

Common Trends in
Hotel Retargeting Banners

Messaging

1) Offer Driven Messaging

A significant amount of the banners we viewed contained messaging that focused on the amount the guest could save by booking a room. Some banners also mentioned the specific starting price of a room if it were on sale. Providing users who have already visited your site an additional incentive to click on the banner or risk missing out on a deal is great way to help get users “off the fence”.

- *“PLAN AHEAD AND SAVE 15%”*
- *“BEST RATES GUARANTEED”*
- *“RATES STARTING FROM \$49”*

2) Additional Messaging Focused on Perks

Several of the banners that were performing well also called out different perks and/or freebies they offer:

- *“FREE BREAKFAST”*
- *“FREE INTERNET”* or *“FREE WIFI”*
- *“FREE DRINKS”*
- *“WORLD CLASS GOLF”*

CTAs

The most popular CTA we've seen in the banners we've reviewed is **BOOK NOW**. We also saw a few similar CTAs including **GETAWAY NOW**, and **CLICK NOW**. The obvious common traits among these banners is that they all use "Now" as the trigger / action word. Additionally all of these calls-to-action are very short (two words only)

These CTAs all follow a majority of our key best practices both in content and design:

- When the CTA is paired with the headline it provides a clear user benefit
- The word *NOW* also helps to create a sense of urgency for the user.

You can see all of our CTA Best Practices by visiting the following link:

[CTA Best Practices](#)

Imagery

When comparing successful retargeting banners we found that 90% of the images fell into one of the following four categories:

1. Interior shots of hotel rooms (*This is especially common in banners featuring inexpensive to mid level hotel chains*)
2. Images of people using amenities (*a couple eating breakfast, a lady enjoying a massage, etc.*)
3. Exterior images of the hotel
4. Poster images of a destination (*shot of cable car in San Francisco, image of ski resort, etc.*)

Animation

The vast majority of banners we saw that were performing well in this space contained some form of animation to draw the user eye. Some of the most popular types of animation were:

- Animating in the headline / offer
- Fading between multiple photos of hotel guests using different amenities
- Transitioning between images of different properties / locations