

DSK TRAVELS

TRAVEL TO LIVE, LIVE TO TRAVEL

BY- AISHWARYA N

About Agency

DSK Travels is a travel agency based in Dubai, which offers a variety of holiday packages including immersive experiences like the AYA entertainment park and SKI Dubai. They have received positive feedback from clients for their efficient service and value .Its dedicated and motivated team who are always passionate about travelling and presenting thier client the leisure travel experience.



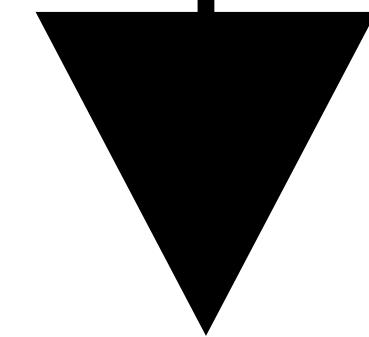


Objective

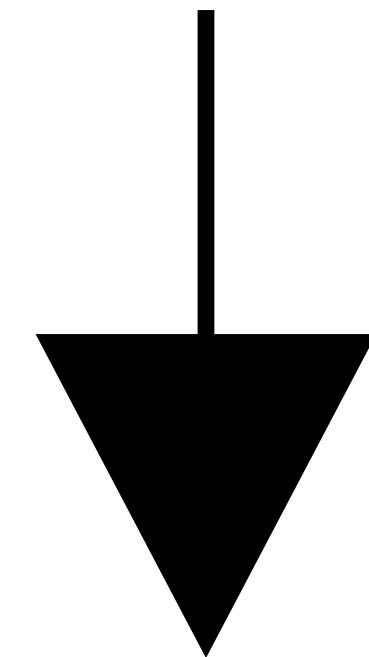
The objective of this project is to determine the optimal targeting settings for a Meta ad campaign for DSK Travels, a Dubai- based travel agency and identifying the appropriate audience and placement to maximize the effectiveness of the ad campaign.

Campaign Structure

Campaign Level



Ad Set Level



Ad Copy Level

Create Campaign

Create new campaign x

Buying type: Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

 **Leads**
Collect leads for your business or brand.

Good for:

- Instant forms
- Messenger, Instagram and WhatsApp
- Conversions
- Calls

[About campaign objectives](#) Cancel Continue

Campaign name 3-March- Leads camp- DSK Travels Create template

Campaign details

Buying type: Auction

Campaign objective: Leads

[Hide options](#)

Campaign spending limit Add campaign spending limit

₹ 1,000,000.00

I choose the Leads campaign objective because it helps DSK Travels to collect potential customer details directly on Facebook, making it easier to generate high quality inquiries and increase bookings.

Conversion & Performance Goal

Ad set name

Audience Target-Leads Camp Create template

Conversion

Conversion location

Choose where you want to generate leads. [About conversion locations](#)

Website
Generate leads through your website.

Website and calls
Generate leads through both your website and calls.

Instant forms
Generate leads by asking people to fill out a form.

Messenger
Generate leads by starting chats in Messenger.

Instant forms and Messenger
Generate leads by asking people to fill out a form or by starting chats in Messenger.

Performance goal ?

Maximize number of conversions

I had selected website as the main platform to drive customer engagement and maximize conversions and my performance goal is to get maximum number of conversions.

Budget & Schedule

Budget & schedule

Budget 1

Daily budget ₹1,000.00

INR

You'll spend an average of ₹1,000.00 per day. Your maximum daily spend is ₹1,750.00 and your maximum weekly spend is ₹7,000.00. [Learn more.](#)

[View](#) ▼

Schedule 1

Start date

 Mar 3, 2025

 02:56 PM IST

End date

Set an end date

14 days ▼

 Mar 17, 2025

 02:56 PM IST

Budget scheduling 1



Increase your budget during specific time periods

[View](#) ▼

Tell us the duration of your anticipated high-demand period

Starts on

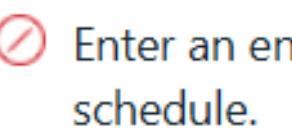
Mar 21, 2025

 12:00 AM

Ends

Mar 23, 2025

 12:00 AM



Enter an end time for your high demand period that is within your ad set schedule.

Increase daily budget by value amount (₹)

 ₹ 200.00 INR

Meta will aim to spend an average of ₹1,200 a day (a ₹200 increase) from Mar 21 to Mar 23.

