



## Bus Rental SEM Success

A bus rental service was currently utilizing SEM as part of their marketing strategy but needed to optimize what they were doing.

### Challenge

The main challenge of the account was to increase conversions and to lower down the cost per conversion. Like most of customers, they were spending more but with less conversions and spoke of optimization needed.

### Reason for Low Performance

- Keywords not mentioned in all match types
- No proper forms available on the current website
- Inappropriate budget allocation

### Results

Over a period of time we noticed an increase in conversions with a decrease in cost per conversion.

### Solution & Process:

Started with allocation of landing page. We took over the campaigns, we started testing a few Ads with different Headline & Description. These new ads performed much better than the old ads. This helped us increase click through rates (CTR) and decrease the cost per conversion. Below are few more strategies we applied on the campaigns.

1. Added more broad keywords
2. Allocation of budget to the best performing campaign
3. Increase the bid for Targeted Location
4. Build a new landing page according to PPC perspective

