Case Study for a

Bus Rental Industry

Challenge

The main challenge of the account was to increase Conversions and to lower down the Cost per conversion.

Client Problems Earlier

- Spending More With Less Conversions
- Complaints Regarding Optimization

Reason For Low Performance Observed By Us

- Keywords not mentioned in all match types
- No proper forms available on the current website
- Inappropriate budget allocation

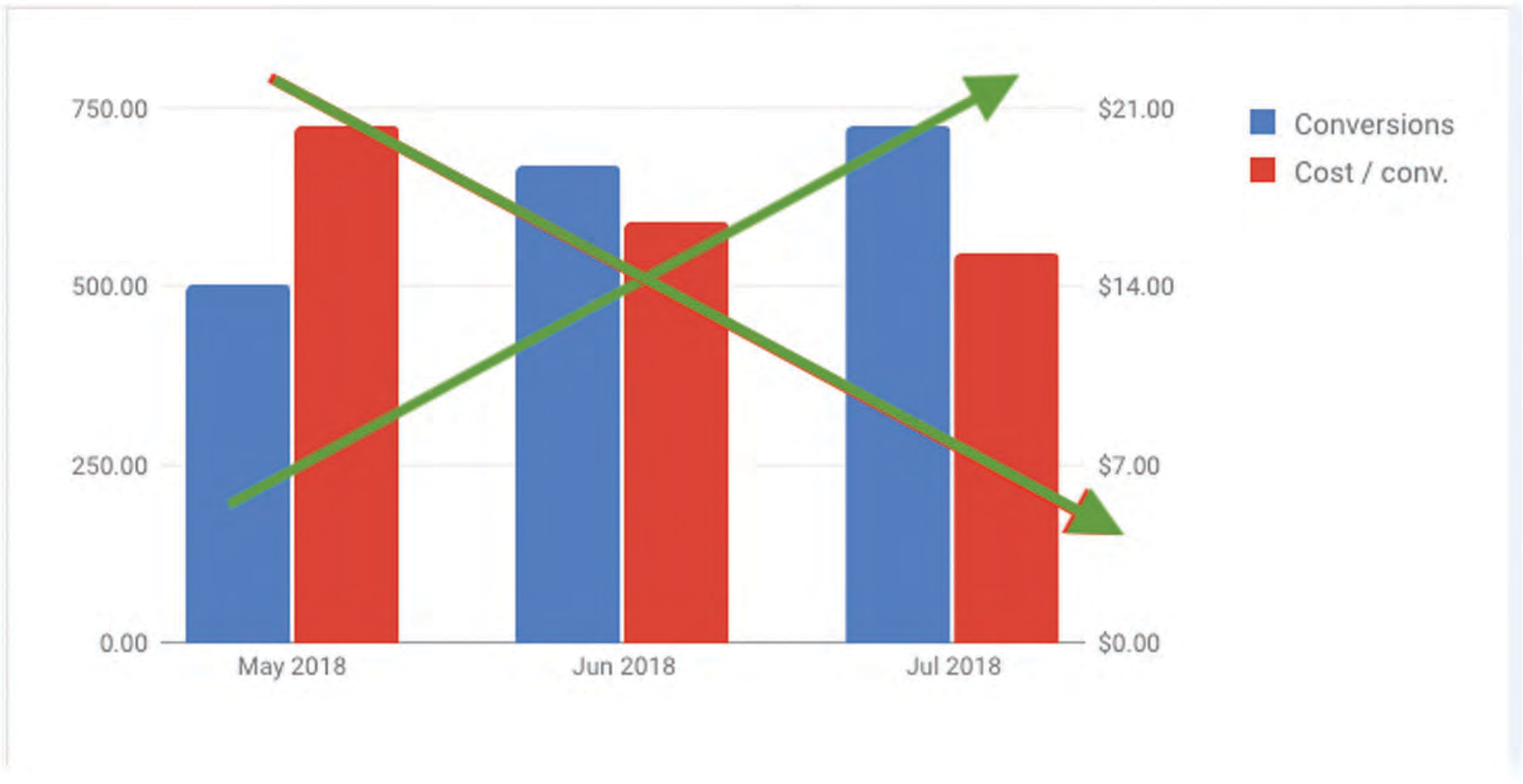
Solution & Process

Followed By Us

Started will allocation of landing page. We took over the campaigns, we started testing a few Ads with different Headline & Description. These new ads performed much better than the old ads. This helped us increase click through rates (CTR) and decrease the cost per conversion. Below are few more strategies we applied on the campaigns.

Steps taken -

1. Added more broad keywords
2. Allocation of budget to the best performing campaign
3. Increase the bid for Targeted Location
4. Build a new landing page according to PPC perspective

Results

Over a period of time we noticed an increase in Conversions with a decrease in Cost/Conversion.