



CASE STUDY  
PAID SEARCH

# Remarketing Done Right

Hotel's remarketing text-ads were driving check rate conversions, but yielding a low Click-Through-Rate (CTR)

## OUR SOLUTION

1

Optimize placement strategy to ensure hotel's ads were only shown on relevant websites

2

Added relevant topic targeting to Remarketing campaign placement strategy

## Results

**+11%**

CHECK RATE  
INCREASE

**-\$0.56**

COST PER  
CONVERSION  
DECREASE

**\$0.72**

COST PER  
CLICK

*RETURN ON AD SPEND\**

**\$12.02 : 1**

*\*Estimated return on ad spend based on Google Analytics tracking*