

# SAHARA

Q1 Report

# Overview of activities for Q1 Where Luxury Meets Tradition

Reviewing marketing efforts on Torfhús's accounts for the Q1 of Jan '24.

- Google Ads
- Meta Ads
- YoY



# KPI'S

Torfhús's "Where Luxury Meets Tradition" digital marketing campaign is driven by key performance indicators (KPIs) to maximize effectiveness and ROI. The primary KPIs are Bookings, which assess reservations influenced by the campaign, and Direct Sales vs. Affiliate Sales, which compare performance across sales channels.

Secondary KPIs include the Conversion Rate, measuring the percentage of website visitors who take desired actions and Quality Traffic, and evaluating the relevance and engagement of website visitors. These KPIs provide insights for Torfhús to optimize and succeed in their unique Viking-themed campaign.

## **Average KPIs for 2023**

**Direct vs Affiliate: 30% vs 70%**

**Conversion Rate: 0.13%**

**Avg. bookings per month: 28,3**

# KEY NUMBERS

TOTAL	2023	vs	2024	%
<b>BOOKINGS</b>	87		164	88,5% increase
<b>ROOM REVENUE</b>	\$292.963		\$589,490	101,2% increase
<b>DIRECT VS AFFILIATE Bookings</b>	23.5% 87 vs 282		37.6% 164 vs 272	60,86% increase

# GOOGLE ADS

- Launched "Where Luxury meets Tradition Campaign"
- Added Remarketing for Blog pages - help get more prospected looking/learning about Iceland
- Added new Image assets from the shoot
- Added and updated Video / Display Ads
- Set up a Remarketing for travel agents
- Added a new Luxury Audience - with an income target
- Testing out new keywords



# TORFHÚS FUNNEL META

## TOFU STAGE

The material designed for the beginning stages of the sales journey will capture the essence of ancient Viking exploration and their rich cultural heritage, while also highlighting the elegance and indulgence available at the Torfhus Retreat. This approach aims to underline the exceptional experience of merging a historical journey with modern comforts.

This content is specifically tailored for affluent travelers, individuals passionate about history, and those in pursuit of adventures.

---

## MOFU STAGE

As prospective clients show engagement and move further down the sales funnel, the content they encounter should increasingly focus on directly endorsing the Torfhus Retreat. This stage addresses an audience already familiar with Torfhus through various marketing channels like social media, Google Ads, affiliate marketing, or other platforms where interaction has taken place.

At this point, the content strategy shifts to more personalized messaging that resonates with the consumer, encouraging them to take significant actions on the website.

---

## BOFU STAGE

Ultimately, at the bottom of the sales funnel, the focus of the content is on securing bookings. This is targeted towards prospects who have visited the website, engaged with at least two pages, or have initiated the booking process. The content at this stage is designed to facilitate and finalize the reservation process.

---

# KEY METRICS

1,351,105

## REACH

Total reach from social media campaigns.

2,552,278

## IMPRESSION

Total impressions from social media campaigns.

5 \$

## CPM

Average cost per 1,000 impressions from all social media campaigns.

\*Industry benchmark 7.12\$

75,796

## LINK CLICKS

Total clicks to the landing page through SoMe campaigns.

0.14 \$

## CPC

Average cost per link clicks in the traffic-focused campaigns.

\*Industry benchmark = 0.63

2.97%

## CTR



Average link click-through-rate in the traffic-focused campaigns.

\*Industry benchmark: 0.90%


# KEY METRICS

Meta	2024	vs	2023	%
Cost	\$ 12,989		\$ 5,797	124,06% increase YOY
Clicks	75,796		28,313	167,70% increase YOY
CPC	\$ 0.14		\$ 0.21	33% decrease YOY





 **Torfhús Retreat** Sponsored · 

The story of turf houses begins with the arrival of the Vikings in Iceland around the 9th century. The island's harsh climate and limited resources posed a significant challenge. Timber was scarce, and the Vikings, known for their resourcefulness, turned to the land itself for shelter. Thus, the turf house, or 'torfbæir' in Icelandic, was born.



torfhus.is  
**The Enchanting History of Turf Houses in Iceland** [Learn more](#)

  2.3k      117 comments   385 shares

# META


## KEY PERFORMING ASSETS

Post reactions: 2,331

Post shares: 353


Post comments: 114

Post save: 99



 **Torfhús Retreat** Sponsored · 🌐

Each turf house at Torfhús Retreat is a chapter in a saga, waiting for you to uncover.

