


Paid Media: Texas Golf Resort

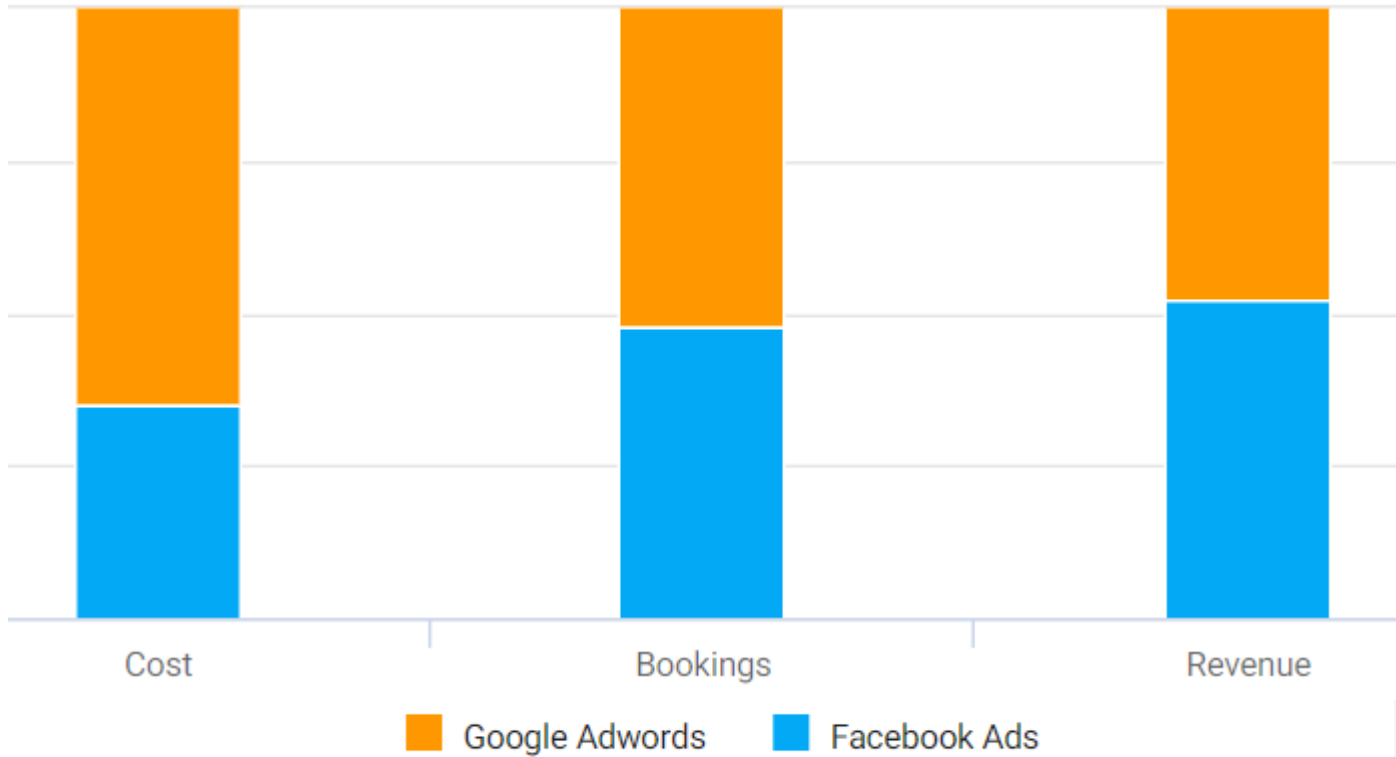
Increases ROAS by 129% YOY and Revenue by 120%YOY using Google Ads & Facebook Ads

 **48% increase**
in revenue from Google Ads

 **359% increase**
in revenue from Facebook Ads

 **147% increase**
in hotel bookings from Facebook Ads

 **125% increase**
in phone calls from Google Ads



Tactics

- 1. **Facebook Ads:** Golf & Leisure campaigns created optimized with the help of detail to target Golf Enthusiasts & Luxury travelers
- 1. **Google Ads:** Brand & In-market campaigns created with Affinity audience to target Golf Enthusiasts & Luxury travelers