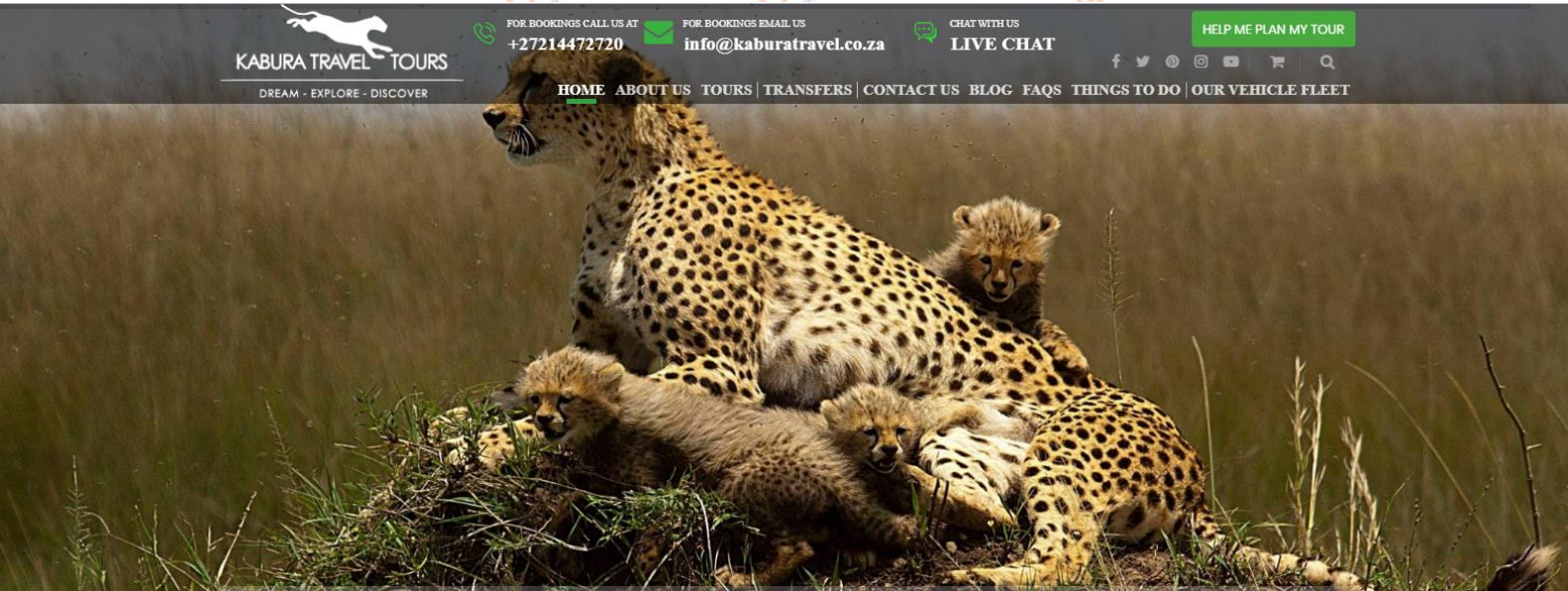


Google AdWords



About Project

Name: - Kabura Travel Tours

Website: - <https://privatetourscapetown.com>

As name says Kabura Travel Tours is a tours booking website. They provide tours service from other countries to Cape Town (South Africa), targeting maximum of countries all around the world. There are many types of tours you can book with online payment option.

Previous Results

we have started working on this project from 8 Aug, 2018
between 1Jan, 2017 – 7Aug, 2018 (1year 7 months)

