



**CASE STUDY**  
**PAID SEARCH**

# Drive Groups and Meetings Business

A client wanted to drive wedding traffic to their website and increase RFP submissions.

## OUR SOLUTION

- 1 Create a cross-device ad strategy to target highly relevant wedding-related searches.
- 2 Used Google's Keyword Planner to find historical search volume trends.

## Results

**1,124**

TOTAL  
SESSIONS

**29**

RFPS  
SUBMITTED

**\$1.30**

AVERAGE  
COST-PER-CLICK

*RETURN ON AD SPEND\**

**\$12.87 : \$1**

*\*Estimated return on ad spend based on if one ~\$20,000 wedding were to result of the 29 RFPs submitted.*