Delve into the history that shaped the land of the Vikings, with modern luxury infused to make your stay worthy of legend.



torfhus.is  
**Torfhus Retreat - A Viking Heritage** [Learn more](#)  
Visit torfhus.is and let your Nordic journey be...

  1.8k      40 comments 124 shares

# META



## KEY PERFORMING ASSETS

Post reactions: 1,761

Post shares: 105


Post comments: 35

Post save: 134


 **Torfhús Retreat** Sponsored · 

Step back in time with the modern comforts of today at Torfhús Retreat.

Our authentic turf houses, with their eco-friendly design, blend seamlessly into the stunning vista, ensuring your stay is not just a holiday, but a foray into the heart of Icelandic history.



torfhús.is  
**Luxury Meets Tradition - Immerse Yourself in Iceland's Heritage** [Learn more](#)

 1.1k      17 comments   10 shares   203k views

# META

## KEY PERFORMING ASSETS

Post reactions: 1,122

Post shares: 10

Post comments: 17

Post save: 30

# GOOGLE ADS

1. Launched "Where Luxury meets Tradition" Campaign
  - a. Advertised to Google Search
  - b. Advertised On Youtube
  - c. Targeting Luxury Travellers & Shoppers audience
2. Added new copy & text to highlight Luxury & Tradition
3. Added a Dynamic Remarketing campaign for the Blog
  - a. This will create headlines and copy based on the last page the viewer left on the site, encouraging them to finish booking.
4. Updated all Content to new use the images & videos for summer
5. Added new Keyword search terms to reflect luxury stays in Iceland
6. Added new callouts & site links to showcase more culture/blogs/  
Summer activities

# KEY METRICS

Google Ads	2023	vs	2024	%
Ad Cost	\$5,791.24USD		\$19,883.48USD	+243%
Ad Clicks	19,683		53,509	+171%
Ad Check Out	2,160		5,270.89	+144%
Ad Copy Rate	.13%		18.66%	+13746%

**Sponsored**

Torfhús Hótel Ehf.  
www.torfhus.is/



**Torfhús Retreat In Iceland - A Unique Hotel in Iceland**

Rejuvenate and Renew At Our Luxurious Iceland Geothermal Spa Resort. It Is An Inspiring Blend Of Authentic Icelandic Style and Relaxed Eco-luxury. Inspired by Viking farms. Close to local landmarks.


[About us](#) · [Gallery](#)

**Sponsored**

Torfhús Hótel Ehf.  
www.torfhus.is/

**Luxury Viking Turf House - A Unique Hotel in Iceland - Torfhús Retreat in Iceland**

Rejuvenate and Renew At Our Luxurious Iceland Geothermal Spa Resort. Torfhús Retreat Is A Luxury Viking Turf House Accommodation In South Iceland. Inspired by Viking...




[The Experience](#) [Activities](#)

**Sponsored**

Torfhús Hótel Ehf.  
www.torfhus.is/

**Luxury Viking Turf House - Traditional Icelandic Culture**




It Is An Inspiring Blend Of Authentic Icelandic Style and Relaxed Eco-luxury. Take A Relaxing And Revitalizing Spa Retreat During Your Iceland Vacation At Torfhús. Inspired by Viking farms. Close to local landmarks.

[Gallery](#) [About us](#) [The Experience](#) [Activities](#)

**Sponsored**

Torfhús Hótel Ehf.  
www.torfhus.is/



**Luxury Viking Turf House - Unique Resort In Iceland**

Take A Relaxing And Revitalizing Spa Retreat During Your Iceland Vacation At Torfhús. Torfhús Retreat Is A Luxury Viking Turf House Accommodation In South Iceland. Inspired by Viking farms. Relaxing geothermal pools. Sustainable practices.

[Activities](#) · [About us](#)

# GOOGLE ADS

## KEY PERFORMING ASSETS

### Top Converting Keywords

- best resorts in Iceland
- torfhús retreat
- Iceland Cabin's northern lights
- where to stay in Iceland
- Iceland luxury vacation
- Iceland spa resort
- retreats in Iceland
- Torfhús retreat Iceland

SAHARA