

Hoseasons

Driving awareness and website traffic with the right ad mix

Objective:

Hoseasons offers over 35,000 staycation options across Great Britain, catering to diverse preferences from luxury lodges to cosy cottages. For their Spring Summer Sale campaign on TikTok, Hoseasons aimed to maximize awareness and website traffic.

Solutions:

Interactive
Add-ons

Top Feed

SparkAds

Lookalike Audiences

Results:

156%

Increase in CTR

227%

Increase in clicks

24%

Decrease in CPC

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