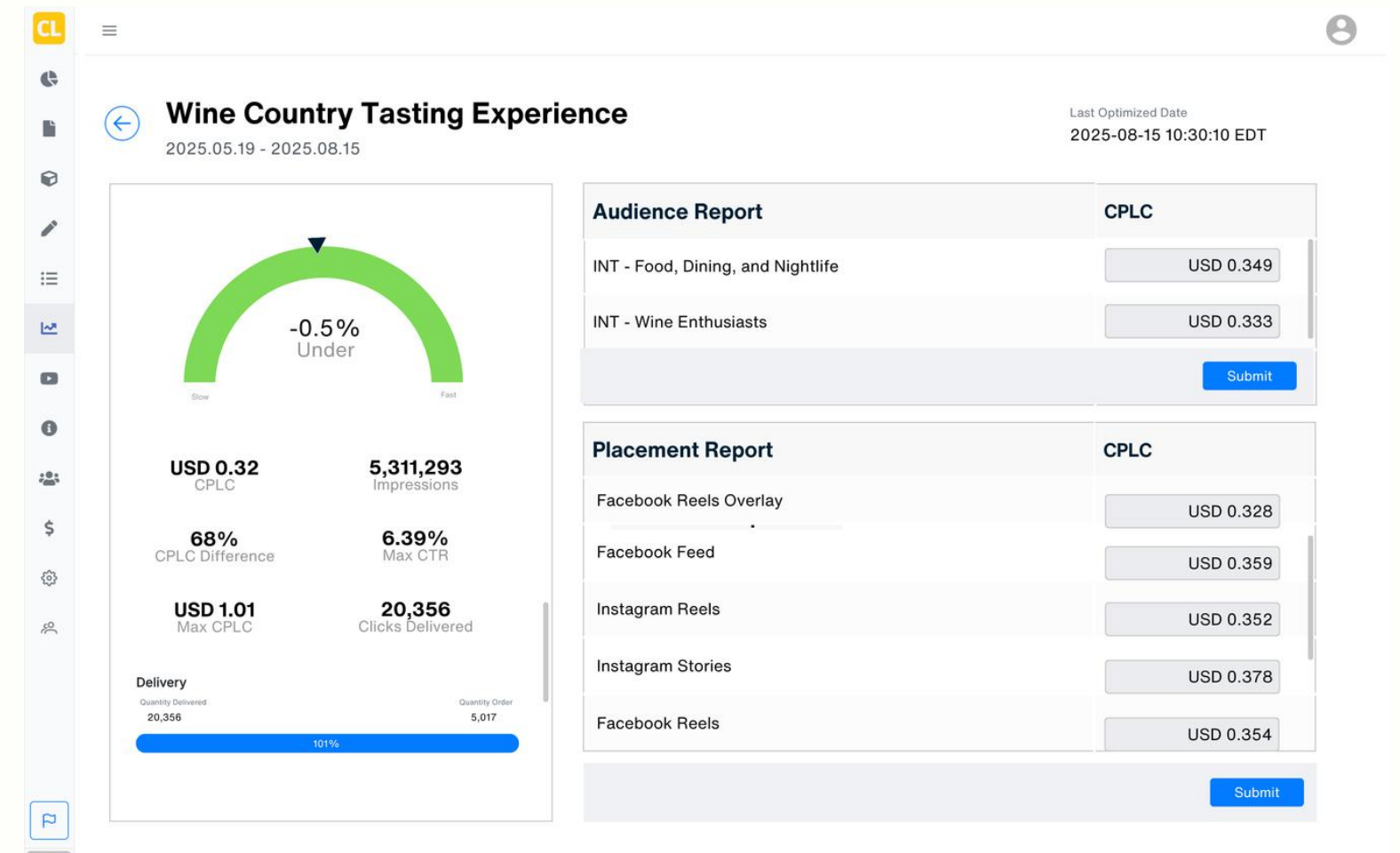
The strategy focused on reaching users engaged with the vibrant festival and mountain tourism season. By targeting niche segments like "Wine Enthusiasts" and "Wine Pairings", the campaign successfully promoted high-end tastings and vineyard events to those with a clear affinity for wine and dining.

Agile placement optimization

Media delivery was continuously optimized to favor high-engagement environments that suited the campaign's visual assets. By quickly identifying performance trends, the team leaned heavily into Facebook Reels Overlay, which captured majority of all link clicks. This approach ensured budget flowed to the most cost-effective inventory.

Capitalizing on high-engagement environments

While Reels Overlay placements provided the volume, the campaign also proved the value of diversifying within the Meta ecosystem for quality engagement. Facebook Feed placements, while driving a smaller share of volume, achieved 6.39% CTR. This highlighted that capturing users during immersive, scrolling experiences is vital for breaking through the summer travel and festival content.





IMPROVE PAID MEDIA PERFORMANCE

[START RIGHT NOW](#)

