

# **“TravelrDestiny”** Case Study

4 Lakh Rupees Business Profit in the first 6 Months of Google Ads Service

**-Sales have increased by 24% with a Conversion Rate of 4.01%**

# About The Client

Travelrdestiny.com is a travelling agency in delhi. They provide holiday services like holiday packages, honeymoon packages, family trip packages to Andaman & kerala destinations.

The founder Ms. Srujana Singh has reachout to us with the following challenges:

Currently they are using SEO services and fb ads. As its new website SEO is time taking and they are not getting leads on regularly and facebook ads leads not qualified enough for the client to convert them as sale. Also, they are also looking increase their brand reach. Currently they are not targeting the site visited audience.

# Challenges Deep-Dive

## Challenge 1

### Increase conversions

- Not getting leads on daily basis
- Missing the opportunity to target on Google Search

## Challenge 2

### Lack of Branding

- Lack of branding as its recently established

## Challenge 3

### Tracking & Remarketing

- Not targeting website visited traffic
- Conversions are not being tracked

# Plan of Action

After understanding the client problems, we've come up with below solution plan.

## 1). Two Google Search Campaigns (Andaman campaign, Kerala campaign)

Who are searching keywords like holiday package, honeymoon packages on Google Search. (Found ~350 relevant keywords for the client business)

## 2). One Google Display Campaign

Who are interested in planning Holidays (It increases your brand value in the Traveling Industry)

## 3). One Remarketing Campaign

Who has visited the client website but not converted as customers (There is high chance to convert them as customer as they know your brand)

## 4). Conversions Tracking

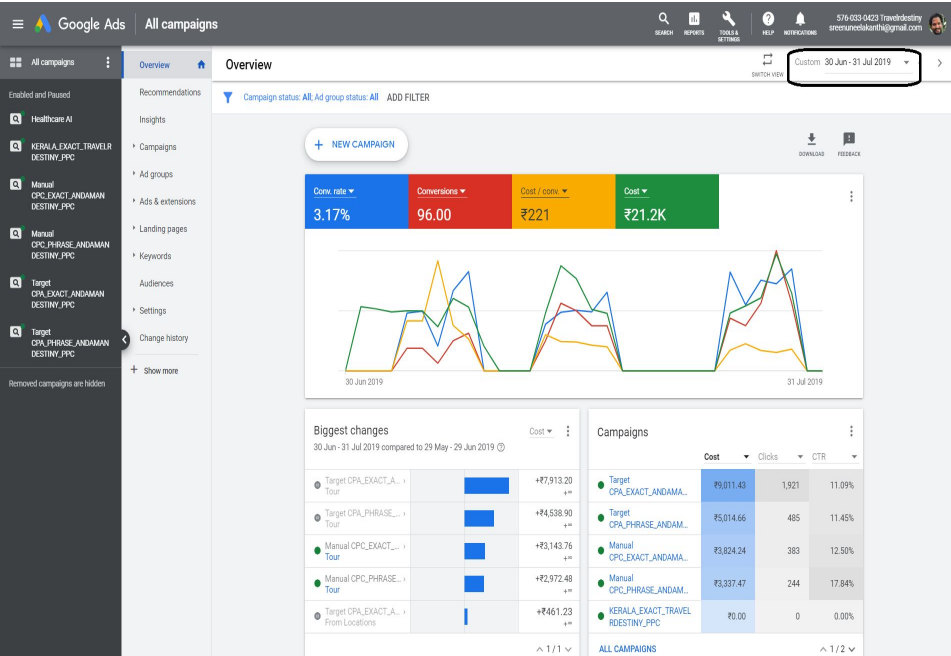
I've enabled conversion tracking to track leads on the client website. I've enabled a remarketing tag on the site to target the site visited audience.

# First Month Budget Plan

We requested the client to spend at least 30k to 50k for the better campaign results. But the client agreed to a budget of 20k only for the first month. So here is how I planned for them:

<b>Fist Month Budget Plan</b>	<b>₹20,000.00</b>
Kerala Search Campaign	₹7,000.00
Andaman Search Campaign	₹7,000.00
Remarketing Campaign	₹5,000.00
Display Campaign	₹1,000.00

# FIRST MONTH RESULTS



First month Account Ad Spend is ₹21K.

