

# Off-Piste

FULL STACK WEB REBUILD WITH  
ADS + GA4

# Key metrics

2.9%

Click-to-sale rate  
→ Optimised booking flow improved conversion efficiency.

42%

Increase in new customer acquisition  
→ Google Ads drove high-intent traffic at scale

18%

Year-on-year growth in online sales  
→ Data-led refinements kept results compounding.

3y

Highest bookings month achieved  
→ June marked best online performance in 3 years.

These metrics show the measurable impact of our full-funnel strategy for Off-Piste. By rebuilding the website for conversions, launching high-intent Google Ads, and refining the funnel with GA4, the business turned data into growth, achieving their strongest sales results in years.

# Design

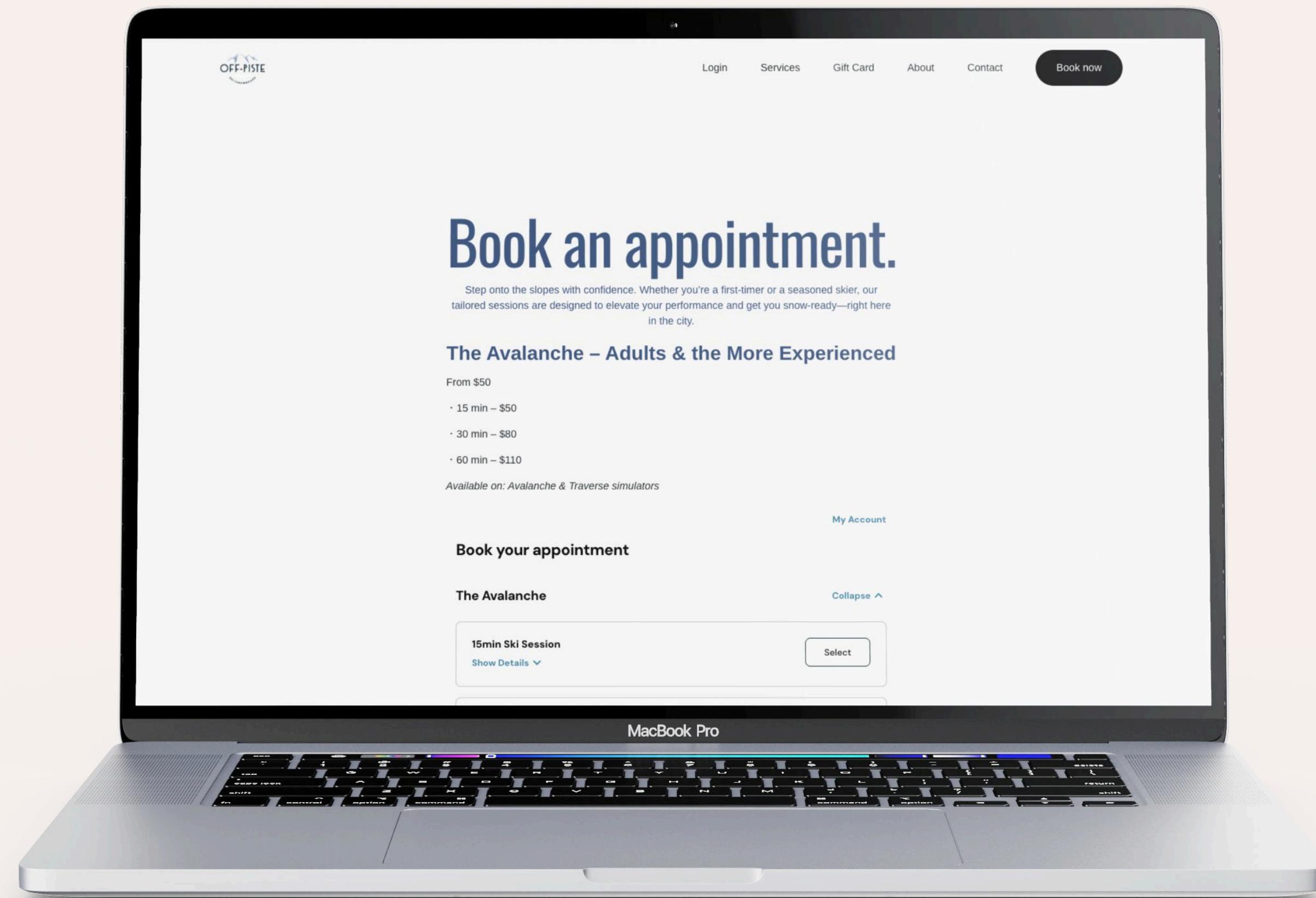
We rebuilt Off-Piste's website with a clear focus on conversion-first design.

