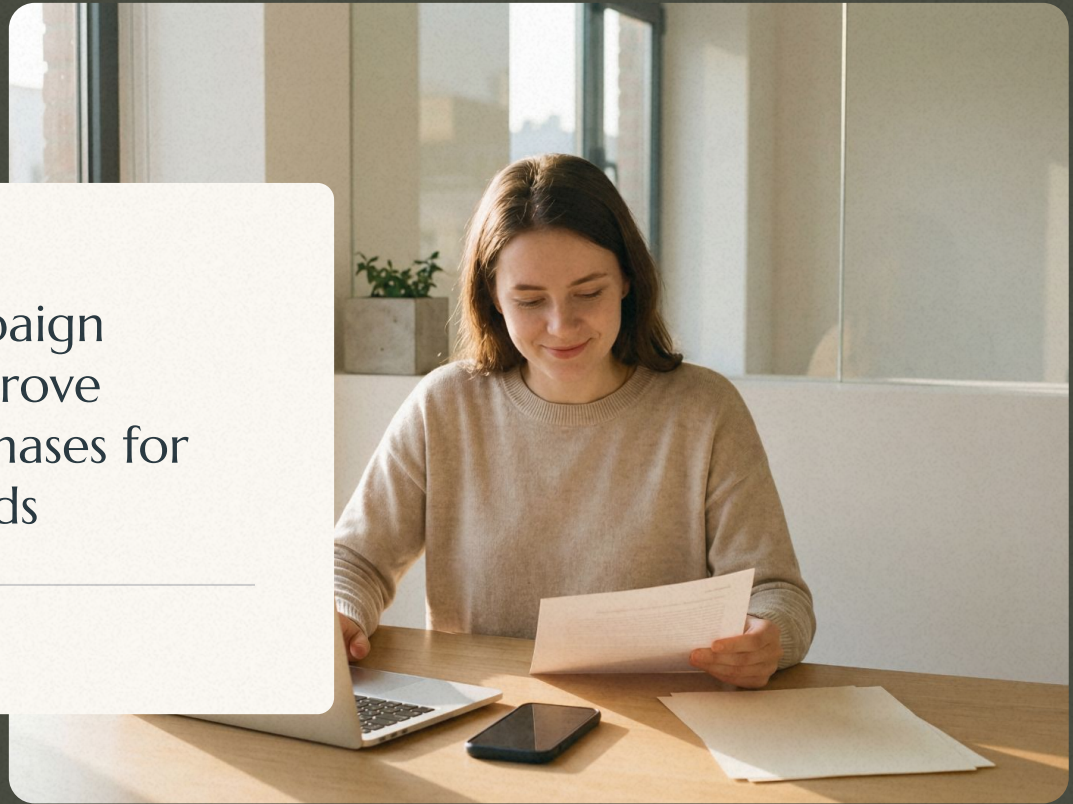


The cyber campaign
structure that drove
76% more purchases for
hospitality brands

DIGITAL MARKETING



gcommerce

Overview

As Cyber season continues to evolve into one of the most competitive and important periods in the travel marketing calendar, even small strategic changes can have a meaningful impact on performance.

For Cyber Season 2025, we tested a **fundamental shift** in campaign structure that challenged a long-standing approach to how promotional campaigns are typically built.



Hotel Californian

Ad · 🌐



Dreaming of ocean breezes, rooftop sunsets, and a Santa Barbara escape? Now's the time: enjoy 50% off luxe accommodations during our limited-time Cyber Sale. Your coastal getaway awaits. Sale ends 12/2.



CYBER SALE OFFER

SAVE 50% ON
YOUR SANTA
BARBARA STAY

offer ends 12/2



hotelcalifornian.com

Coastal Cool. Cyber Hot. |
50% Off

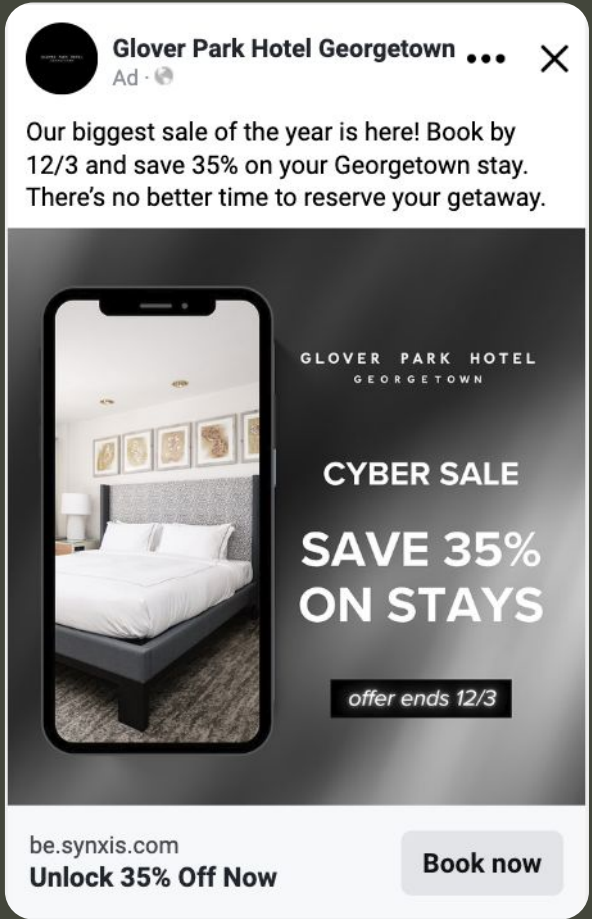
Book now

Goals

In 2024, most Cyber campaigns were launched as net-new campaigns, separate from always-on efforts. This is a common approach, designed to isolate performance and tailor budgets and messaging specifically for the promotional window.

