

## CASE STUDY

# 1,052 Parking Purchases. \$1,000 Budget.

## How MSP Airport Turned a Meta Campaign Into a 7x Return

Minneapolis-St. Paul International Airport needed to fill parking lots during peak travel season. A \$1,000 Meta campaign delivered over a thousand purchases and a 7:1 return on ad spend.

**1,052**

Purchases

**\$0.95**

Cost Per Purchase

**7:1**

ROAS

**\$1,000**

Total Ad Spend

### The Client

Minneapolis-St. Paul International Airport (MSP) — one of the busiest airports in the Upper Midwest, serving over 36 million passengers annually. MSP operates multiple parking facilities and regularly runs promotions to drive advance purchases during high-traffic travel periods.

### The Challenge

Peak travel seasons — holidays, spring break, summer — create predictable surges in airport parking demand. MSP wanted to drive advance parking purchases ahead of a high-traffic period, promoting a \$7/day parking deal to fill capacity and capture revenue before travelers defaulted to ride-shares or off-site alternatives.

The challenge wasn't awareness — people know MSP has parking. The challenge was conversion: getting travelers to commit to a purchase in advance rather than deciding day-of. With a modest \$1,000 budget, every dollar needed to drive measurable action, not just impressions.

### The Approach

The campaign ran on Facebook and Instagram over a 30-day window timed to the peak travel period. The strategy was built for conversions, not vanity metrics.

**Conversion-optimized campaign structure.** The campaign was set up to optimize for purchases from the start — not traffic, not engagement, not link clicks. This told Meta's algorithm exactly what outcome mattered, letting it find the people most likely to buy rather than just browse.

**Targeted audience strategy.** Audiences were built around travelers with upcoming trips, frequent flyers in the MSP metro area, and users who had previously engaged with MSP's digital properties. Layered targeting ensured the ads reached people with real intent — not just anyone who lives near an airport.

**Clear, direct creative.** The ad creative led with the offer — \$7/day parking — and made the path to purchase as short as possible. No brand storytelling, no elaborate funnels. Just the deal, the value, and a direct link to book. When you're spending \$1,000, you don't have room for awareness plays.

## The Results

In 30 days on a \$1,000 budget, the campaign delivered:

- **1,052 parking purchases** — over a thousand advance bookings driven directly by the campaign

*Each purchase tied to a \$7/day minimum transaction*

- **\$0.95 cost per purchase** — under a dollar to acquire each paying customer

*Exceptional efficiency for a direct-purchase campaign*

- **7:1+ return on ad spend** — at minimum \$7,364 in revenue from a \$1,000 investment

*Conservative estimate based on single-day bookings; multi-day stays push this significantly higher*

## The Math

|                            | Campaign Results |
|----------------------------|------------------|
| Ad Spend                   | \$1,000          |
| Purchases                  | 1,052            |
| Cost Per Purchase          | \$0.95           |
| Min. Revenue (\$7 x 1,052) | \$7,364+         |

|      |      |
|------|------|
| ROAS | 7:1+ |
|------|------|

*Note: ROAS is calculated conservatively using the \$7/day minimum. Many travelers book multi-day parking, meaning actual revenue — and actual return — was likely significantly higher.*

## Why It Worked

A \$1,000 budget doesn't leave room for guesswork. This campaign worked because every decision — from campaign objective to creative to audience — was oriented around a single outcome: purchases. Not clicks, not impressions, not reach.

Too many paid media campaigns start with awareness objectives and hope conversions follow. This one started at the bottom of the funnel and let the algorithm do what it does best: find buyers. The result was a campaign that paid for itself many times over on a budget most brands would dismiss as a rounding error.

## Key Takeaway

*You don't need a massive budget to drive massive results. You need the right objective, the right audience, and creative that gets out of its own way. When all three align, even \$1,000 can generate a 7x return.*

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## Want paid media that pays for itself?

From airports to law firms to startups — campaigns built for conversions, not vanity metrics. Let's talk about what the right strategy can do for your business.

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