

Case Study: Hospitality



About Wedgewood Weddings

Wedgewood Weddings needed assistance from L7 Advertising to implement campaigns to drive a steady pool of monthly leads that would convert to scheduled appointments at one of their 30+ wedding venues.

Goal

Our primary goals were to improve the effectiveness of their ads and increase the conversion rate of website visitors. To do so, we focused on increasing CTRs, quality scores, and conversion rates.

Results

Our team started by optimizing the messaging for their target market to improve relevance scores and ad placement. We implemented unique landing pages for each paid search campaign/medium to ensure we could more accurately track conversions. We also put an effective bid strategy into place so that we established the proper budgets for target keywords.

190%

Increase in Facebook Conversions

25%

Decrease in Facebook Cost Per Link Click

33%

Increase in Bing Conversions

101%

Increase in Google Ads Conversion Rate

20%

Decrease in Google Ads Cost per Conversion

7%

Increase in Return on Bing Ad Spend

*Facebook Metrics are the one year period after L7 Advertising began paid media management (6/4/17 - 6/4/18) compared to the year prior. Google Ads Metrics are the one year period after L7 Advertising began paid media management (6/4/17 - 6/4/18) compared to the year prior. Bing Metrics are for a period of time after L7 Advertising began paid media management (7/4/2017 - 11/4/2017) compared to the year prior.



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