I have chosen 1000 rupees as daily budget for 14 days so that I can control how much is spent each day and it also helps me to test and optimize my ad based on performance, if it works well I can increase my budget slowly.

I have scheduled the budget from March 21 to 23 because weekends have higher Facebook engagement, leading to better reach and conversions.

Age

18

50

Selecting an audience under 18 will limit your targeting options to some locations and age.

Gender

All genders

Advantage detailed targeting

Include people who match 

Behaviors > Travel

Frequent international travelers

Frequent Travelers

Interests > Additional interests

MakeMyTrip (travel & tourism business)

Interests > Hobbies and activities > Travel (travel & tourism)

Adventure travel (travel & tourism)

Tourism (industry)

* Locations

Reach people living in or recently in this location.

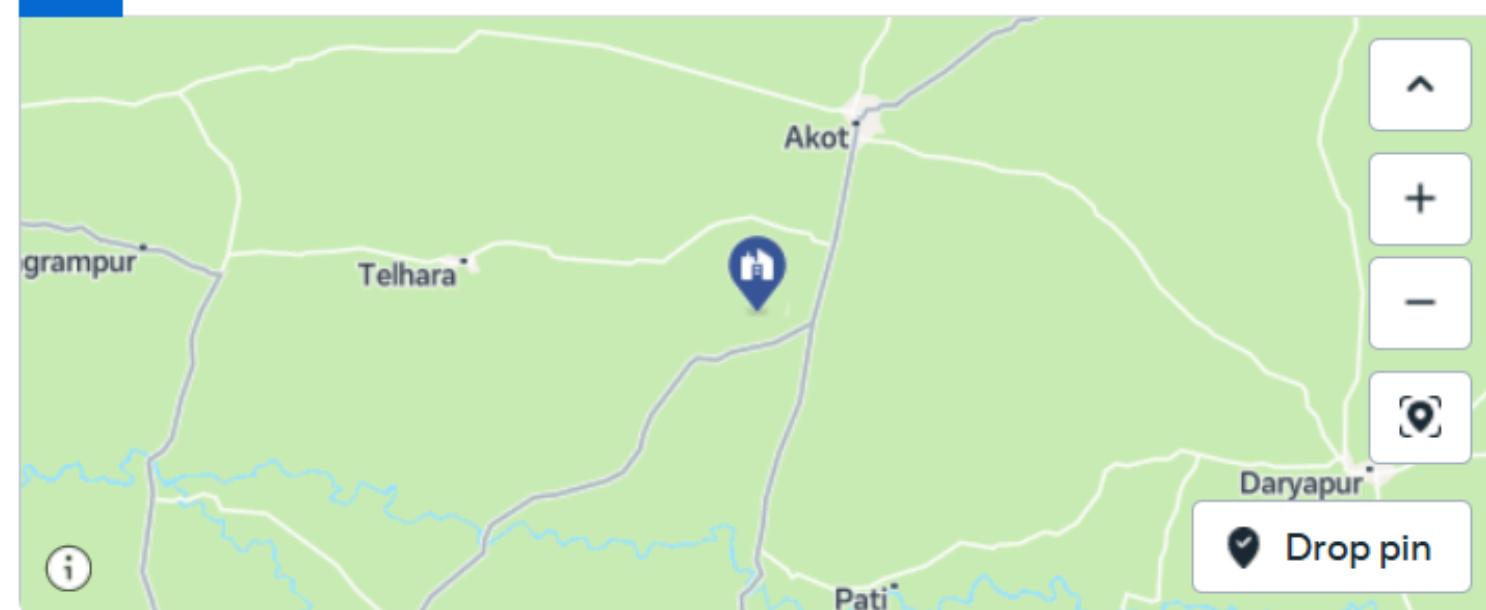
India

 India 68 Cities 

 Include   Search locations

Browse

 We are unable to highlight the border of India on the map, but it has been successfully added. 



