CASE STUDY: HOSPITALITY

A hospitality client in the Central Coast
Revenue increased 22% during peak and 41% during need/off periods year-over-year.

+22%
Attributed Revenue
Peak Season
YoY

+41%
Attributed Revenue
Off/Need Season
YoY

6.7×
Return on Ad Spend
YoY
Up from 4.5×

The Problem

Declining revenue during peak & need/off periods forced our client to reduce prices and offer third-party seller incentives.

What We Found—And Did

Third-party aggregators were outbidding our client on key branded and nonbranded keywords. We rebuilt their keyword lists and ad copy, implementing automated bid adjustments and CPA-based bidding.

Results

- Optimization reduced CPCs on branded keywords by 43%.
- Increased revenue during peak season pushed total YoY positive.
- Excess budget was reallocated to additional media channels.

What This Means for You

- Greater revenue regardless of seasonality
- Increased sales volume.
- More opportunities for targeting new customers
- Additional budget for other advertising channels.

Methodology:
Third-party advertising tracking pixels in conjunction with client revenue reporting.

Book a 15 Minute Consultation:
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