

Lead generation best practices for travel advertisers

Meta lead generation solutions help businesses create demand with high-quality potential travelers, and nurture those relationships to drive sales and repeat customers.

Which travel experience did you want to book for this summer?

The Alpine Tour looked great!

Great! I'll send you an estimate for the excursion.



Moving leads through the customer journey is a unique process for every business. This guide is tailored to advertisers in travel industries, like cruise or hotel companies. The recommendations throughout are based on the following principles to help you identify the best strategy and combination of tools for your business.



Common lead generation challenges for travel advertisers:

- ➔ **Seasonality:** Travel demand is highly seasonal, requiring advertisers to adapt their strategies to maintain consistent lead generation.
- ➔ **Targeting:** Reaching the right audience with personalized messages can be resource-intensive.
- ➔ **Lead nurturing:** Effectively engaging people at multiple touchpoints, as travelers often research extensively before booking.
- ➔ **Building Trust:** Encouraging repeat purchases and maintaining positive interactions over time.

Generate leads across multiple types of lead ads

Lead ad types represent different conversion locations, i.e. where you collect a lead's information after they click on your ad. Using multiple conversion locations can be an efficient way to achieve marketing goals at scale, and accommodate a range of customer preferences, like filling out a form, calling you directly, chatting on a messaging platform.

GET STARTED

Primary conversion location recommendations for travel advertisers

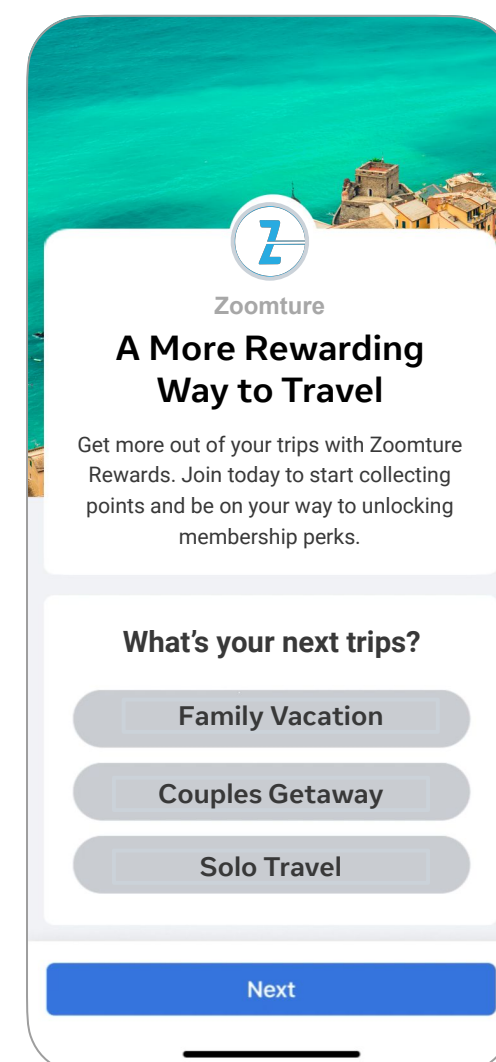
- **Instant forms:** Make it easy for people to fill out a form directly from your lead ad. Instant forms are mobile-first, quick-loading forms that auto-populate answers for the person filling it out, and offer advertisers a variety of customization features.
- **Website forms:** Drive people to your website and collect lead information there, giving travelers access to full website details before they submit a form.