The old site buried calls-to-action and created friction in the booking flow.

Our redesign streamlined the journey, guiding visitors quickly from interest to booking.

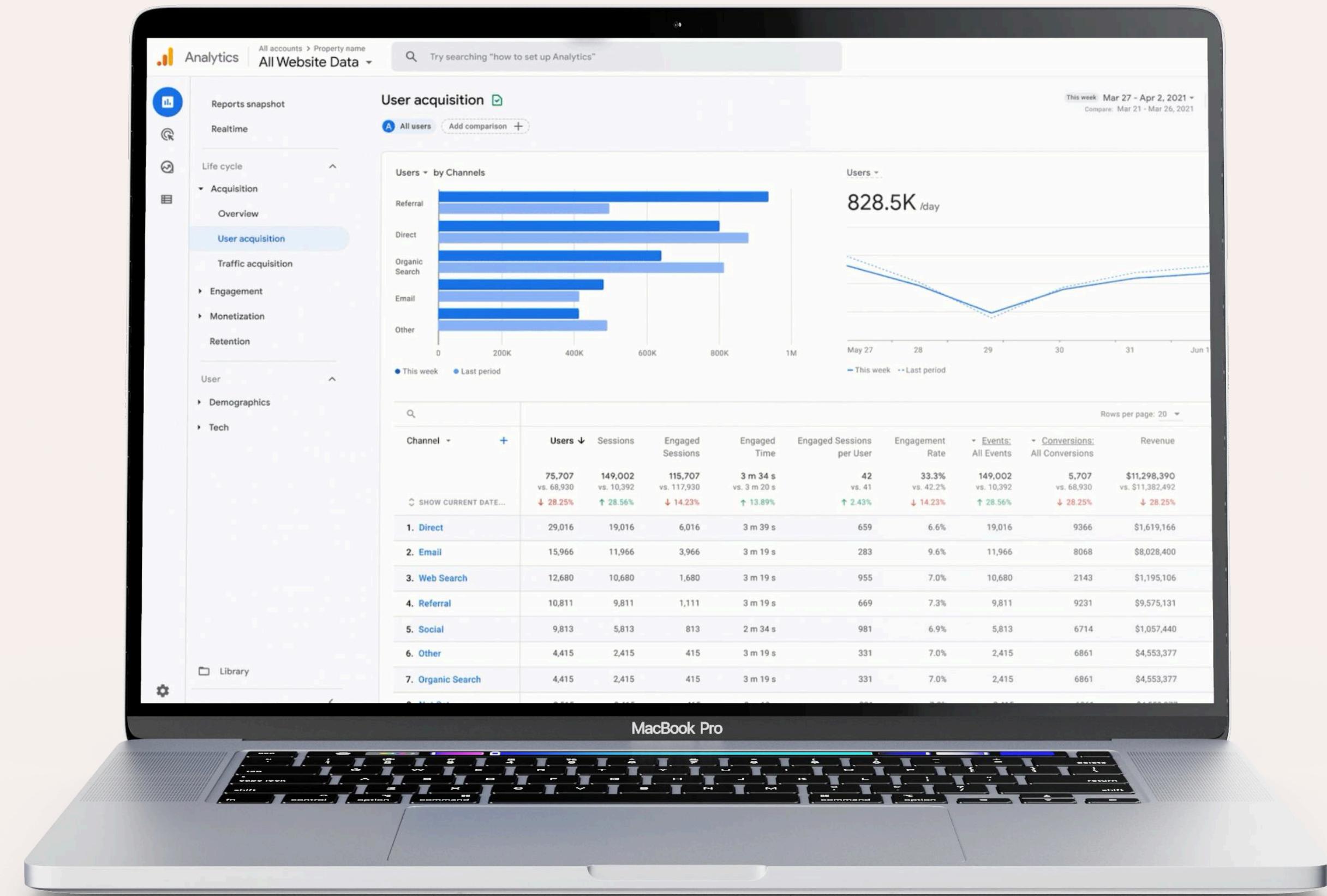
Key improvements included:

