

Case Study: Boosting Return With Revamped PPC Campaign

Client Profile

A waterfront, 4-star independent inn on the shore of Geneva Lake in Wisconsin that offers panoramic views of the lake from rooms and an award-winning restaurant on site.

Recognized by Milwaukee Magazine as one of the 50 best wedding venues, the scenic inn is ideal for hosting weddings as well as meetings and events.

Nearby golf courses, public beaches, cross country trails, area attractions, and plentiful outdoor activities such as water sports and snow sports make this inn a highly sought-after destination all year round.

Client Goal

The property had been running pay-per-click (PPC) campaigns since April 2016.

Since their click through rates (CTR) were declining, their cost per click (CPC) was increasing, and their return on investment (ROI) was falling flat, they came to Vizergy for a revamped strategy.

Strategy

After analyzing the inn's PPC strategy, we found they were casting a broad net with their search keywords which can stretch a budget thin and waste impressions.

We reviewed the data and narrowed down the keyword list to those with the most lifetime impressions. A healthy ad group should contain a maximum of 15-20 keywords.

Tactics

- Eliminate duplicated keywords
- Identify keywords with best performance
- Implement leaner strategy with highest performing keyword terms

Campaign Results

After running the new and improved PPC campaign with more strategic keywords, the inn saw the below results **after only two weeks!**



10:1 ROI
Return On Investment

