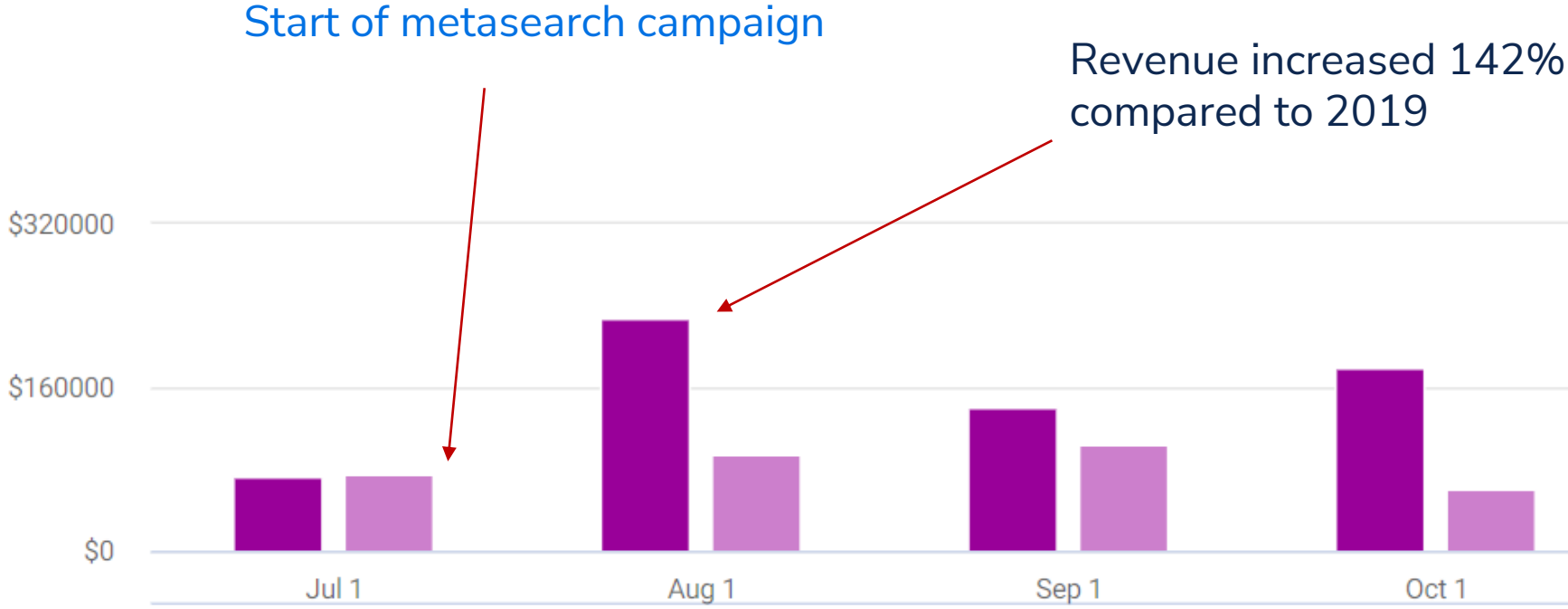


Paid Media: Beach Resort in Southern California



Tactics

1. Added metasearch
2. Budget management
3. Channel strategy
4. Geo-targeting
5. Copy & deals



**47%
YOY Decrease
Ad Spend**



**15% CTR
increased
by 33%
YOY**



**21.9x
ROAS
Increased by
83% YOY**

* Date Range: Jan, 2019 – Dec, 2019 Vs Jan, 2020, - Dec, 2020