



## Case Study

# MINOR HOTELS

*"Taboola's team has been a key partner in optimizing our native advertising campaigns. Their strategic guidance, proactive support, and data-driven recommendations have significantly enhanced performance."*

*As a result, we've been able to reach high-intent audiences more effectively, with our content featured on premium and luxury publishers that align with our products and brand positioning. This has also expanded our reach to previously untapped audiences, ultimately supporting our campaign objective of driving conversions effectively and delivering impressive results."*

**- Anchisa Suwankun**, Assistant Director of E-commerce and Digital Campaigns, Minor Hotels.



### EDUCATION

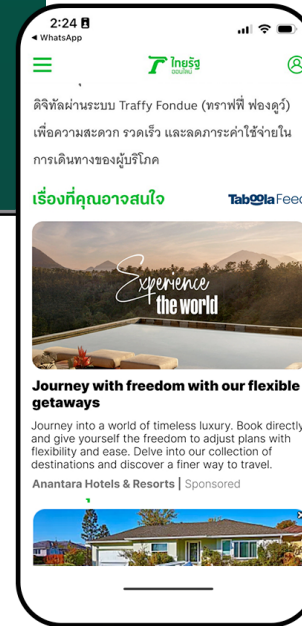
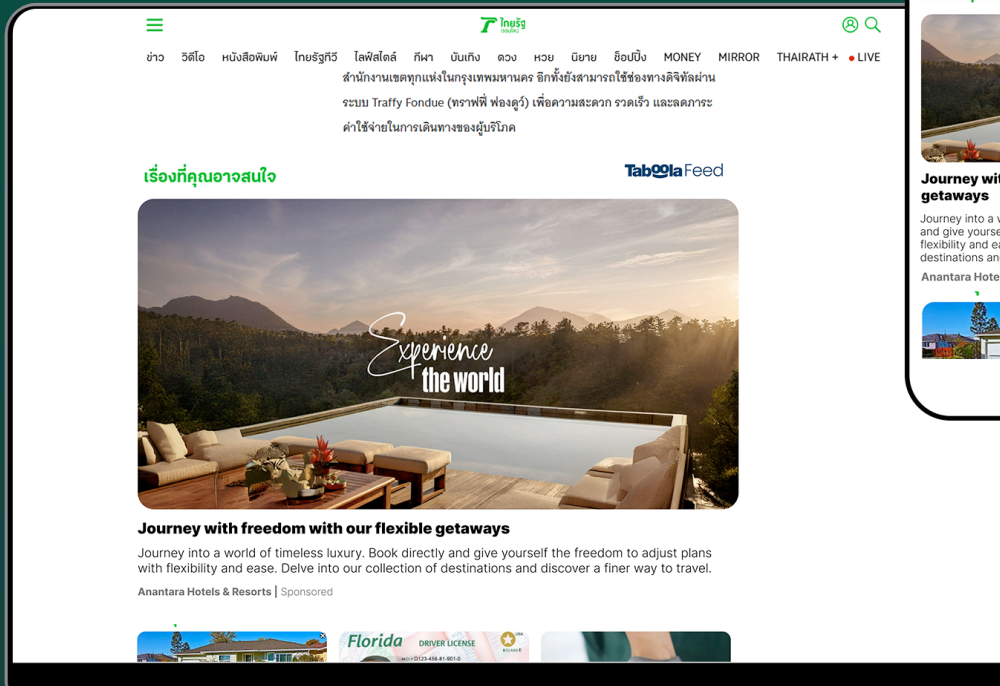
Minor Hotels Achieves **5x ROAS**  
Promoting Anantara with Realize

# 5x

Return on Ad  
Spend (ROAS)



## Case Study



### COMPANY

**Minor Hotels** is a global hospitality group with more than 560 properties across six continents, including Anantara Hotels & Resorts.

### CHALLENGE

**Minor Hotels** wanted to promote Anantara Hotels & Resorts beyond search and social channels to reach new audiences and drive more bookings.

### SOLUTION

**Minor Hotels** partnered with Realize to promote its Anantara Hotels & Resorts, reaching new Thai and expatriate audiences.

### RESULTS

The campaign delivered a 5x return on ad spend, generating confirmed bookings from both Thai and English-speaking audiences.





## Introduction

**Minor Hotels** is a global hospitality group with more than 560 hotels and resorts in over 55 countries across six continents. With over four decades of experience, the company owns, operates, and invests in a diverse portfolio of brands, food and beverage businesses, and luxury transportation services, all with a commitment to delivering exceptional guest experiences and fostering long-term value for stakeholders.

**Anantara Hotels & Resorts**, part of the Minor Hotels portfolio, launched its first property in Hua Hin, Thailand, in 2001 and has since grown to destinations across Asia, the Indian Ocean, the Middle East, Africa, and Europe. Known for its thoughtful design and authentic local experiences, Anantara caters to travelers seeking both adventure and indulgence.

Minor Hotels wanted to focus on attracting Thai and English-speaking audiences to Anantara, including expatriates living in Thailand and international travelers planning to visit.





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# Minor Hotels Grows Bookings With Realize Across **New Markets**



To reach local audiences efficiently, **Minor Hotels** used **Realize, Taboola's** AI-driven performance advertising platform, which helps brands reach high-intent audiences and deliver measurable outcomes across native, display, and video placements on the open web. Realize allowed them to activate native advertising across premium Thai publishers and reach high-intent audiences through credible, contextually relevant placements. The campaign successfully drove high-quality traffic and direct bookings through Minor Hotels' website, extending reach beyond traditional search and social channels and supporting sustained growth in a strategically important regional market.

By adding **Realize** to their media mix, **Minor Hotels** could diversify their reach while keeping budget efficiency in check. The creative strategy balanced reach and conversion: video ads introduced the brand to new audiences, followed by retargeting to drive them further down the funnel. The visuals paired aspirational travel imagery with clean, inviting design to evoke a sense of luxury and exploration. Headlines like "Experience the world" in elegant script set the tone in the ads, while the landing page consistently reinforced it with messaging like "Follow your own path."

For targeting, they tapped into both **Realize** first-party and third-party audience capabilities. **Realize Audiences** (first-party) are built from behavioral signals across **Taboola's** large publisher network. Those include what users read, how often they revisit topics, and the products they engage with, without relying on cookies. **Realize Marketplace Audiences** (third-party) bring in additional segments from external data providers integrated into **Taboola's** platform. Together, they gave **Minor Hotels** the reach and precision to connect with likely travelers or expatriates.

To track and optimize return on ad spend, **Minor Hotels** implemented the **Realize** pixel and used **Maximize Conversions** bidding strategy, which uses AI to automatically adjust bids in real time for the highest possible number of conversions within the set budget. They also used **even traffic allocation** to ensure each creative variation received a fair share of impressions before optimization shifted spend toward the best performers.



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# Minor Hotels Earns 5x Roas Through Realize Testing And Optimization

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As the campaign ran, the pixel collected booking confirmation data so the platform could optimize directly toward the advertiser's ROAS goals, using its Maximize Conversions bidding.

**The Minor Hotels** team worked closely with **Taboola** on a series of optimizations. **Realize's** even traffic allocation gave each creative enough exposure to gather meaningful data, making it easier to see what worked, adjust quickly, and recommend stronger variations. The **Taboola** team tested new creative variations, suggested headlines better suited to high-intent audiences, and adjusted targeting based on early performance signals.

Through this continuous cycle of testing, learning, and applying best-practice optimizations, the campaign scaled into new markets while steadily improving efficiency, ultimately delivering **five times the ROAS** and reinforcing Realize's ability to turn initial learnings into sustained performance growth.