

# Google Ads

# CASE STUDY

## PROJECT DETAILS

### **Picture Perfect Adventures**

Book Horseback riding and Book  
ATV Riding in Ellijay, Georgia, USA

**Goal: Lead Generation - Riding  
Tours Bookings**





## | About Picture Perfect Adventures

[Picture Perfect Adventures](#) provides [horseback riding](#) service and also some outdoor activities, like [ATV trail rides](#), special romantic sunset horseback rides picnics, an up-and-coming wedding lodge, and much more. They are a local company located in Ellijay, GA.

### *What Results have we Delivered?*

Conversions

**350+**

Conversion Value

**\$250+**

Phone Calls

**40+**

## | Campaign Goal

The goal of the Google Ads campaign was to raise brand awareness among the local audiences and nurture them toward conversion as a Marketing Qualified Lead. Specific audience type - local prospects of Georgia (Gilmer County, Murray County, and Fannin County), USA. The challenge was to generate bookings at a LOW cost per conversion.

## | Execution

- We tested full-funnel marketing campaigns:
  - Top funnel: Served brand awareness and service education content to a broad audience
  - **Mid & bottom**-funnel: A planned actionable strategy to target specific audiences & capture leads.
- Implemented keywords-based search campaigns and smart campaigns to target traffic specifically looking for similar services. We tested highly relevant action-based keywords to generate quality leads.
- We tested different types of advertising content to increase engagement and get bookings.
- We measured the performance of the campaigns and managed it at the core level to get quality results.
- Additionally, we analyzed & optimized the landing pages to get better results from the ad campaigns.



## | Success Factor

- Increased brand awareness by displaying ads to a large audience which helped us to increase their visibility and reach new customers as well.
- Increased the number of Leads by driving relevant local traffic to the landing pages. We received a good number of **direct bookings and phone calls** for more information.
- Local businesses use Google Ads to drive foot traffic to their physical locations, hence we were able to drive quality leads which helped them increase their ultimate revenue.

### Monthly Performance Stats: October 2022 to December 2022

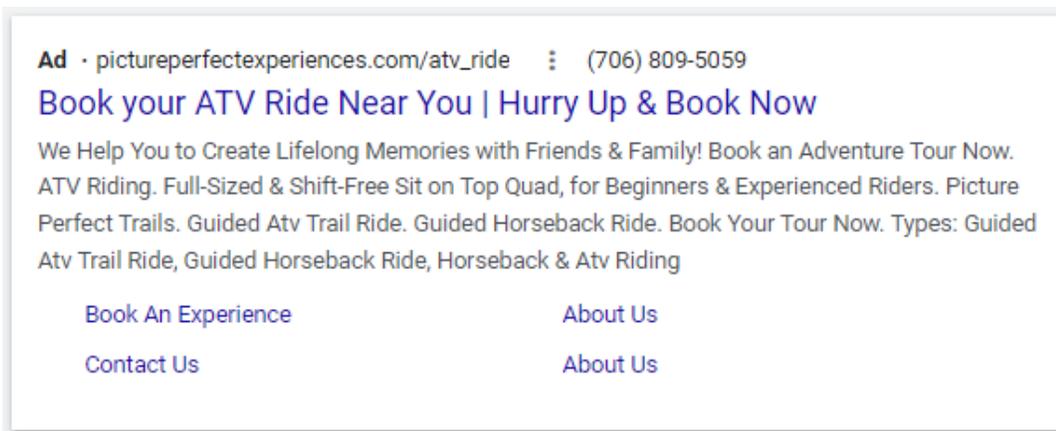
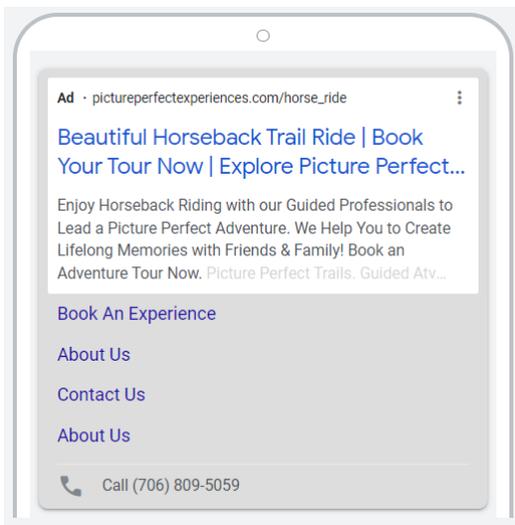
Custom 14 Oct - 12 Dec 2022 < > Show last 30 days

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Campaign	Campaign type	Clicks	Impr.	Avg. cost	CTR	Conversions	Phone calls	Cost / conv.	↓ Cost	Value / all conv.	Conv. value	Conv. rate	Avg. CPC
Atv Trail & Horseback Riding - Search - ST	Search	807	6,392	US\$2.07	12.63%	142.50	25	US\$11.70	US\$1,667.68	0.26	8.00	17.66%	US\$2.07
Q4 2022		807	6,392	US\$2.07	12.63%	142.50	25	US\$11.70	US\$1,667.68	0.26	8.00	17.66%	US\$2.07
Horseback & Atv Riding - Smart - ST	Smart	1,842	49,513	US\$0.37	3.72%	248.50	15	US\$2.72	US\$674.93	1.00	247.00	13.49%	US\$0.37
Q4 2022		1,842	49,513	US\$0.37	3.72%	248.50	15	US\$2.72	US\$674.93	1.00	247.00	13.49%	US\$0.37
Total: Filtered campaigns		2,649	55,905	US\$0.88	4.74%	391.00	40	US\$5.99	US\$2,342.61	0.76	255.00	14.76%	US\$0.88
Total: Account		2,649	55,905	US\$0.88	4.74%	391.00	40	US\$5.99	US\$2,342.61	0.76	255.00	14.76%	US\$0.88

### Responsive Search Ad (mobile view & desktop view)





## Keyword Performance

<https://docs.google.com/spreadsheets/d/10SUxYSIg318OzCqkc7myABaqviu02vI3/edit?usp=sharing&oid=115658994176706279678&rtpof=true&sd=true>

## Monthly Performance Reports

October

[https://drive.google.com/file/d/10TpRIMFAX0qAfBI2ShrMBuZVXBmwDela/view?usp=share\\_link](https://drive.google.com/file/d/10TpRIMFAX0qAfBI2ShrMBuZVXBmwDela/view?usp=share_link)

November

[https://drive.google.com/file/d/10WdG2GR4Lj3wDIJXdLV-N81l8kawlkXg/view?usp=share\\_link](https://drive.google.com/file/d/10WdG2GR4Lj3wDIJXdLV-N81l8kawlkXg/view?usp=share_link)