**Drive Exceptional Growth in Revenue for Capture a Trip with a Well Planned Funnel Strategy.**

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**Introduction**

Capture a Trip stands as a premier travel company in India, renowned for over 6 years for crafting unforgettable journeys that unite people and satisfy their thirst for adventure

**Client Objective**

They aimed to boost sales by leveraging impactful performance marketing strategies.



**Strategy and Planning**

Our approach entailed a holistic performance marketing, incorporating a robust funnel strategy to enhance conversion rates. We deployed Meta Engagement Ads, YouTube Video Ads, Email, and WhatsApp Marketing. Additionally, we devised a remarketing campaign to target individuals who had previously interacted with our brand.



**Challenges Faced**

In the initial stages, they grappled with elevated Cost Per Acquisition (CPA) metrics and lacked a structured funnel system. Consequently, their expenditure was dispersed haphazardly, resulting in ineffective allocation of budgetary resources.

**Modus Operandi**

Within a span of just 2 months, we successfully slashed their Cost Per Acquisition (CPA) by an impressive 30%. Our tailored funnel strategy enabled them to pinpoint and prioritise trips, culminating in a remarkable 35% surge in revenue.

**Platform Used**

We leveraged Meta Ads Manager to craft engaging campaigns spanning both Top of the Funnel and Remarketing phases. Complementing this, we executed a YouTube ad initiative through Google Ads. Furthermore, we capitalized on Email Marketing and WhatsApp Marketing channels to deliver personalized messages, driving enhanced conversion rates.

**Metrics and Analytics**

We diligently monitored Key Performance Indicators (KPIs) throughout the campaign. Within two months, notable achievements included a 30% reduction in Cost Per Acquisition (CPA) and an impressive 2500% increase in Return on Investment (ROI)



**Results and Achievements**

Return on Investment - 2500%

**Conclusion**

In summary, Capture a Trip's performance marketing endeavor surpassed client expectations, yielding exceptional outcomes characterized by triple-digit sales escalation and an astonishing 2500% return on investment. These results underscore the effectiveness of our strategic approach.