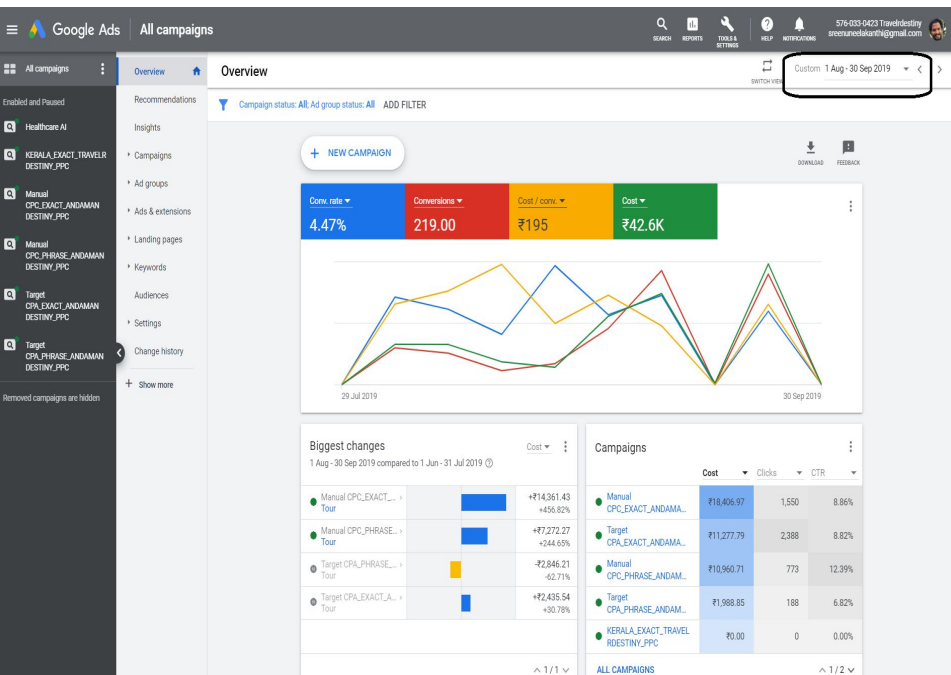
The Client has received 3,000 clicks and 96 qualified leads with a conversion rate of 3.17%.

Out of 96 leads, only 24 leads converted to sales by booking the holiday package. For the client, one sale value is around ₹3K for one holiday booking.

For the first month, Client had a profit of ₹30K.

**Leads - 96**  
**Sales - 24**  
**Revenue - ₹51K**  
**Ad Spend - ₹21K**

# 2nd & 3rd MONTHS RESULTS



For 2nd & 3rd month, The Account Ad Spend is ₹43K.

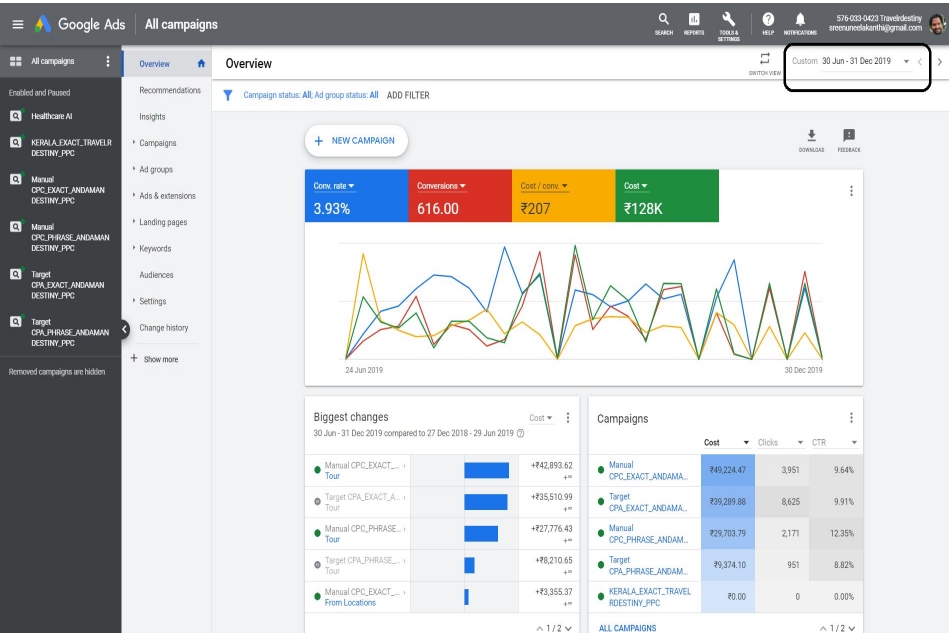
The Client has received 6,400 clicks and 219 qualified leads with a conversion rate of 4.47%.