OPTIMIZE

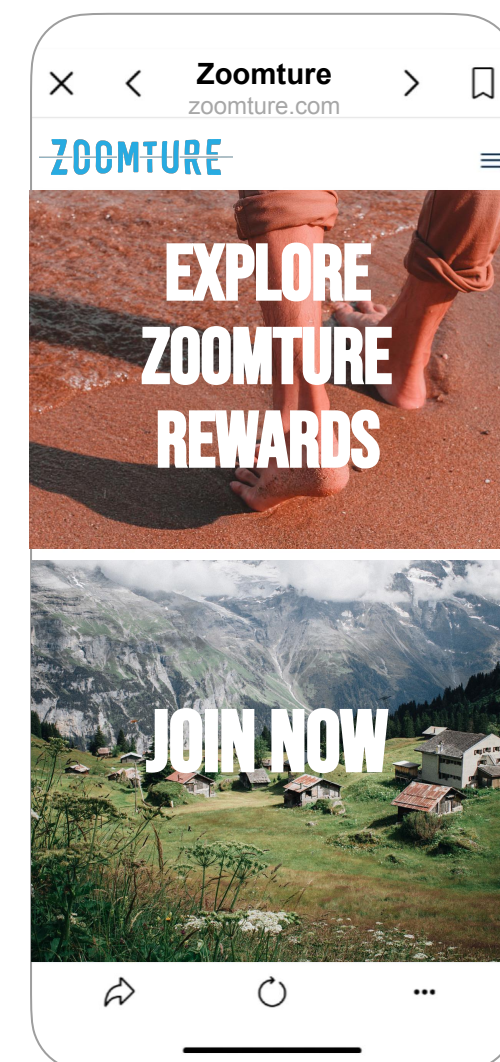
Diversify with a secondary conversion location to help increase reach and lead volume while keeping cost per lead low.

- **Destination optimization** ("Instant forms and Messenger" conversion location): Create one campaign that optimizes delivery as an instant form or Messenger chat, based on user preference. For Messenger lead, follow up directly in the chat about bespoke travel needs, or connecting with a cruise or event consultant.
- **Website form with Instant form add-on or call add-on:** Run a website form campaign with an easy-to-fill-out instant form or call now button that shows up on the bottom of the page. Travel advertisers can use add-ons to drive action on a website, like encouraging people to generate a booking quote, while viewing your full website details.

[NEW] Destination optimization is now compatible with a catalog creative source, and therefore can be used with advantage+ catalog ads for lead generation.



Instant form



Website form

Visit the Help Center

- [Learn more about instant forms](#)
- [Learn more about website forms](#)
- [Learn more about instant form add-on](#)
- [Learn more about destination optimization](#)

Optimize acquisition with automation and AI

Meta's easy-to-use AI products help businesses improve performance and enable marketers to do more with their time and resources. In addition to the single step Meta Advantage solutions for Leads campaigns, travel advertisers can leverage AI-powered automation solutions built specifically to engage travelers.

GET STARTED

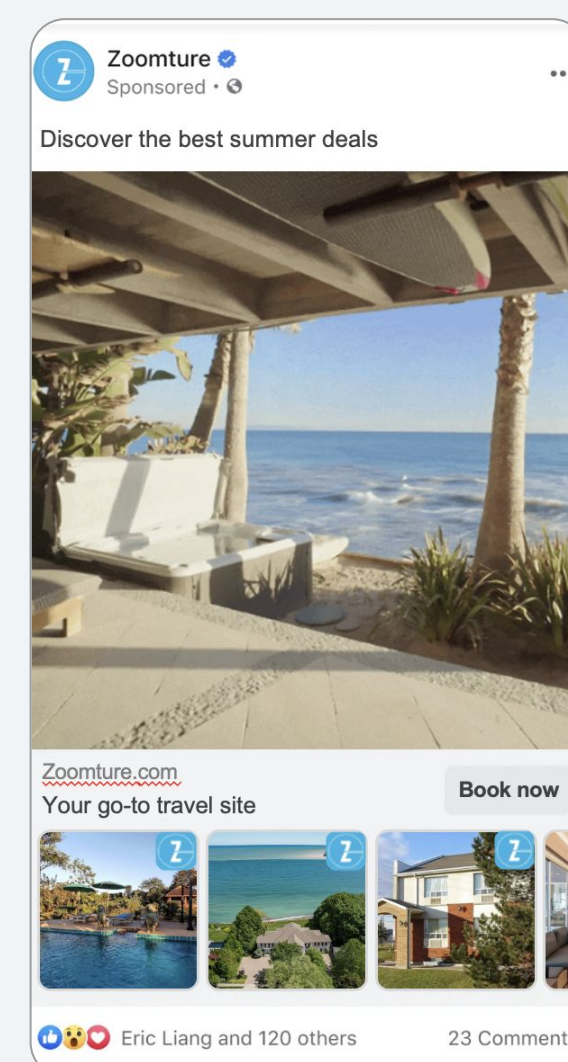
Advantage+ travel catalog ads: Travel advertisers can leverage a specific type of catalog ad that's optimized for travel inventory. In addition to retargeting, travel catalog ads now also support broad audiences that leverages implicit travel intent to pair relevant inventory with people who are likely to be in market to travel. After clicking the ad, send leads to an instant form, Messenger, or your website.