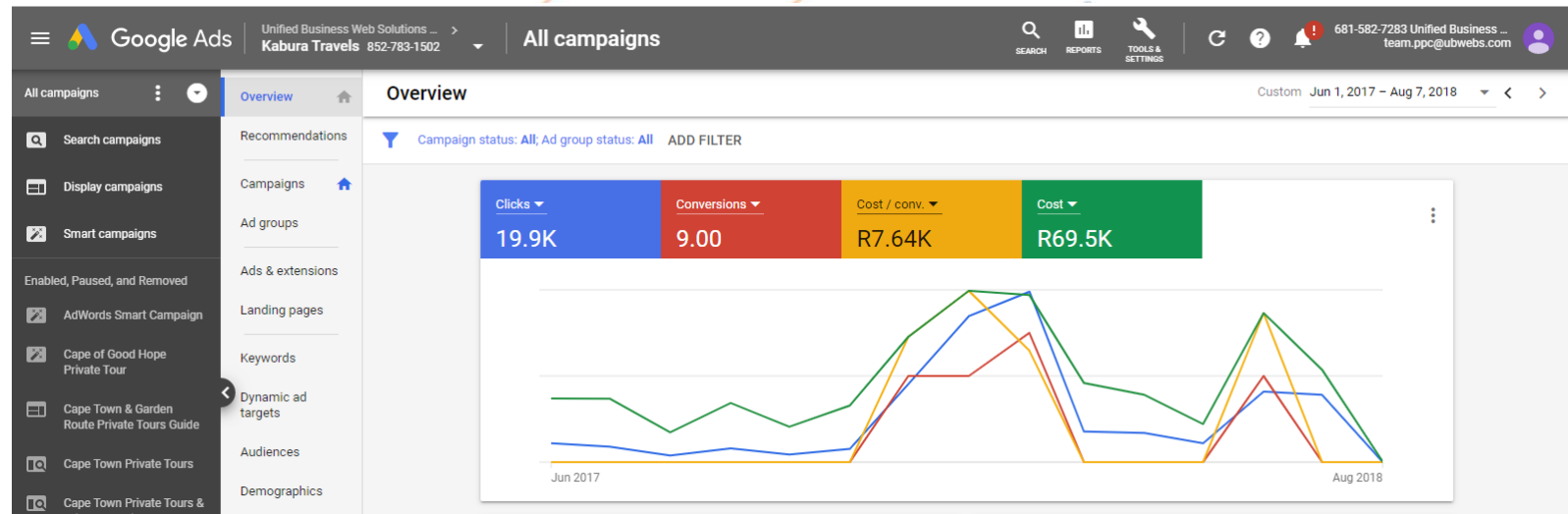
Click – 19953

Conversions – 9 (Tours book)

Cost/Conversion – ZAR 7642 (Cost to get 1 tour book online)

Here is the screenshot of the previous period results

Google AdWords



Challenge

Every tour have a different price according to its service & facility, minimum to maximum price of tours are in between ZAR 1800 – ZAR 75600 (\$121 - \$5093) and average/most tours price is around ZAR 9000.

1. Client needs to get every tour book in under ZAR 600.
2. Increase conversions
3. To manage cost/click as low as possible

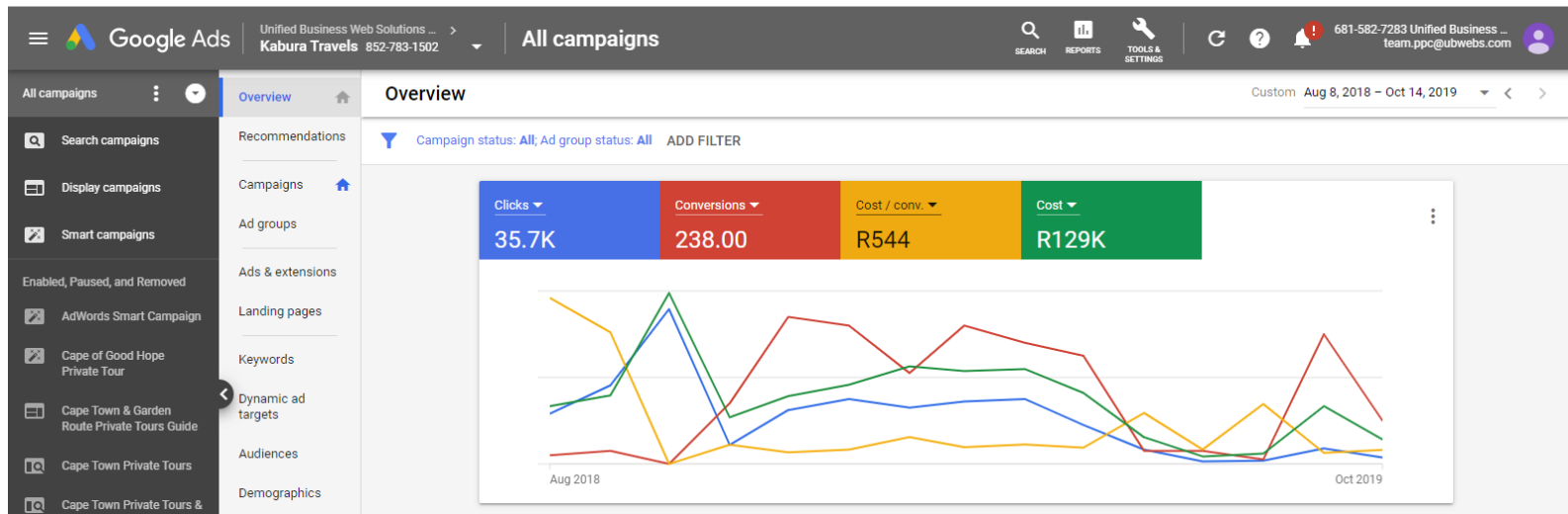
Our Strategy

1. To use only relevant keywords
2. Create different/update existing campaigns according to services and keywords
3. Targeting ads according to keywords (relevancy)
4. Ad-scheduling to run ads at best time
5. Targeting users according to location, Age, Income, Interest, Topic etc.
6. Updating bid-adjustments
7. Creating multiple ads and doing A/B testing
8. Update bidding amount of each & every keyword to get possible number of clicks in less amount

Google AdWords

Results

We have increased the clicks & conversions and decrease the cost/conversion amount with a huge margin.



Here you can see that

Click are increased from 19953 to 35749

Conversions are increased from 9 to 238 (Tours book)

Cost/Conversion is decreased from ZAR 7642 to ZAR 544 (Cost to get 1 tour book online)