



Driving 3X More Leads & Higher Efficiency With Ads That Click to WhatsApp

Challenge

Darza Resorts relied heavily on offline referrals but struggled with inconsistent digital enquiries, delayed follow-ups, and low-intent leads.

Traditional lead forms created friction, and the team needed a scalable way to engage users instantly across staycations, villas, weddings, and corporate bookings

Solution

Using Meta's Ads Partner Excellence framework, we set up ads that click to WhatsApp across all core resort segments.

A segmented CTWA ecosystem enabled:

- Tailored creatives for each intent cluster
- Instant WhatsApp conversations for faster replies
- WhatsApp labels & routing for clarity and speed
- Improved visibility into lead quality & funnel performance

This approach reduced friction, improved response times, and helped Darza move high-intent prospects directly into booking conversations.

Results

3X

Increase in qualified leads

₹60

Avg. Cost per Conversation

10X

Return on Ad Spend

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

“Ads that click to WhatsApp completely transformed how we generate enquiries and bookings. With instant conversations across rooms, villas, weddings and corporate events, we now engage high-intent leads without delay. The personalised creatives and WhatsApp-first approach tripled our leads and significantly improved conversion speed. This is now our most reliable and scalable revenue engine.”

Preethi Prasath
Managing Director, Darza
Luxury Resorts