OPTIMIZE

- **NEW** Incorporate video assets to your Advantage+ travel catalog ads to engage potential customers and create booking demand.
- **Adopt Advantage+ single step solutions.** Use suggestions and controls if you need them, considering your business's specific constraints.
 - **Advantage+ audiences:** Find people most likely to be interested in your business.
 - **Advantage+ placements** finds the most cost-effective placement for your ad. Take advantage by producing creative in multiple formats and dimensions.
 - **Advantage+ creative** automatically optimizes your creative. Supply Advantage+ creative with creative components like images, videos and text.
 - **Advantage campaign budget** manages budget across ad sets to optimize results.

Advantage+ audience with instant forms campaigns saw **8%** lower cost per lead

on average, compared to ad sets that used the original audience experience, for small business advertisers.¹



Visit the Business Help Center

- [Learn more about Meta Advantage](#)
- [Learn more about Advantage+ catalog ads for lead generation](#)
- [Convert from Advantage+ catalog ads for products to travel ads](#)

Source: 1. This analysis was based on 9K randomly sampled observations of ad sets from SBG advertisers using Advantage+ audience or the original audience experience that were optimizing for lead generation and quality leads. These observations were from newly created campaigns using oCPM billing that started between October 13, 2023 and November 9, 2023. Zero lead cases were removed. Double machine learning, an observational causal inference approach, was used to control for potential confounders such as vertical, region, historical spend, campaign, page, and ad attributes. Cost-per-lead is calculated as total ad set spend divided by leads during the period of the analysis.



Adjust the customer experience to drive different outcomes

Balancing lead quality and volume can be complex for travel advertisers. Meta offers lead ad features that enable you to customize the experience for a range of use cases and customer preferences.

GET STARTED

Choose an instant form template, or form type, in Ads Manager to focus on either volume or quality.

- **More volume:** Make it easy for people to quickly submit the form on a mobile device.
- **Higher intent:** Add a review step that gives people a chance to double check contact information is accurate before submitting.
- **Rich creative:** Modify color and imagery to infuse recognizable branding, and include about us, and customer review sections.

OPTIMIZE

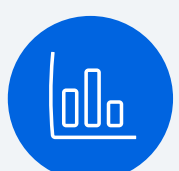
Adopt customization features to filter leads, incentivize submissions, and build credibility.

- **Gated Content:** Offer potential travelers exclusive content or a promo code in exchange for submitting information.
- **Conditional logic:** Qualify high-value leads and filter out those who don't fit your criteria with a dynamic Q&A form for different types of travelers. Ask questions to identify people with intent to travel to certain locations or looking to book within a certain time frame. You can also use conditional logic to build awareness and demand for a range of travel offers, like promoting loyalty program sign ups by asking about future travel plans or upcoming seasonal travel moments.

Conditional logic

➔ Visit the Help Center

- [Learn more about conditional logic](#)
- [Learn more about gated content](#)
- [Learn more about instant form types](#)



Invest in your first-party data strategy

Reach higher quality prospects while keeping cost per quality lead low, by connecting first-party data with the Conversions API to help Meta's delivery system target people most likely to convert.