- Simplified booking flow with clear “Book Now” buttons at key points
- Optimised mobile experience for ease of use on any device
- Faster navigation with reduced drop-off rates identified via Hotjar & GA4
- Clean, performance-focused structure built to scale



# ADS

This campaign was designed to capture high-intent customers searching for ski and snowboard training in Sydney. Instead of broad targeting, we focused tightly on keywords like “indoor ski Sydney” and “ski training near me,” ensuring ads reached people ready to book. Each ad group was paired with matching landing pages, keeping message alignment strong and reducing drop-offs. This not only drove over 1,500 clicks but also maintained engagement rates above 95%, while keeping cost-per-sale low. By building the funnel around intent and relevance, the ads didn’t just deliver traffic, they delivered customers.



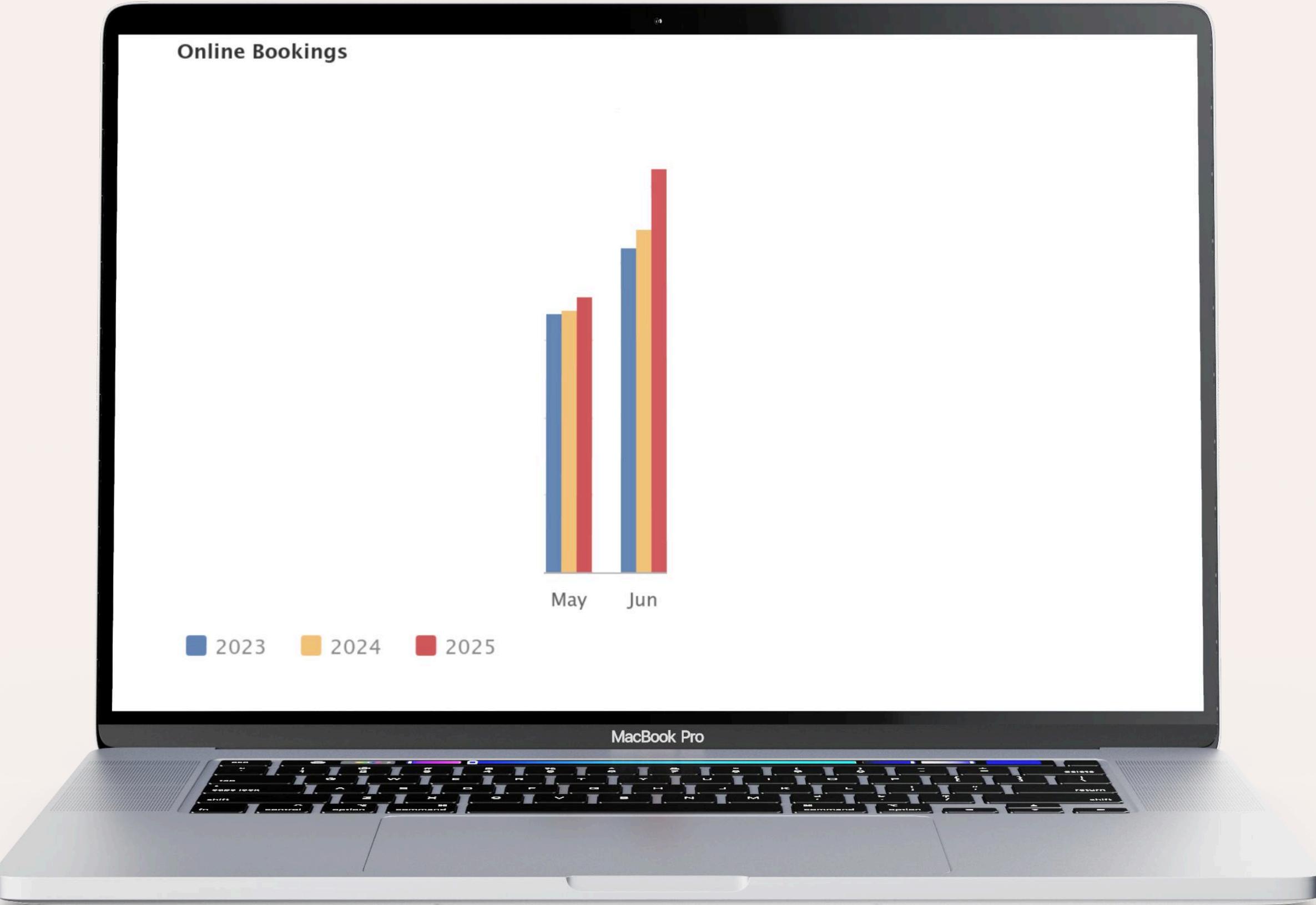
# Sales

We used GA4 and Hotjar to refine the funnel in real time, turning the website into a performance engine. Instead of guessing, every improvement was backed by data on how visitors behaved across the booking journey.

## Key optimisations included:

- Funnel tracking to measure ad click → booking completion
- Heatmaps and scroll depth analysis to uncover drop-offs
- Event tracking for button clicks, form starts, and engagement
- Iterative design tweaks driven by real user behaviour
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This approach transformed analytics into action, compounding results month after month. **With June marking Off-Piste's strongest bookings in 3 years.**