Audience Targeting

Save audience X

Audience name

DSK Travels - March 3

Audience details

Location:
India: Cities (1,000,000 to 3 million+ people)

Age:
18 - 50

People who match:
Interests: Travel, Adventure travel, Travel the World, Tourism or MakeMyTrip, Behaviors: Frequent Travelers or Frequent international travelers

Advantage+ audience:
Off

Cancel Save

Platforms & Placements

All devices

Platforms

- Facebook Instagram
- Audience Network Messenger

Asset customization i

19 / 21 placements that support asset customization

Select all

Placements

Feeds

- Get high visibility for your business with ads in feeds
- Facebook Feed
- Facebook profile feed
- Instagram feed
- Instagram profile feed
- Facebook Marketplace
- Facebook video feeds
- Facebook right column

Stories and Reels

- Tell a rich, visual story with immersive, fullscreen vertical ads
- Instagram Stories
- Facebook Stories
- Messenger Stories
- Instagram Reels
- Facebook Reels

In-stream ads for videos and reels

- Reach people before, during or after they watch a video or reel
- Facebook in-stream videos

Ad Copy

Ad name
DSK Travels [Create template](#)

Choose the Facebook Page and Instagram account that this ad will be associated with.

Facebook Page
Shree Durga Car's And Auto Consultunts Sagara

Instagram account
 Use Facebook Page or [Connect account](#)

Format
Choose how you'd like to structure your ad.

Single image or video
One image or video, or a slideshow with multiple images

Carousel
2 or more scrollable images or videos

*** Media** [i](#)

18 Placements

Feeds, In-stream for Videos
9 Placements

Stories and Reels, Apps and sites
7 Placements

Right column, Search results
2 Placements

Flexible media [i](#)

Enabled

Primary text [i](#)

At DSK Travels, we ensure your journey is not just a trip but an unforgettable and memorable experience. From meticulous planning to personalized leisure, we customize every detail to match your desires. 😊

Headline
DSK Travels UAE

Description [i](#)
Travel to live, live to travel.

Destination

 Website
Send people to your website.

 Facebook Event
Send people to an event on your Facebook Page.

 WhatsApp
Send people to WhatsApp to start a conversation with you.

*** Website URL** [i](#)
<https://www.dsktravelsdubai.com/>

Display link [i](#)

dsktravelsdubai.com

Call to action [i](#)

Inquire now

Facebook
Feeds

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Sponsored

At DSK Travels, we ensure your journey is not just a trip but an unforgettable and memorable experience. From meticulous ... See more

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With **DSK Travels**

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DSK Travels UAE
Travel to live, live to travel.

Inquire now

Like **Comment** **Share**



Facebook
Search results

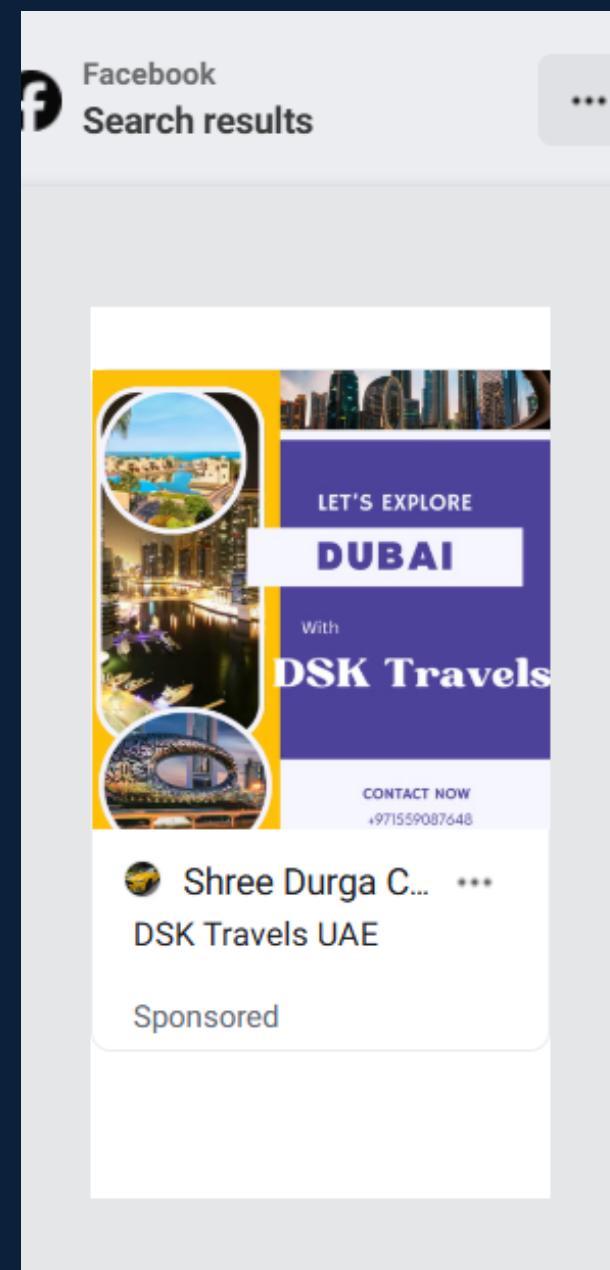
Shree Durga C...
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Inquire now