GET STARTED

Conversions API for CRM: If you use instant forms, share first-party data from your CRM, collected through instant form submissions. Leverage that signal to inform future campaigns.

- ➔ After setup, run instant form campaigns using the conversion leads performance goal to activate your integration. Advertisers who used this setup saw an average **15% reduction in cost per quality lead and 44% increase in rate of converting a lead to a quality lead** compared to the leads performance goal.¹

Conversions API for web: If you use website forms, share first-party lead data from your website server and track form submissions and other website actions.

- ➔ To drive the best outcomes for website conversions, use the Conversions API and Meta Pixel together to maximize coverage of website interactions. With this setup, **travel advertisers saw 18% additional conversions.**²

OPTIMIZE

Optimize for upper and lower funnel actions with Conversions API for both CRM and web.

- **Conversions API for CRM:** Optimize ad set for mid-to lower-funnel “conversion lead” event stage. You can choose more than one, but these stages should be accomplished by 1-40% of all leads (10-30%, ideally).
- **Conversions API for web:**
 - **Lead volume:** Optimize ad set for events that best represents a lead submission (e.g. Lead, Complete Registrations)
 - **Lead quality:** Optimize ad set for the event that best represents a qualified lead (e.g. subscription, appointment booking, purchase)

➔ Visit the Business Help Center

- [Learn more about Conversions API for web](#)
- [Learn more about setting up a Meta Pixel](#)
- [Learn more about Conversions API for CRM](#)
- [Learn more about the conversion leads performance goal](#)



Follow up with new leads quickly and clearly

Nurturing a lead requires guiding a qualified potential customer through your sales funnel to conversion. Travel businesses that have longer consideration cycles may need to engage people across multiple touchpoints as they make a purchase decision.

Meta is continuing to invest in lead nurturing solutions that can help advertisers follow up with interested potential customers quickly and clearly without switching channels, and while building trust. The nurturing solutions you will be able to leverage will depend on the solutions you've adopted in the acquisition and qualification stages.

Nurture instant form leads more effectively by phone

Branded calling adds an opt-in field to your instant form, that leads can check to receive calls from you via Facebook or Messenger. This allows the person to see your business information (like name and logo) on the incoming call screen when receiving your call.

Identifying your business when making outbound calls gives people context on who the caller is, which may alleviate spam concerns and encourage pick up to help you achieve a higher connection rate.

Receive this call in Facebook or Messenger to identify the business. Meta logs whether your call connects and how long the call lasts.



[Learn more](#)

➔ Visit the Business Help Center

- [Learn more about branded calling](#)
- [Learn more about using messaging for lead generation](#)

Branded calling

Contact Information ⓘ

Please provide your info below.

