

<ppc.co/>

Travel Booking Agency SEM Case Study

info@ppc.co

www.ppc.co

Campaign Results.

About Us ↗

This client reached out to us because their campaigns were becoming stale and not generating leads. This was leading to anxiety from their sales team as their reps were waiting for leads to come in, but they were coming in slowly.

And, the client remains pleased with the results:

“Old Sod Travel and Scandinavian Travel are running great. The lead quality is high and our sales people are busy!”

Old Sod Travel - Travel Agency

In the time that we have managed this account, from the date range of Dec 1 '24 - March 6 '25, compared to Dec 1 '23 - March 6 '24, we have nearly doubled the total number of conversions YoY from 585 to 1,028.27. In total, their conversions are up 75.77% YoY.

Their Norway campaign has seen a 163.38% increase in total number of conversions, and their Iceland campaign has seen an increase of 134.48% in total conversions as well.

THANK-YOU

Get In Touch →

Phone: +1 (877) 545-4769

Mail: info@ppc.co