

Zielgruppen-Planer

schema_version: planning_tools.2026-06-11.v1
tool: audience_planner
execution_mode: planning_only
customer_name: Colbec Hospitality Demo
market: Mallorca
objective: booking
monthly_budget_eur: 3000.00
manual_transfer_required: True

Guardrails

- No AI-generated copy, no image ideas, no live Meta writes.
- Planning output is a manual Meta Business Manager transfer template.

- Keine KI-generierte Copy, keine Bildideen und keine Atmosphären-Generierung.
- Kampagnen werden manuell im Meta Business Manager angelegt.
- Keine Live Meta Writes, keine Custom Audience Uploads und keine echten Kundendaten im dev-meta Modus.

Audience Recommendations

- Travel Intent Premium: Mallorca: Destination plus source markets; avoid hyperlocal housing-like filters
age: 25-64
interests: Boutique hotels, Luxury travel, Gastronomy, Design hotels
exclusions: Existing bookers, Staff and agency traffic
split: 56.25%
- Lifestyle Discovery: Mallorca: Relevant travel source markets
age: 25-64
interests: Weekend travel, Fine dining, Architecture, Mediterranean travel
exclusions: Recent website visitors
split: 31.25%
- Warm Intent: Mallorca: Recent site and social engagement only
age: 25-64
interests: broad
exclusions: Recent conversions
split: 12.50%