John Reyes

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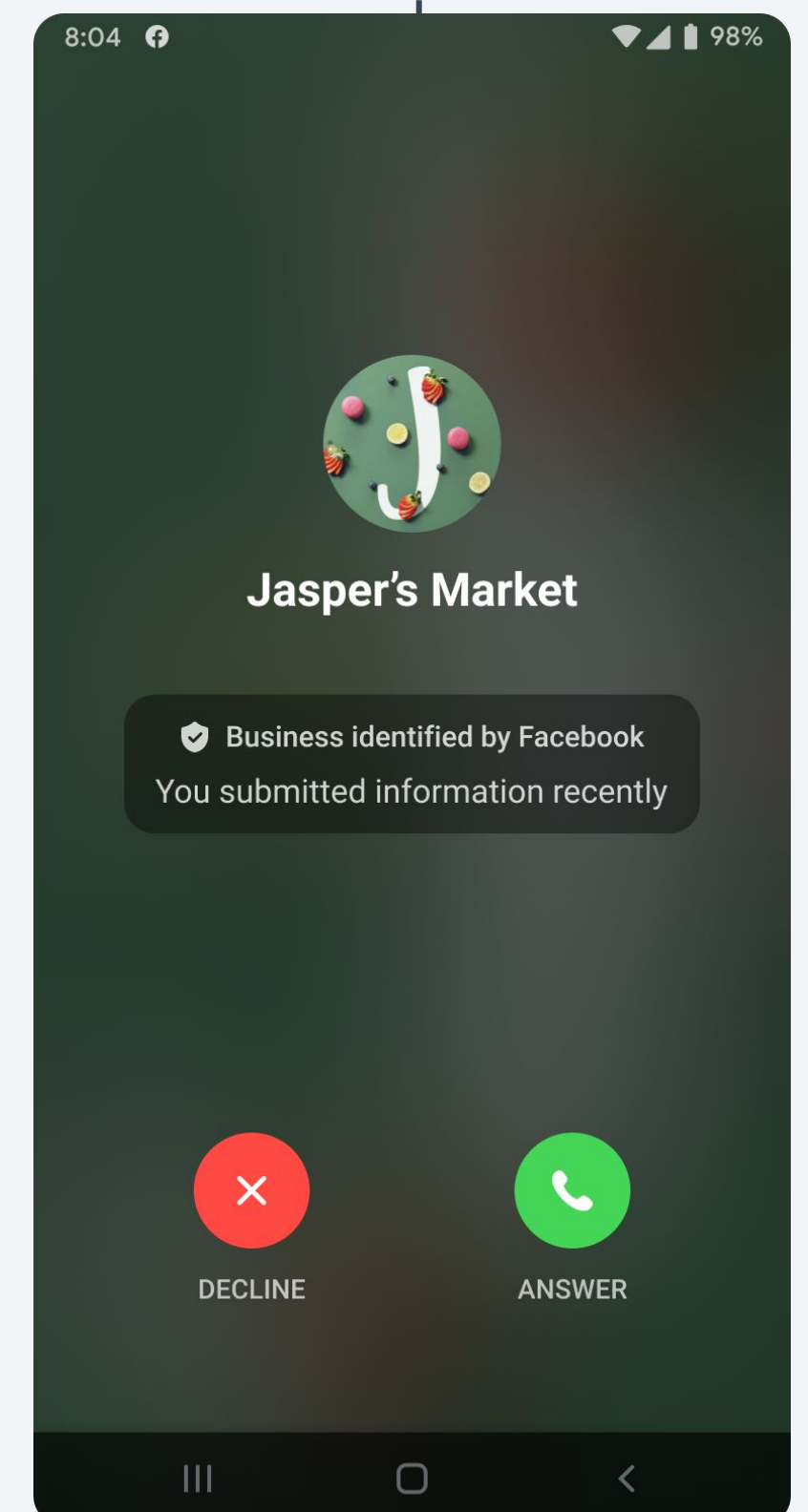
4078980032

Receive this call in Facebook or Messenger to identify the business. Meta logs whether your call connects and how long the call lasts. ☒

[Learn more](#)