Like **Comment** **Share**



Facebook
Marketplace

Shree Durga ...
Sponsored

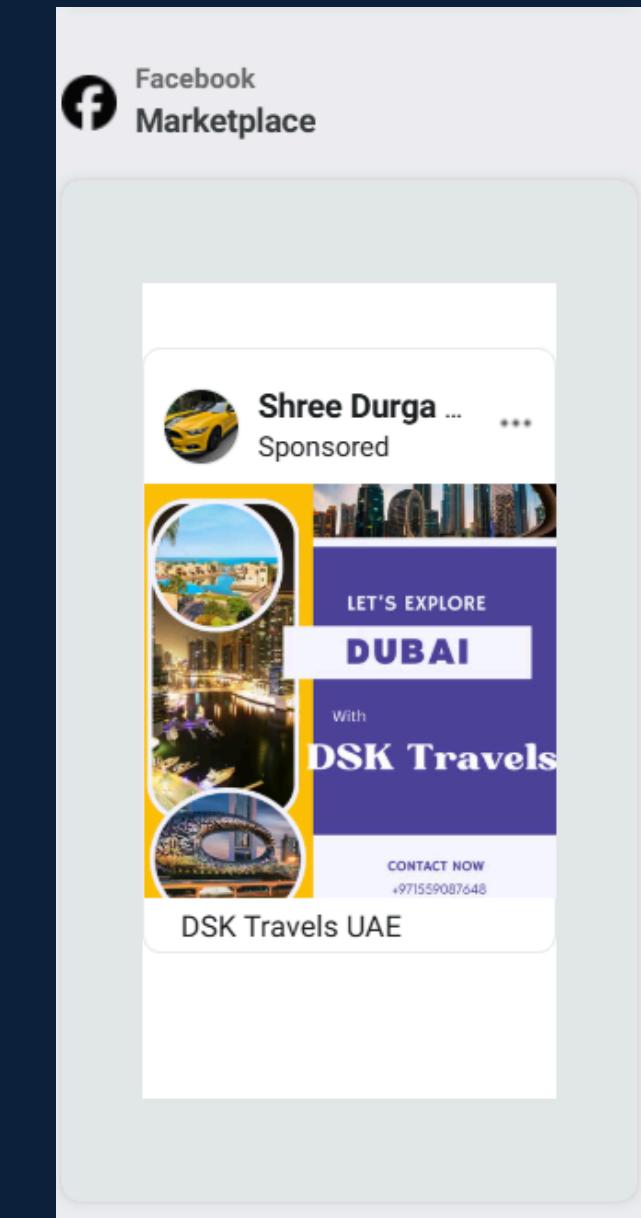
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Like **Comment** **Share**



Facebook
Video feeds

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With **DSK Travels**

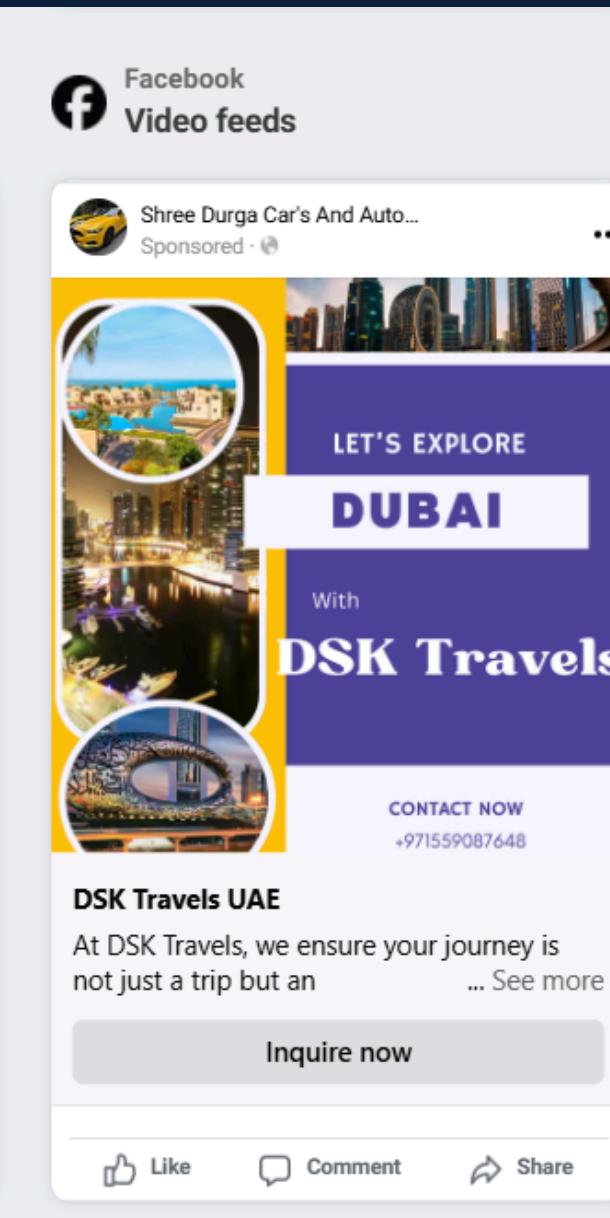
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At DSK Travels, we ensure your journey is not just a trip but an ... See more

