

How To Increase The Return On Advertising Spend

Date	Time	Location
March 7, 2019	15:30 - 16:00	Hall 7.1b, eTravel Lab

Learn how Melia Hotels streamlined their market strategy, scaled business and increased Return on Advertising Spend (ROAS) by 6.7% via Facebook Dynamic Ads for Travel.

Tags

[Hospitality Marketing](#)

Speakers:

[Jose Luis Aranda Riera](#), Global Digital Media Advertising Director, Meliá Hotels International

[Matthias Koch](#), Global Industry Lead Travel, Productsup