



**SEARCH RAIL DIGITAL**  
A DIGITAL MARKETING AGENCY

A PROVEN AND INDUSTRY-LEADING STRATEGY!  
Let's Talk! (888) 591-8205

Statistics Date Range: (April, 2020 - July, 2020)

## THE CHALLENGE

This client aimed to increase its onsite bookings in several areas and attracting new booking interest while still focusing on their main demographic. By emphasizing its range of rentals and pricing to users/visitors, our goal was to strengthen the perceived and actual bond between their rental properties and the difference in satisfaction and pricing they offer from their competitors.

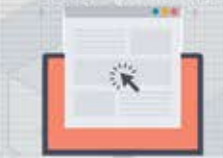
## OUR SOLUTION

The solution in this case was to rebuild most if not all of their Digital Marketing campaign. We simply restructured all areas of their current Adwords Strategy and studied the past data. With the research, data, and new customized strategy we saw instant growth in traffic and bookings.

↑ **72.5%**  
CLICKS



↑ **61%**  
CONV RATE



↑ **60%**  
BOOKINGS



### DATA BEFORE

Clicks: **5,958**  
Booking Inquiries: **707**  
Bookings: **89**  
Conversion Rate: **13.29%**  
Cost Per Click: **\$0.61**  
Cost Per Booking: **\$40.13**

### DATA AFTER

Clicks: **10,279**  
Booking Inquiries: **2,093**  
Bookings: **143**  
Conversion Rate: **21.41%**  
Cost Per Click: **\$0.28**  
Cost Per Booking: **\$20.40**

