Long Keyword List Drives Increase In ROAS

WEBSITE WHERE GOLFERS SCHEDULE TEE TIMES AT PUBLIC COURSES

STRATEGY

› Use extremely granular targeting to achieve high user relevance.
› Adjust and optimize campaigns to meet return on ad spend (ROAS) while driving steady revenue.

KEY TACTICS

› Built out a detailed campaign with granular targeting, based on the locations of golf courses in the EZLinks network.
› Managed close to 3 million keywords to cover the client’s tee time inventory and geo-targeting profile.

Over the course of our campaign, PPC revenues increased 124%

Through our systematic, granular targeting, we produced ROAS of $13.20

Campaign required careful management of nearly three million keywords, making the increase in ROAS we achieved all the more difficult to obtain.

“Straight North took our PPC efforts to a much higher level, in a fairly short amount of time. We also found the company very easy to work with. I would highly recommend this group.”

JEFFREY WRIGHT
VICE PRESIDENT