

Paid advertising (PPC) Case study

Client: Dolce Vita Villa (www.DolceVitaVillas.com)

Business: Client is in tourism business and provides villas and apartments for rental in all major tourist destinations of Italy

Targeted search engine: Google, US and Europe

Challenge: Client was not getting enough enquiries through PPC campaign and cost of conversion was also quite high.

Goals: Reduce cost of conversion and improve RoI for PPC campaign.

Starting date: January 2011.

Initial status:

June 2010 - December 2010:

44236	1.10%	\$43,097.00	165	\$261.00	0.37
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Our approach:

The issue with the campaign was lack of optimization. Ankit analyzed the previous data of campaign and took following steps to optimize the campaign:

- Creating separate campaign for each location and targeted country.
- Building highly themed ad groups and creating separate ad groups for villas and apartments.
- Eliminating all those countries which were not giving conversions from last 6 months.
- Deleting the non-performing, generic and low CTR keywords and focusing on relevant and seasonable keywords.
- Creating high call to action ads copies.
- Optimizing the landing page.

Transitional status of campaign:

After taking over the project he brought down to cost of conversion by around \$80 within first 2 months itself with more number of leads and better conversion rate.

January 2011 – March 2011:

15,736	1.92%	\$19,690.00	105	\$187.00	0.67
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Over next 3 months cost per conversion and conversion rate further improved.

January 2011 – August 2011:

34,684	1.72%	\$42,614.00	136	\$180.00	0.68
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Summary

Ankit achieved a lot better cost per conversion for the client as promised and improved its conversion rate to provide better RoI.