

Case Study: VRM Looks to Revamp PPC Strategy After Website Update

The Challenge

This client is a vacation rental manager at a popular lake destination on the east coast. With a lot of competition in the area, it is important for the client to be on top of their game, staying up to date with the latest marketing strategies.

In mid-2018, Bizcor was tasked with developing a new website for the client, as well as taking over their PPC account. The idea was that with the combination of an enhanced website alongside a more optimized Google Ads strategy, significant improvements in ROI could be achieved.

The Strategy

While the website was in development, Bizcor began our audit and restructure of the existing Google Ads campaigns. The goal of the restructure was to understand where bookings were coming from, and where spend was being wasted, and eliminate as much of the wasted spend as possible. In addition, we ensured that the account was using all of the latest bid strategies and extensions available.

The rebuilt Google Ads account was launched alongside the new website in early July. With so many changes, we were sure to install a program called Inspectlet, which allows us to watch users sessions to better understand how they are interacting with the site.

Results

The first two months of the new website and new Google Ads account have shown significant improvement over the previous year:

July 7, 2018 – September 6, 2018

Adwords Overview			
Cost \$22,426 ↓ -31%	Clicks 30,075 ↑ 42%	Avg CPC \$0.75 ↓ -52%	CTR 3.02% ↑ 46%
Bookings 114 ↑ 185%	Booking % 0.38% ↑ 100%	Revenue \$170,215 ↑ 132%	Adj. Revenue \$34,043 ↑ 132%
ROI \$1.52 ↑ 237%	Avg Order Value \$1,493 ↓ -19%	Cost Per Booking \$197 ↓ -76%	Bounce Rate 32% ↓ -36%

By eliminating wasted spend, alongside optimizing the account and reducing CPC by over 50%, we were able to spend 31% less than the same 2 month period in 2017. That's a saving of ~\$10,000 in spend over 2 months. Despite the decrease in spend, we received 42% more clicks, 185% more bookings, and 132% more revenue. ROI for the period came out to \$1.52, a 237% increase over the previous year. By targeting higher quality traffic, we were also able to improve bounce rate by 36%. When splitting the months up between month 1 and month 2, it becomes clear how performance is only getting better:

July 7, 2018 – August 6, 2018

Adwords Overview			
Cost \$13,707 ↑ 26%	Clicks 18,395 ↑ 85%	Avg CPC \$0.75 ↓ -32%	CTR 2.09% ↓ -9%
Bookings 52 ↑ 300%	Booking % 0.28% ↑ 117%	Revenue \$85,578 ↑ 236%	Adj. Revenue \$17,116 ↑ 236%
ROI \$1.25 ↑ 167%	Avg Order Value \$1,646 ↓ -16%	Cost Per Booking \$264 ↓ -69%	Bounce Rate 33% ↑ N/A

Whereas month 1 saw significant improvements over the previous year, with a 167% improvement in ROI, 69% decrease in Cost Per Booking and 32% decrease in Cost Per Click, month 2 really took it to the next level. We were able to make continued optimizations to the website, as well as continue to make the Google Ads account run more efficiently.

August 7, 2018 – September 6, 2018

Adwords Overview			
Cost \$8,719 ↓ -60%	Clicks 11,680 ↑ 5%	Avg CPC \$0.75 ↓ -62%	CTR 10.20% ↑ 439%
Bookings 62 ↑ 130%	Booking % 0.53% ↑ 119%	Revenue \$84,637 ↑ 77%	Adj. Revenue \$16,927 ↑ 77%
ROI \$1.94 ↑ 339%	Avg Order Value \$1,365 ↓ -23%	Cost Per Booking \$141 ↓ -82%	Bounce Rate 31% ↓ -69%

Month 2 saw a 60% decrease in spend over last year, yet saw 130% more bookings, 77% more revenue and a 339% higher ROI. Bounce Rate and Cost Per Booking continued to decrease, and Booking % continued to increase.

Why It Worked

This client was able to achieve success thanks to a number of factors. The new website developed by Bizcor was focused on getting users to the booking process, and the addition of Inspectlet allowed us to determine where users were dropping off the site, and make the appropriate changes to keep them from dropping off in the future.

In addition, a more organized and optimized Google Ads account allowed us to react quickly to incoming data, and make improvements on the fly. This is evident in the substantial improvements that were seen between month 1 and month 2 of the new website and account.