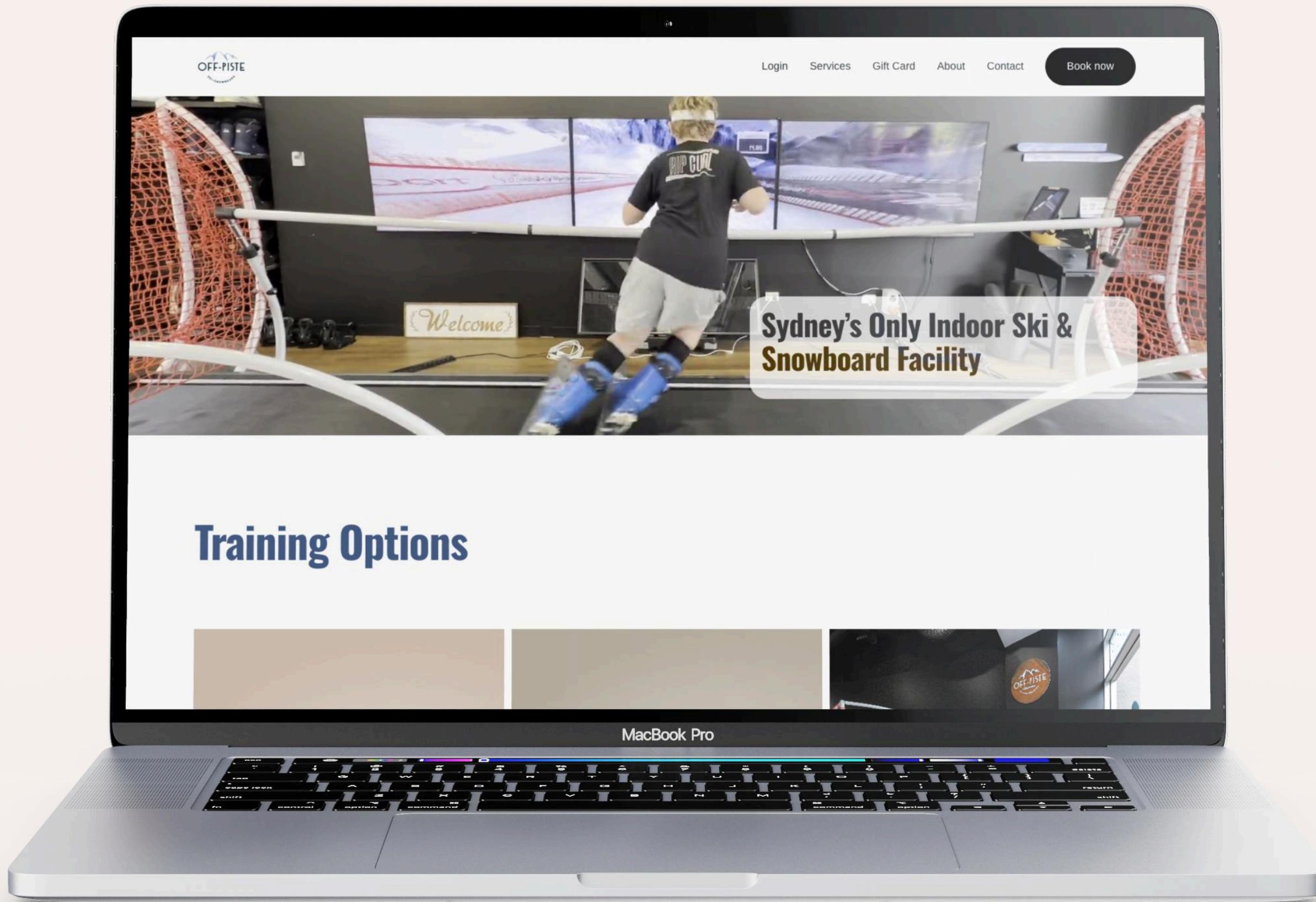
# Final results

Off-Piste came out of the project with more than just a new website they now have a scalable growth system. The combination of conversion-first design, high-intent Google Ads, and continuous optimisation delivered measurable, lasting impact.

## Highlights included:

- 2.9% click-to-sale conversion rate
- 42% increase in new customer acquisition
- 18% year-on-year growth in online sales
- Strongest month of bookings in 3 years

This foundation ensures Off-Piste can continue growing with data-driven confidence, turning marketing into a repeatable performance engine.



# 6 Insights or Principles You Need to Know

## 01 CONVERSION-FIRST DESIGN

Simplifying the booking flow lifted conversion rates and cut drop-offs.

## 02 MOBILE MATTERS

Optimised mobile layouts captured on-the-go customers who make fast decisions.

## 03 INTENT WINS

Targeting high-intent keywords brought in quality traffic ready to book.

## 04 DATA REFINES STRATEGY

GA4 + Hotjar insights drove continuous optimisation based on real behaviour.

## 05 ADS + SITE

Landing pages matched ad messaging, keeping engagement rates above 95%.

## 06 ITERATION COMPOUNDS

Small, data-driven tweaks stacked up to record bookings in 3 years.

# THREE OF OUR STRATEGIES

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## FIRST, WE REBUILT THE WEBSITE FOR CONVERSIONS

We simplified the booking flow, added clear CTAs, and optimised mobile layouts — removing friction that stopped customers from booking.

## THEN, WE LAUNCHED HIGH- INTENT GOOGLE ADS

Targeting searches like “indoor ski Sydney” ensured traffic was qualified and ready to convert, driving over 1,500 clicks with 95% engagement rates.

## FINALLY, WE OPTIMISED WITH DATA

GA4 and Hotjar insights highlighted drop-offs and behaviours, guiding continuous refinements that compounded results and led to the best bookings month in 3 years.