Next

Lead opts in to receive calls when submitting your instant form

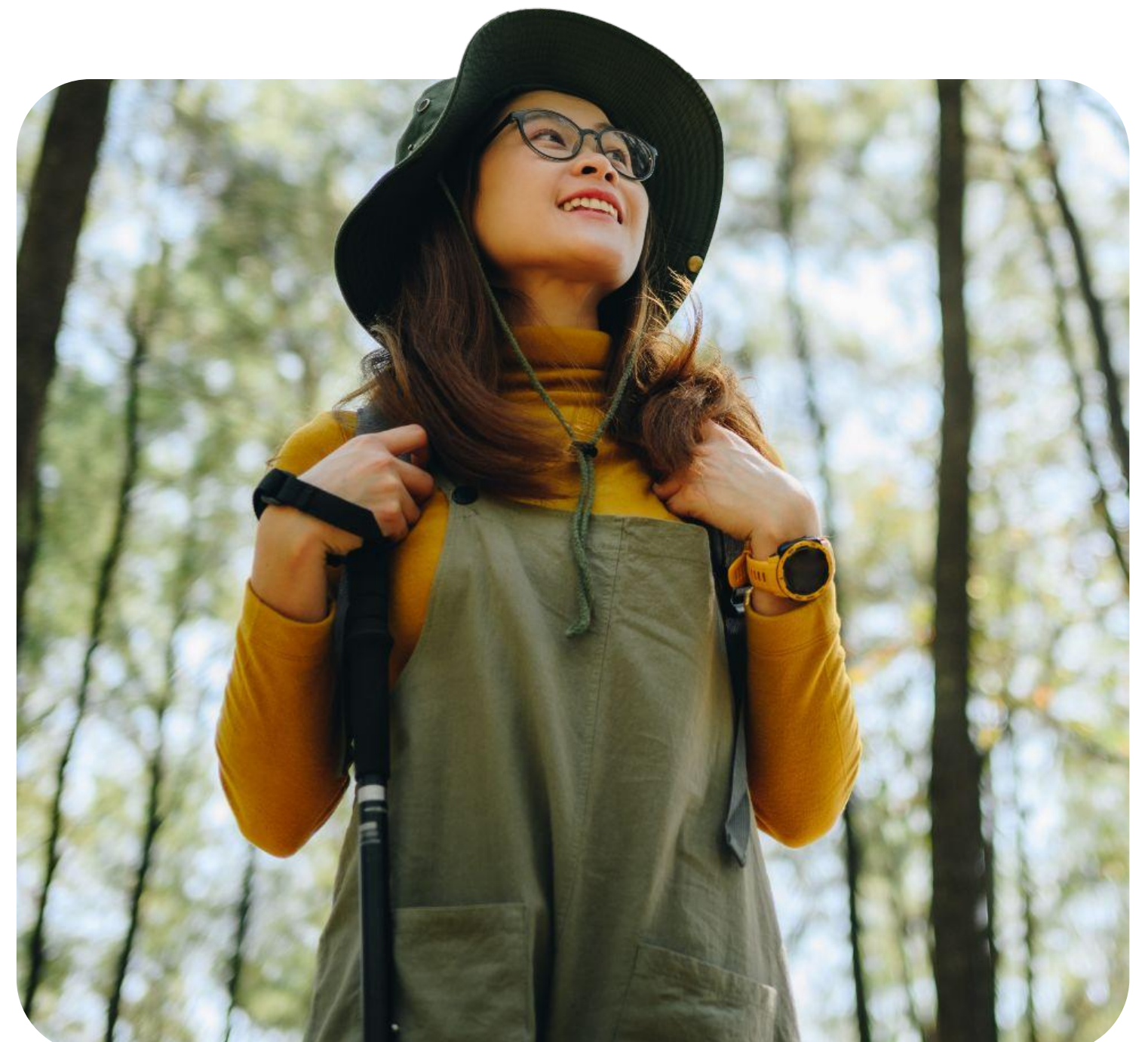


Business name appears on lead's incoming call screen

Nurture leads more effectively in Messenger

Follow up or re-engage leads within an existing messaging thread.