In 2025, we wanted to test out a different strategy. Instead of creating new campaigns, **why not test building out Cyber promotions within existing campaigns using new ad sets?**

The goal was to take advantage of historical performance data, existing audience learnings, and established optimization signals within the platform. Rather than forcing campaigns to “start from scratch,” we aimed to build on what was already working.



The image shows a Facebook advertisement for Glover Park Hotel Georgetown. At the top, there is a profile picture of the hotel, the name "Glover Park Hotel Georgetown", and a small globe icon next to the word "Ad". To the right of the name are three dots and a close button (an 'X'). Below this header, the text reads: "Our biggest sale of the year is here! Book by 12/3 and save 35% on your Georgetown stay. There's no better time to reserve your getaway." The main body of the ad features a smartphone displaying a hotel room with a bed and framed pictures on the wall. To the right of the phone, the text says "GLOVER PARK HOTEL GEORGETOWN" in small letters, followed by "CYBER SALE" in large letters, and "SAVE 35% ON STAYS" in the largest font. Below this, a black box contains the text "offer ends 12/3". At the bottom left, the URL "be.synxis.com" is shown above the text "Unlock 35% Off Now". At the bottom right, there is a grey button with the text "Book now".

Challenges

While results were strong, it's important to acknowledge a few key variables.

- Several 2025 campaigns ran longer than their 2024 counterparts, which likely contributed to increased performance.
- We noted a few offer variations where some properties shifted from "30% off" to "up to 30% off", which may have influenced user behavior.
- Along with these, some clients shifted from a moving creative in 2024 to a static creative in 2025.



The image shows a Facebook advertisement for The Graham Georgetown. At the top, there is a profile picture of The Graham Georgetown, the name 'The Graham Georgetown', and 'Ad · 🌐'. To the right are three dots and a close button (X). Below this is the text: 'Unlock 35% off stays at The Graham Georgetown when you book during our biggest sale of the year! Book your getaway before this offer ends on 12/3.' The main part of the ad is a static image of a hotel room with a bed and a coffee table. Overlaid on this image is a white box with a thin border containing the text: 'THE GRAHAM GEORGETOWN', 'CYBER SALE ALERT', 'ENJOY 35% OFF STAYS', and 'OFFER ENDS 12/3'. At the bottom of the ad, there is a URL 'be.synxis.com', the text 'Cyber Savings Are Here!', and a 'Book now' button.

The Graham Georgetown
Ad · 🌐

Unlock 35% off stays at The Graham Georgetown when you book during our biggest sale of the year! Book your getaway before this offer ends on 12/3.

THE
GRAHAM
GEORGETOWN

CYBER SALE ALERT

**ENJOY 35%
OFF STAYS**

OFFER ENDS 12/3

be.synxis.com
Cyber Savings Are Here!

Book now

Results

When comparing 2024 to 2025 performance across a consistent group of clients, the results revealed a clear pattern. **We noted an average increase in purchases of 162% across the group of clients, along with an average increase of 115% in revenue.**

This level of growth is significant, especially given that promotional offers remained relatively consistent year-over-year.

One of the clients in our test group saw strong gains across nearly every metric. The most notable improvements came from **a 65% increase in revenue during the sale period and a 95% increase in return on ad spend** despite increasing campaign spending for 2025.

For another one of our test clients, lower costs and improved retargeting performance significantly impacted overall results. **Purchases increased 160%, and return on ad spend saw a 90% increase from 2024 to 2025.**

Success metrics

NOV 2025 - DEC 2025

1.38%

AVG. CLICK-THROUGH RATE

162%

AVG. INCREASE IN PURCHASES

115%

AVG. INCREASE IN REVENUE

65%

AVG. INCREASE IN ROAS

THE TAKEAWAY

What this means for your property

1

Stop the restart tax

Net-new Cyber campaigns may leave performance on the table, every launch restarts the platform's learning.

2

Compound what you've built

Layering promotions onto proven campaigns compounds the audience and optimization data you've already paid for.

3

Structure beats discounting

The biggest lever wasn't a bigger discount, it was a smarter campaign structure.

THANKS FOR READING, NOW LET'S TALK

Let's structure your next Cyber season

We'll review your current campaign setup and map where this approach could lift bookings and revenue for your property.

[Talk to GCommerce →](#)