



Case Study: Google Adwords



THE CHALLENGE

Release Wanaka is a luxury accommodation service dedicated to providing the best Wanaka experiences.

They weren't getting the best results in their paid campaigns because their Google AdWords account was not set up and optimised to its full potential.

Release Wanaka couldn't see the Return on Investment from its current Google AdWords Campaign and needed to see a change in performance.

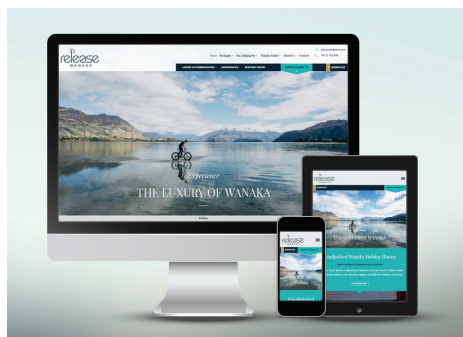
THE SOLUTION

Release Wanaka is a highly visual website and its clients are influenced by crisp, beautiful and high quality images that showcase the properties' features and designs.

Setting up and running a Display and Remarketing campaign to feature the properties, helped bring quality guests to the website, contributing to a staggering growth in conversions and direct bookings.



THE CAMPAIGN STRATEGY



1 CREATE QUALITY DESIGN CREATIVES

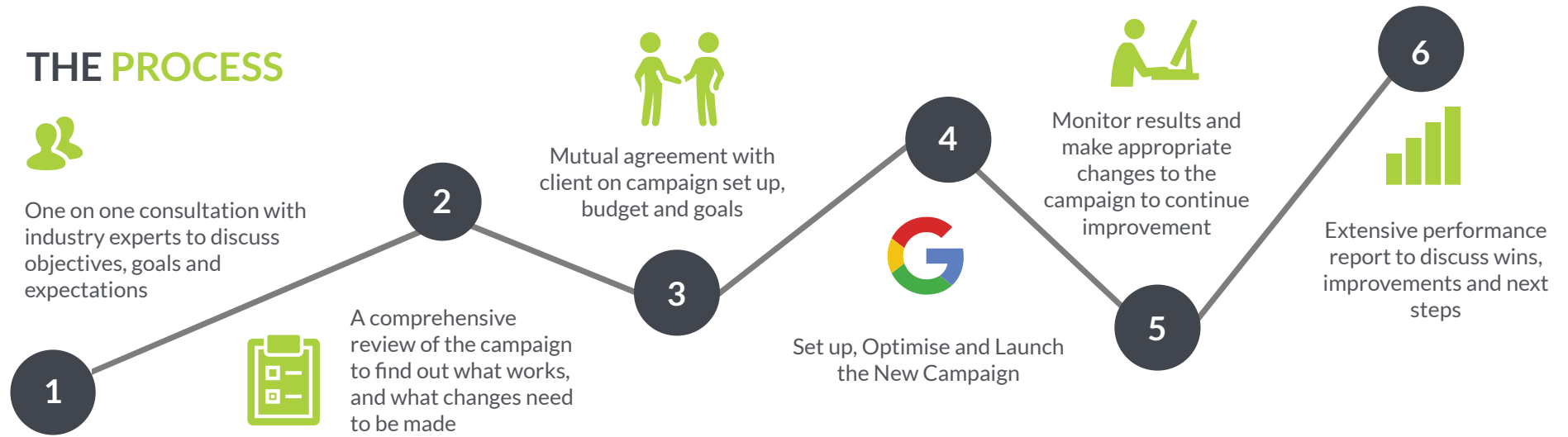


2 TARGET THE RIGHT MARKET

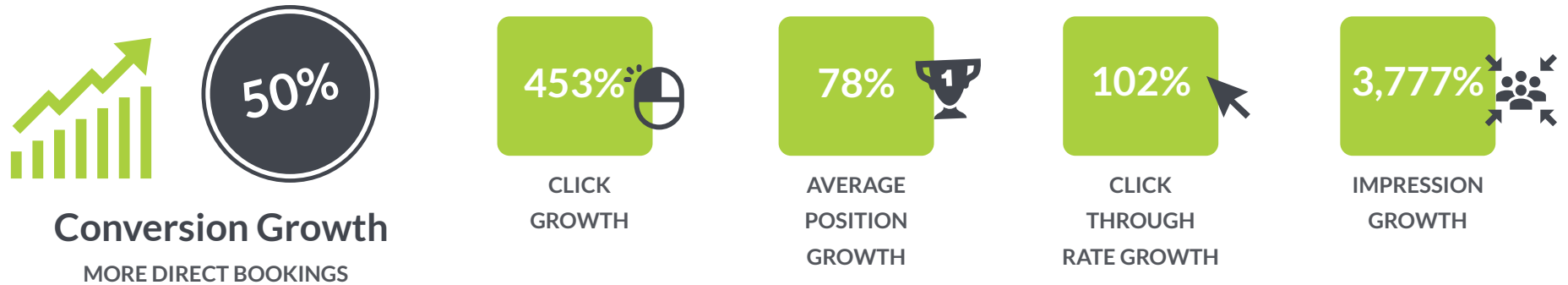


3 OPTIMISE CAMPAIGN SETTINGS

THE PROCESS



THE RESULTS



“CLIENT TESTIMONIAL

“I engaged Tomahawk to revise my AdWords campaign and the initial trail results have been encouraging, providing an ROI which has made the decision easy to extend into an on-going AdWords campaign that is continuing to provide great growth in overall traffic and booking conversions.”



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