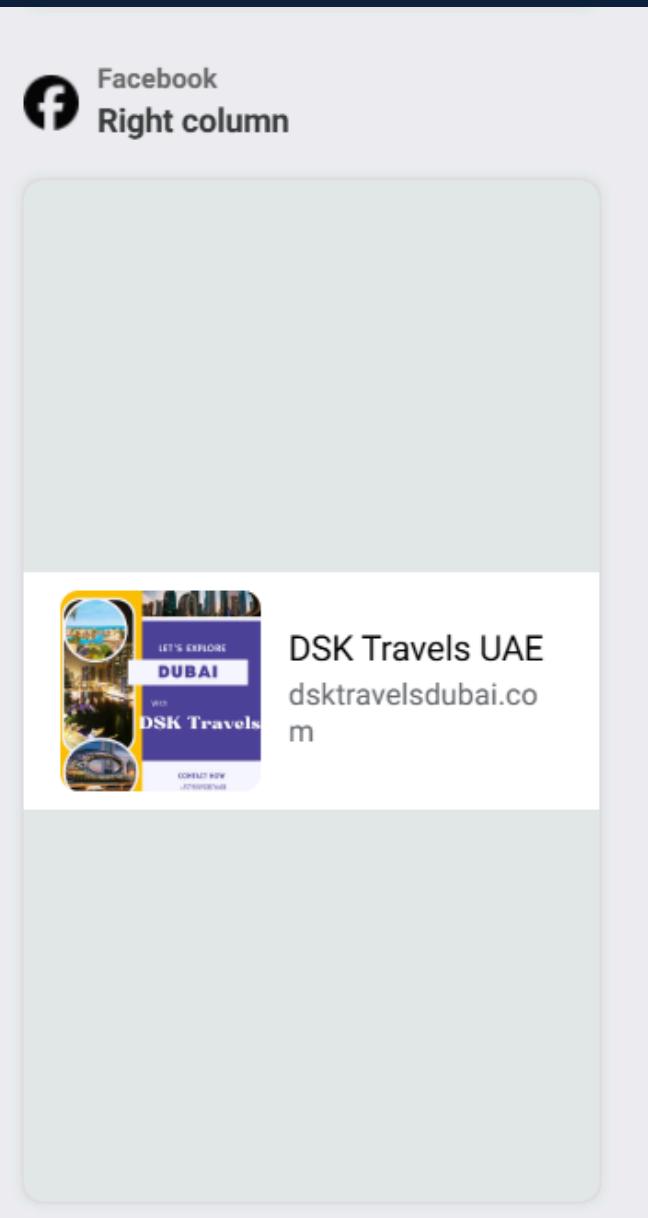
Inquire now

Like **Comment** **Share**



Facebook
Right column

DSK Travels UAE
dsktravelsdubai.co m



Ad Ready To Post

Facebook Feed

Instagram feed

Facebook video feeds

Instagram Explore

Facebook Marketplace

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Learn more



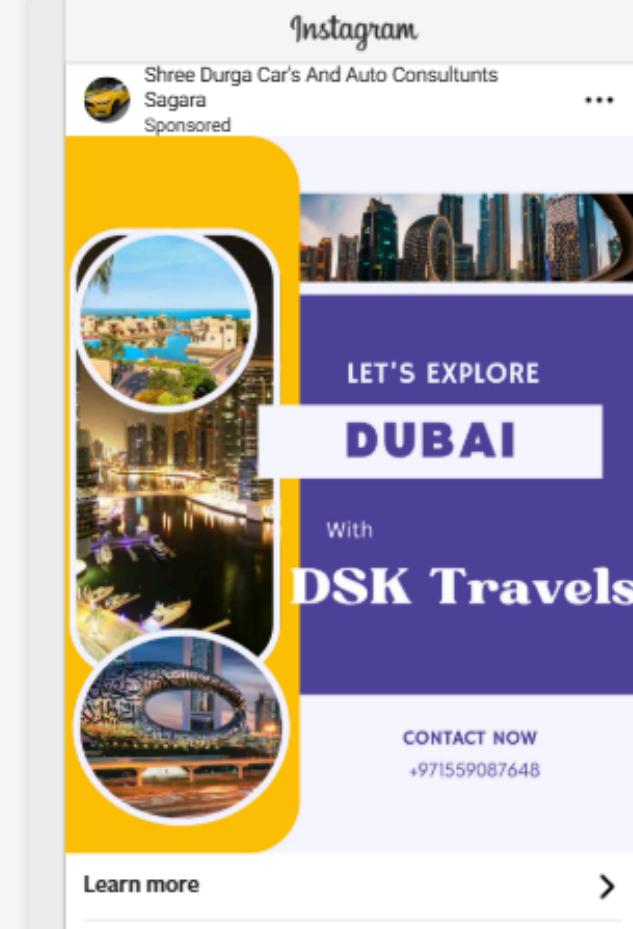
