

# Case Study for a Event Planners 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 Almost No Conversions
- Complaints Regarding Optimization

### Reason For Low Performance Observed By Us

- Inadequate budget
- No Ad Extension
- No Call Tracking

## Solution & Process

### Followed By Us

We planned a campaign strategy that included dynamic text adverts for when the initial search is performed and also combined this with a number of remarketing campaigns that re-engaged with the customer using the Google Display Network.

We set up conversion tracking in AdWords to track contact form submissions and used a Google forwarding number to track their calls. We then used Google Analytics to monitor users that visited the contact page and their onsite activity.

### Steps taken -

1. Adding Remarketing Banners
2. Bid and Optimization
3. Added irrelevant Keywords as Negatives
4. Allocation of budget to Search and Remarketing

## Results

Up-rated drove a +40% increase in enquiries for wedding planning services within the second month and almost 60% in the 3rd month of managing the campaigns.

Google Display & Remarketing conversions increased 16% month on month.

Even the brand awareness was improved.

Month ↓	Conversions ↓	Cost / conv. ↓	Conv. rate ↓
Sep 2018	60.00	\$14.30	11.13%
Aug 2018	42.00	\$21.77	7.89%
Jul 2018	6.00	\$160.69	1.60%