Savmont

CASE STUDY · BUS AND CHARTER SERVICE, ALASKA

Alaska Bus Company

How we went from a signed contract to a fully tracked, converting ad campaign inside one Alaskan season.

ALASKA BUS COMPANY · HOMER, ALASKA

REQUEST A CALL

THE CLIENT

A five-star operator with no engine behind it.

Alaska Bus Company has run scheduled service since 2019 across the Kenai Peninsula, the stretch of southern Alaska below Anchorage.

The product was never the problem. 4.9 across 160 Google reviews, first of nine transport options in Homer on Tripadvisor.

What was missing was everything that turns a good operator into a booked one. No performance marketing, and no way to tie revenue back to spend.

GOOGLE · 4.9

TRIPADVISOR · #1 IN HOMER

THE CHALLENGE

A short season leaves no room to learn slowly.

The Alaskan tourist season runs a few short months, so a campaign that needs a quarter to find its footing has already missed the year.

Bookings also completed inside a third-party reservation platform, which meant revenue could not be traced back to the advertising that produced it.

> *Nothing counts until a booking can be traced back to the ad that made it.*

THE TIMELINE

Eight weeks from signature to a converting campaign.

Contracts closed in April. Everything was built through May.
The rebuilt website and the first conversion ads went live together in June, in time for peak season.

APRIL

Signed

Contracts, platform access, and the developer brought on.

MAY

Built

Website rebuilt, content shot, tracking and creative made ready.

JUNE

Live

The rebuilt website and the first conversion campaigns launched together.

JULY

Scaled

First full month in the numbers, then budget raised on what converted.

Source: Signed Agreement, April 2026 · Meta Ads Manager

THE APPROACH

Five levers, run as one engine.

The website, the content and the tracking all had to be standing before a single dollar went into paid, which is why the whole build ran in one eight-week block.

1

Website

Their site rebuilt around one clear booking path.

2

Content

A full shoot across the route, on the ground and in the air.

3

Tracking

Tag manager, pixel and booking events wired end to end.

4

Paid ads

Built to chase revenue rather than cheap clicks.

5

Organic

A steady presence, kept light while paid works.

THE WEBSITE

The website had to convert before the ads could work.

They already had a site. We rebuilt it around a single question: can a traveler book in one pass, on a phone, without thinking about it.

1. Two competing calls to action became one.
2. Direction toggles on every route page.
3. Trust signals beside the booking button.
4. Mobile rebuilt, where 69% of traffic arrives.

VIEW THE WEBSITE

THE TRACKING

Nothing launched until a booking could be traced to an ad.

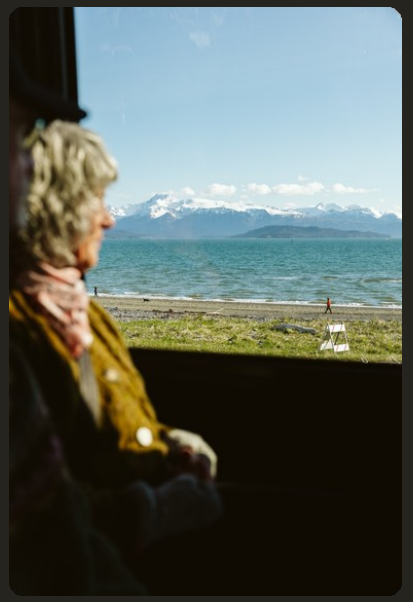
The sale completes inside FareHarbor, not on the website, so an ordinary pixel would never have seen a single booking. We held the launch and worked the reservation platform directly until real purchase events fired.

1. Google Tag Manager installed first, with a footer fallback because the platform will not take the standard placement.
2. Meta pixel, Google Analytics and campaign tagging all built on top of that one container.
3. Purchase events wired through the reservation platform, so revenue lands in the ad account, not a spreadsheet.

THE CONTENT

One shoot, a season of material.

A single visit in May covering the route on the ground and in the air. 122 video clips and 74 photos, cut into everything the campaign and the feed ran on for the rest of the season.



Source: Content Shot on Location, May 2026 · Ground and Drone

THE VIDEOS

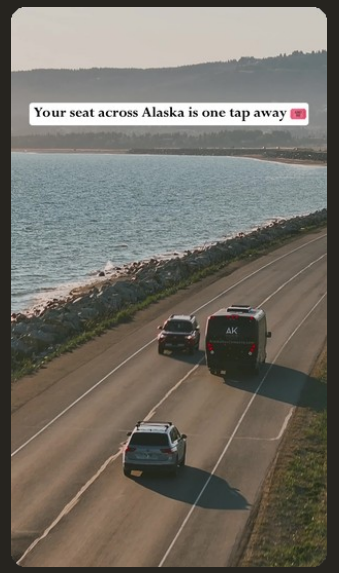
Four videos did the selling.

One of the four carried roughly two thirds of all tracked purchases in the first full month.

ROUTE AND FARES

THE DRIVE

ONBOARD COMFORT



BOOK YOUR SEAT

CLICK ANY VIDEO ABOVE TO WATCH THE AD

Source: Paid Social Creative, Meta

THE RESULT

4.29x

RETURN ON AD SPEND

$30,335

BOOKED AND TRACKED

Every booking above completed inside the reservation platform and was traced back to the campaign that produced it.

VIEW THE WEBSITE

170	$178	$41.63	$7,076
BOOKINGS TRACKED	AVERAGE BOOKING VALUE	COST PER BOOKING	TOTAL AD SPEND

Source: Meta Ads Manager · Campaign to Date, 8 September 2026

THE PROOF

Straight out of the ad account.

The live Meta Ads Manager view, running since June 2026. Nothing rebuilt or redrawn.

+ Create | Duplicate | Edit | Analyze | A/B test | More | Columns: Custom | Breakdown

Off / On	Campaign	Delivery	Results	Cost per result	Results value	Results ROAS	Amount spent	Impressions	Reach
	Conversion Ads - (PURCHASE EVENT)	Active	170 Website purchases	$41.63 Per Purchase	$30,335.00 Value, Purchase	4.29 Value, Purchase	$7,076.46	611,384	183,255

THE FIVE FIGURES OUTLINED IN THE VIEW ABOVE

170
WEBSITE PURCHASES

$41.63
COST PER PURCHASE

$30,335
PURCHASE VALUE

4.29x
RETURN ON AD SPEND

$7,076
AMOUNT SPENT

Source: Meta Ads Manager · Campaign to Date, 8 September 2026

TESTIMONIAL

"Working with Mike and his team has been a game changer for our companies!

They have been crushing the advertising for our lodging business for years and I was so relieved when Mike agreed to also take on the advertising for our transportation business. We have tried managing our marketing ourselves and worked with other local companies in the past, but we never really felt like we were getting the results we were looking for. From the beginning, Mike took the time to understand our business, our customers, and where we wanted to go. His team has done an incredible job turning that into a marketing strategy that actually works, showing a great return on ad spend.

Mike and his team are also incredibly easy to work with. They're responsive, creative, knowledgeable, and always willing to make adjustments when needed. As a business owner, it's a huge relief to have a marketing team I can trust to take something off my plate and know that it's being handled well.

I would highly recommend Mike and his team to any business looking to take their marketing to the next level. They've become a valuable part of our growth, and I'm excited to see what we can accomplish together in the years ahead."

BRIAN REID · OWNER, ALASKA BUS COMPANY

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Live in eight weeks.
170 bookings traced back to the ads.

REQUEST A CALL

Tell us what you're working with and we'll map the first 90 days.

savmont.com · mike@savmont.com