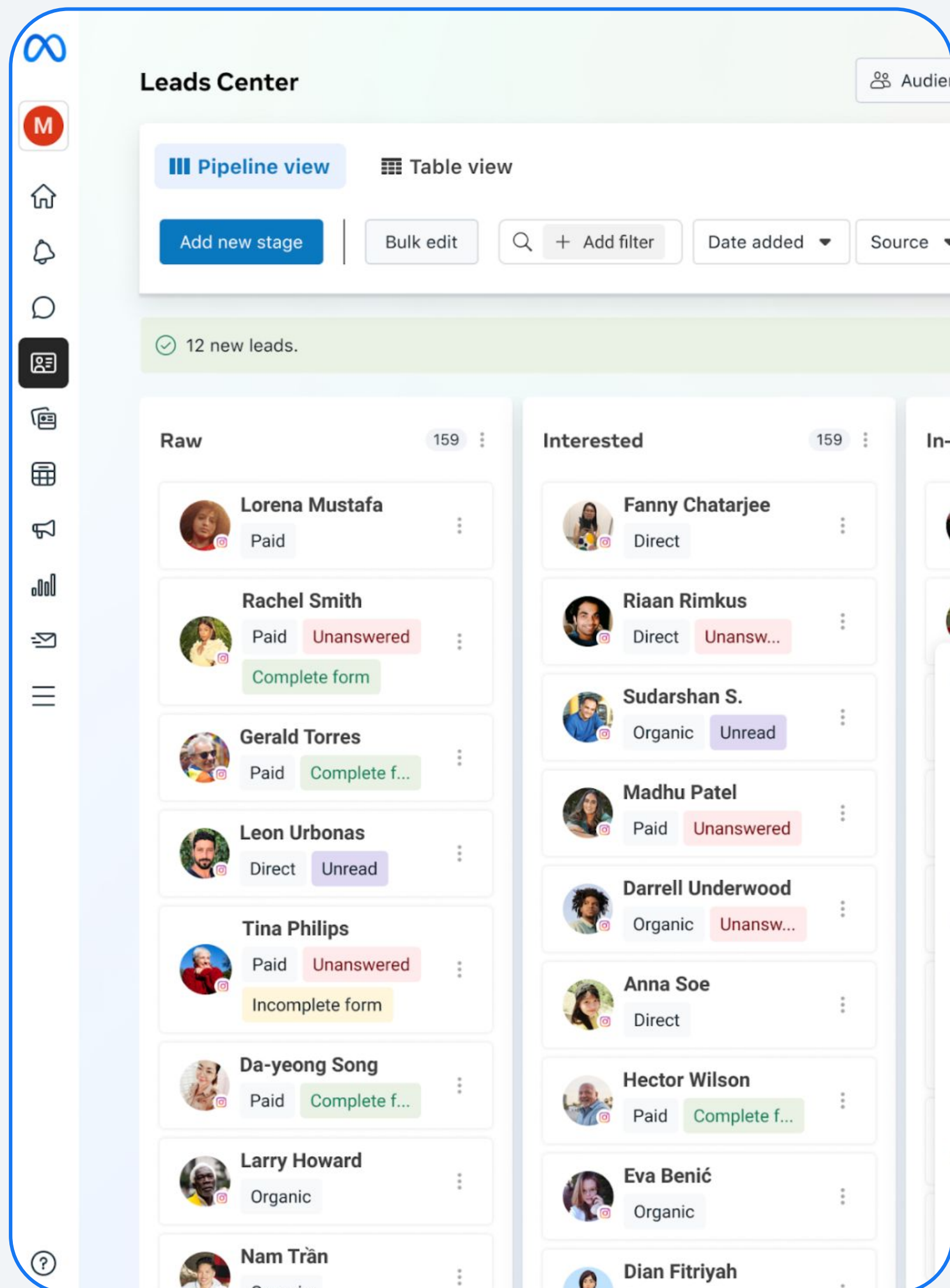
- Use Inbox in Meta Business Suite, or a third-party app if you use one, to re-engage leads who started but didn't finish submitting their information with personalized messaging in the same chat thread.
- If you use a third-party messaging app, you can also ask people to opt-in to marketing messages and re-engage them that way





Operationalize lead management tasks

Managing leads using a CRM or another type of lead management platform can help you access, filter and re-engage leads in one central location. Automating workflows like these can help to minimize response time to new leads, save you time, and avoid losing access to leads not downloaded in 90 days.



Meta has partnerships, integrations and free solutions that can help you manage and sync leads from Meta Business Suite.

