

A Daytona resort famous for its scenic beach experience and family vacations in Florida

Engagement rate increased by **136%** using Milestone paid marketing recovery strategies

Challenge

The beach resort wanted to increase website traffic and audience engagement in order to drive a higher number of users to the booking engine while reducing cost per action.

Solution

Milestone approached the challenge by deploying the following key recovery strategies:

- 1. Targeting:** After studying the latest industry trends, geo-location targeting was deployed to attract local audience across Florida zip codes. This helped to increase the conversion rates of website while lowering the cost.
- 2. Ad Copies & Ad Extensions:** Text ad copies were revised with relevant messages; travel times and safety measures increased the CTR. Ad copies and ad extensions were focused on guest safety, which boosted confidence of the travelers.
- 3. Keywords:** New trending keywords were added. "Open hotels," "Safe hotels."
- 4. Device Bid:** Bids were adjusted to make sure that the hotel runs ads on devices which have performed well in the past.

Results

The new normal recorded the following KPIs:



136% increase
in Engagement rate



81% Decrease
in Cost per action



55% Decrease
in Average Cost per Click



+15.2%
in Clickthrough rate