

Scotturb Achieves Digital Product Exposure Through Search Engine Results Page Campaign for its Route Offering

Client:

Scotturb, a transportation company, was looking to market a specific route offering. They were facing the challenge of efficiently marketing their product digitally.

Solution:

We developed a comprehensive marketing strategy that focused on optimising exposure through search, by advertising the service to prospective clients that searched relevant keywords related to the client's product. This strategy's core functionality entailed developing a Google search engine results page (SERP) campaign.

Results:

The campaign delivered impressive results. We achieved **103,085 impressions**, resulting in **14,278 clicks**. This translates to a **click-through rate (CTR)** of **13.85%**. The **total campaign cost** was **€4,129.46**, with an **average cost per click (CPC)** of **€0.29**.

More importantly, the campaign drove significant conversions. We achieved a total of **1,251 conversions**, representing a **conversion rate** of **8.76%**. This resulted in a **cost per conversion** of **€3.3**. Most importantly, the campaign generated **€16,888.5** in **total revenue**. In the end, the client realised a **308.98% return on investment (ROI)**, essentially quadrupling the amount invested in the marketing campaign.

Client Impact:

"Our route offering needed a digital marketing push, and with Reachsail's targeted Google Ads campaign, we achieved a fantastic 13.85% click-through rate and generated €16,888.5 in revenue. They helped us reach the right audience and effectively promoted our service.", said Scotturb.

Key Takeaways:

This case study demonstrates the power of SERP campaigns in achieving maximal exposure and subsequently driving significant conversions. Targeting relevant keywords through a well-optimized Google Ads campaign can lead to a high click-through rate and strong return on investment (ROI).

Gipsyy Achieves Maximal Operational Efficiency Through Search Engine Results Page Campaign for its Charter Service

Client:

Gipsyy, a transportation company, was looking to market its charter service. They were facing the challenge of lagging operational efficiency due to non-existent digital product marketing.

Solution:

We developed a comprehensive marketing strategy that focused on optimising exposure through search by advertising the charter service to prospective clients that searched relevant keywords. This strategy's core functionality entailed developing a Google search engine results page (SERP) campaign.

Results:

The campaign delivered stellar results. We achieved **20,542 impressions**, resulting in **3,427 clicks**. This translates to a **click-through rate (CTR)** of **16.68%**. The total campaign cost was **€1,324.8**, with an average **cost per click (CPC)** of **€0.39**.

More importantly, the campaign drove significant conversions. We achieved a total of **65 conversions**, representing a **conversion rate** of **1.9%**. This resulted in a **cost per conversion** of **€20.36**. Most importantly, the campaign generated **€64,467.92** in **total potential revenue**. In the end, the client realised a **4,766.26% return on investment (ROI)**, essentially a 48 times multiple on the initial amount invested.

Client Impact:

"Our charter offering needed a digital marketing push, and with Reachsail's targeted Google Ads campaign, we achieved a fantastic 16.68% click-through rate and generated €64,467.92 in potential revenue. They helped us reach the right audience and effectively promoted our service.", said Gipsyy.

Key Takeaways:

This case study demonstrates the power of SERP campaigns in achieving maximal exposure and subsequently driving significant conversions. Targeting relevant keywords through a well-optimized Google Ads campaign can lead to a high click-through rate and strong return on investment (ROI).

Vans do Corcovado Achieves Excellent Brand Exposure Through Search Engine Results Page and Image Ad Campaigns

Client:

Vans do Corcovado, a transportation company, was looking to increase brand exposure, specifically towards potential foreign tourist clients. They were facing the challenge of marketing their brand in a foreign language and adapting their brand image to the expectations of this potential customer base.

Solution:

We developed a comprehensive marketing strategy that focused on optimising exposure through search by advertising the newly created brand image to prospective foreign clients who searched relevant keywords related to the client's product. This strategy's core functionality entailed developing a Google search engine results page (SERP) campaign and a Google image ad campaign.

Results:

The campaign delivered excellent results. We achieved **3,489,065 impressions**, resulting in **299,678** interactions. This translates to an interaction rate (IR) of **8.59%**. The total campaign cost was **€4,965.76**, with an average cost per interaction (CPI) of **€0.016**.

Client Impact:

"We needed a way to market our brand to foreign clientele. Reachsail created a new brand image to fit this new target market and effectively marketed it in English to these prospective customers. We saw a significant increase in bookings from this target market and established our new brand image as a notable name in the industry.", said Vans do Corcovado.

Key Takeaways:

This case study demonstrates the power of SERP and Image Ad campaigns in establishing maximal brand exposure and trust for new target clientele, resulting in a significant uptrend in booking from this new target market. Developing visually appealing ads and targeting relevant keywords through a well-optimized Google SERP and Image Ads campaign can lead to a monumental number of impressions, clicks, and a high click-through rate.