- **Connect your CRM to Meta Business Suite for automatic lead download.**
Once your CRM is synced, your leads will be automatically downloaded when an instant form or lead ad that clicks to message questionnaire is completed.
- **Google Sheets*** lead management integration now allows you can now sync new leads automatically when an instant form is submitted.
- **Leads Center*** is a free, lightweight CRM system within Meta Business Suite for businesses that generate leads through instant forms or ads that click to message. With Leads Center you can easily manage, track and re-engage leads.

➔ Visit the Business Help Center

- [Learn more about integrating your CRM](#)
- [Learn more about how to use Google sheets to manage leads](#)
- [Learn more about Leads Center](#)

*Connecting your CRM to automate lead retrieval is also the first step in setting up Conversions API for CRM

To proceed with that integration, connect your CRM for lead retrieval using one of three methods that **also allows you to share that data back with Meta** as signal for quality optimization in future campaigns.

1. **Connect your CRM directly:** Your CRM may have an integration to connect with Meta Business Suite.
[Search available CRM integrations to find out how your system is supported.](#)
2. **Meta Business Partners:** Facilitate your integration without the need for developer resources for tasks like coding.
 - **CRM partners - Hubspot, Zoho, HighLevel:** Function as your CRM platform, and facilitate automatic lead download and Conversions API CRM integration.
 - **Workflow automation partners - Zapier, LeadsBridge, Make, DataHash:** Function as a connector between your CRM and the Conversions API. Meta has partners that can facilitate an integration with most CRM platforms.
3. **Build your own integration:** You can also build a connection using your own developer resources.

Travel campaign set up overview

LEAD ACQUISITION	ADS MANAGER	GET STARTED	OPTIMIZE
Generate leads across multiple types of lead ads	Conversion location	Instant Form	1. Destination Optimization “Instant forms + Messenger”
		Website Form	1. Website form + Instant form add-on 2. Website form + call add-on
	Set up a measurement plan: Test conversion location setup compared to business as usual strategy <ul style="list-style-type: none">BAU Cell: Instant Forms Test Cell: Destination Optimization “Instant forms + Messenger”BAU Cell: Website forms Test Cell: Website Forms + Instant form add-on or call ad add-onBAU Cell: Website forms Test Cell: Website Forms campaign + Instant form campaign		
Optimize lead acquisition with automation and AI	Audience	<u>Advantage+ audience</u>	Advantage+ single step solutions from the get started column not already adopted
	Creative	<u>Advantage+ creative</u> <u>Advantage+ travel catalog ads</u> (now compatible with Destination Optimization)	
	Placement	<u>Advantage+ placements</u>	
	Budget	<u>Advantage campaign budget</u>	
	Set up a measurement plan.: Test how adopting Advantage+ features improve campaign performance [Example set up] BAU Cell: Website forms without Advantage+ range Test Cell: Website forms with Advantage+ range		
LEAD QUALIFICATION			
Adjust the customer experience to drive different outcomes	Instant form customization	Feature: Gated content Feature: Conditional logic	Form type: rich creative Form type: higher intent Meta Verified
	Instant form performance goals	Volume: Leads Quality: Conversion leads	
	Set up a measurement plan: Test how using different Instant form features can improve campaign performance BAU Cell: Instant forms Test Cell: Instant Forms + feature/form type		
Invest in your first-party data strategy	1. Instant forms with conversion leads performance goal 2. Website forms	1. Conversions API for CRM 2. Conversions API for web + Meta Pixel	If using instant forms and website forms: optimize for a range of actions across both Conversions API for CRM and Conversions API for web.
	Set up a measurement plan: Test the impact of Conversions API integration for CRM + Instant forms BAU Cell: lead ads performance goal Test Cell: conversion lead ads performance goal		
LEAD NURTURING			
Follow up with new leads quickly and clearly	Instant form destination	Branded calling: Toggle on ‘Display business information to encourage call pick up’	
LEAD MANAGEMENT			
Operationalize lead generation tasks	Automate lead retrieval via your CRM or Google Sheets. If you don’t have a CRM, use Lead Center.		