

Long Keyword List Drives Increase In ROAS

WEBSITE WHERE GOLFERS SCHEDULE TEE TIMES AT PUBLIC COURSES



“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

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.

SEARCH AGAIN:

Bridges of Poplar Creek Country Club
1400 Poplar Creek Drive Hoffman Estates, IL 60169 | [Get Directions](#) [BOOK NOW](#)



PHOTOS **MAP**

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Course Architect:

Tees	Par	Yardage	Slope	Rating
Championship	70	6311	126	70.2
Middle	70	5905	120	68.7
Forward	70	5402	122	69.8

[View Full Scorecard](#)

Course Amenities

- [Pro Shop](#) [Driving Range](#)
- [Putting Green](#) [Club Rental](#)
- [Locker Rooms](#) [Food](#)

Please confirm with course. [View More](#)

The Bridges of Poplar Creek CC in Hoffman Estates, Illinois, underwent an amazing reinvention in 2011, bringing major enhancements to the already stout 35-year-old golf course. Located about 30 miles from Chicago, the golf course formerly known as Poplar Creek was rated the "2012

▶ 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.



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Make every click count.®