

Paid Media: Luxury Resort Group in North Carolina



24x ROAS

In Jan 2021



69% increased

in Bookings YOY



67% Increased

in Revenue YOY

Tactics

- Brand new campaigns for resort group
- Google Ads
- GTM implementations
- Restructured campaigns for more targeting

Jan 2021	Spend	Bookings	Revenue	ROAS	Search Impression Share
Hotel #1	\$4,648	157	\$136,652	30X	87%
Hotel #2	\$1,586	43	\$38,136	24X	91%