Out of 219 leads, only 56 leads converted to sales by booking the holiday package. For the client, one sale value is around ₹3K for one holiday booking.

For the two months, Client had a profit of ₹128K.

**Leads - 219**  
**Sales - 56**  
**Revenue - ₹168K**  
**Ad Spend - ₹43K**

# FIRST 6 MONTHS RESULTS



For the six months, The Account Ad Spend is ₹128K.

The Client has received 31K clicks and 616 qualified leads with a conversion rate of 3.93%.

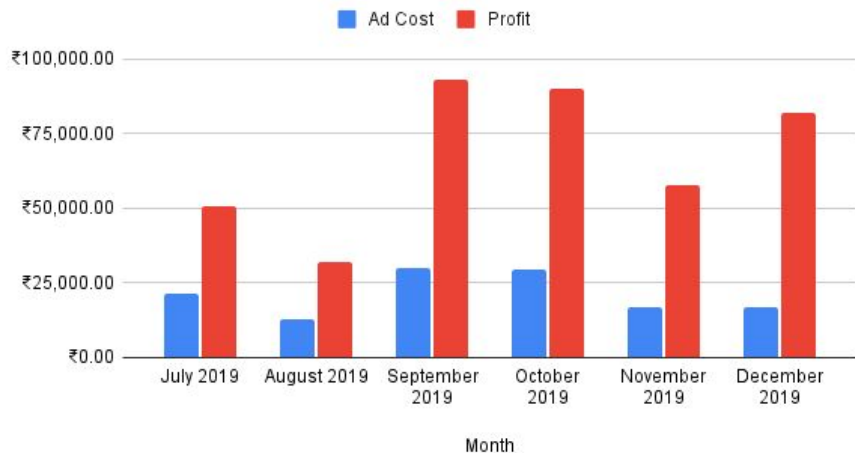
Out of 616 leads, only 178 leads converted to sales by booking the holiday package. For the client, one sale value is around ₹3K for one holiday booking.

For the six months, Client had a profit of ₹406K.

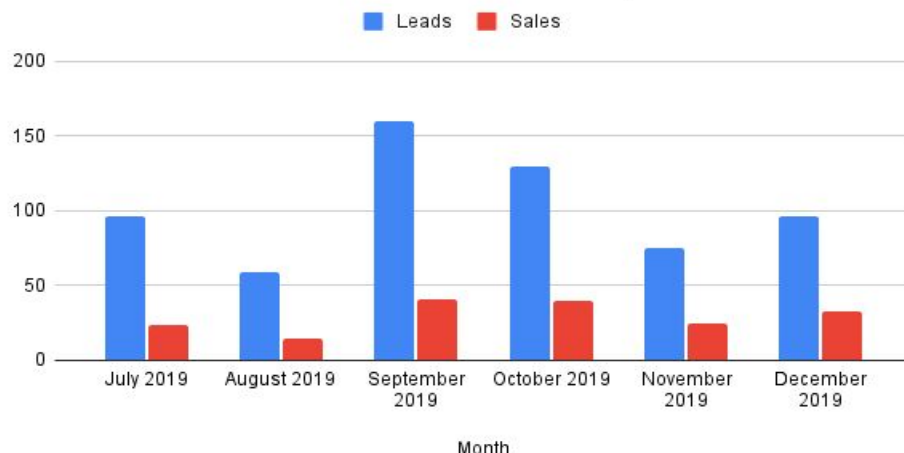
**Leads - 616**  
**Sales - 178**  
**Revenue - ₹534K**  
**Ad Spend - ₹128K**



### Ad Cost & Profit Performance By Month



### Leads & Sales Performance By Month



Month	Ad Account Metrics			Client Business Results		
	Click	Leads	Sales	Revenue	Ad Cost	Profit
July 2019	3,000	96	24	₹72,000.00	₹21,200.00	₹50,800.00
August 2019	1,300	59	15	₹45,000.00	₹12,800.00	₹32,200.00
September 2019	3,600	160	41	₹123,000.00	₹29,800.00	₹93,200.00
October 2019	3,610	130	40	₹120,000.00	₹29,700.00	₹90,300.00
November 2019	1,940	75	25	₹75,000.00	₹17,000.00	₹58,000.00
December 2019	2,200	96	33	₹99,000.00	₹17,000.00	₹82,000.00

***THANK YOU***