Instagram

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Learn more



Facebook video feeds

Instagram Explore

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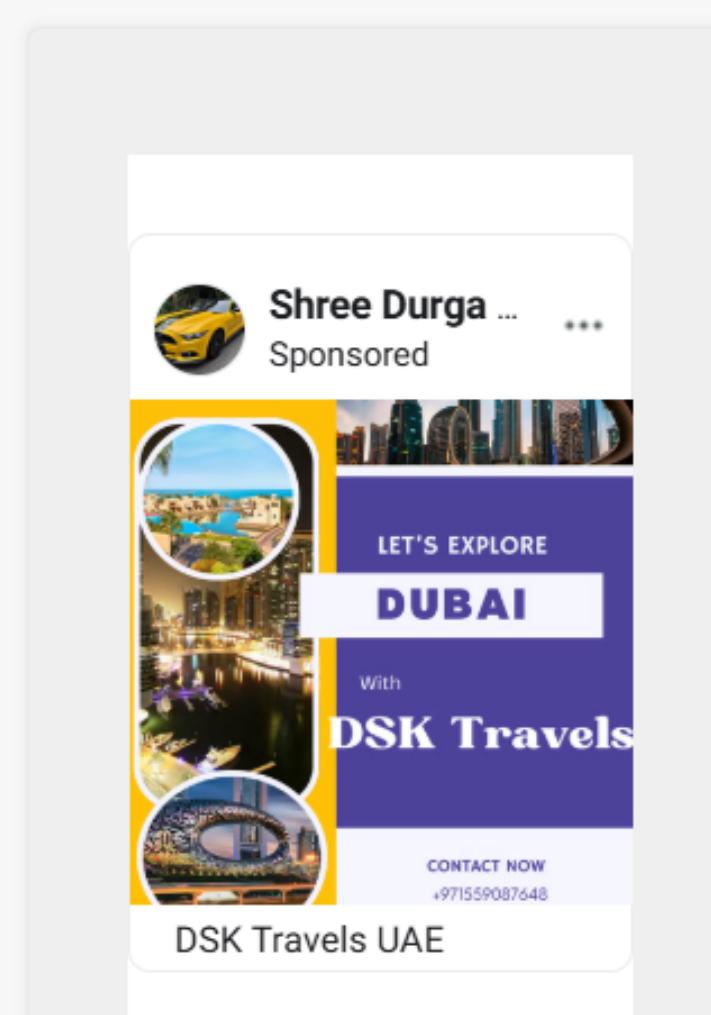
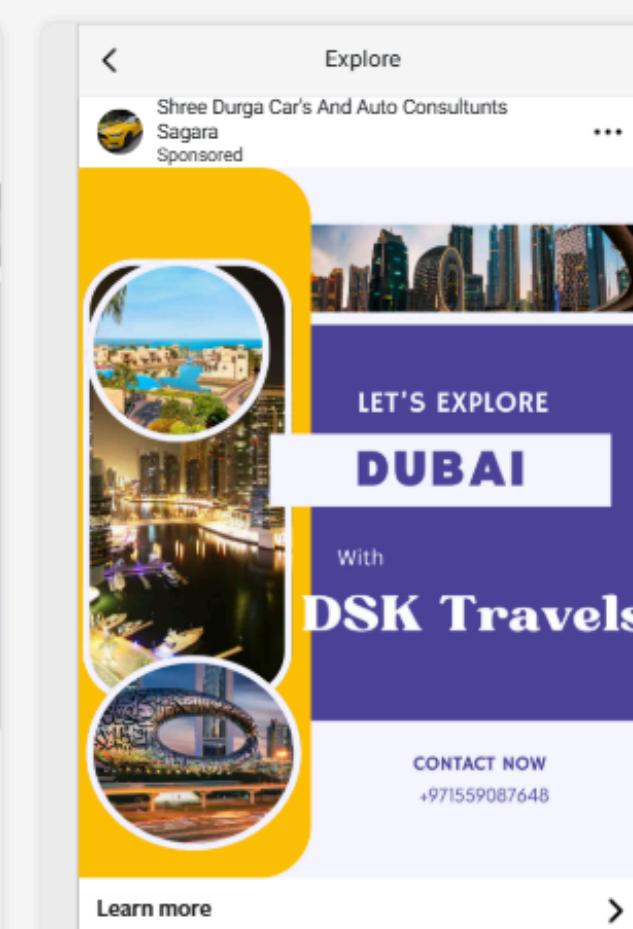
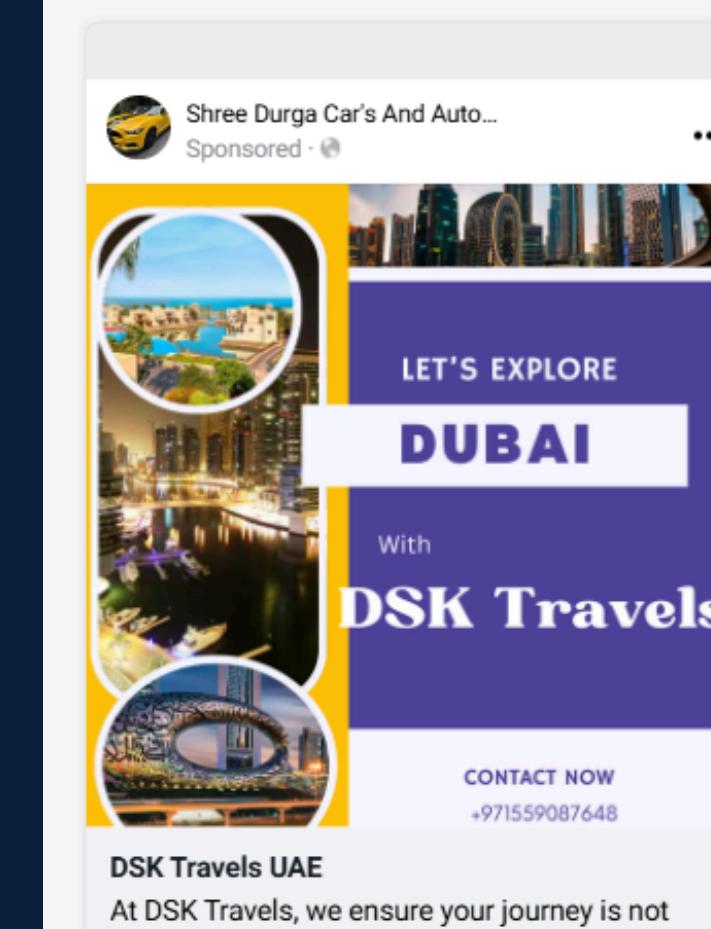
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DSK Travels UAE

At DSK Travels, we ensure your journey is not

Learn more





A person in a dark jacket sits on the edge of a large, dark, craggy rock formation. The background is a dark, cloudy sky and more rugged terrain. In the foreground, a large blue rounded rectangle contains the text.

THANK YOU

Travel Presentation