



**A Lake Resort  
in Missouri famous for  
family vacation with  
outdoor recreational  
activities, including  
golf, tennis, and ski  
boats**

**Room bookings  
increased by 73%**

**ROAS increased by  
45% using Milestone  
paid marketing  
recovery strategies**

## Challenge

A lake resort wanted to increase website traffic and audience engagement in order to drive higher number of bookings after relaunching their paid marketing campaign during the new normal pandemic recovery.

## Solution

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

1. **Targeting:** Geo locations targeting was focused to three states based on historical performance. It helped increase website bookings 73% and conversion rate 21%.
2. **Ad Copies & Ad Extensions:** Text ad copies were revised with recovery message and safety measures increasing the CTR. Ad copies and ad extensions were focused on guest safety, which boosted confidence of the audience.
3. **Keywords:** New trending keywords were added: "Open hotels near me," "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:



**73%  
increase**  
in Bookings



**45%  
Increase**  
in ROAS



**12%  
Decrease**  
in Cost per Booking



**+27.6%**  
in Clickthrough rate