



CASE STUDY:


itravel2000.com^{TM/MC}



WEBSITE PROMOTION
CANADA

Executive Summary


iTravel2000.com provides online travel services in Canada and was founded in 1994. Providing flights, both internationally and domestic, vacation packages to the sun, cruise packages and hotel bookings to go wherever in the world their clients want to be, and car rentals to help them explore.

It was time to begin realizing their potential online market share through the use of Paid Search and an overarching digital strategy that built a high quality funnel and emptied funnel through increased conversions while improving Cost-Per-Acquisition.

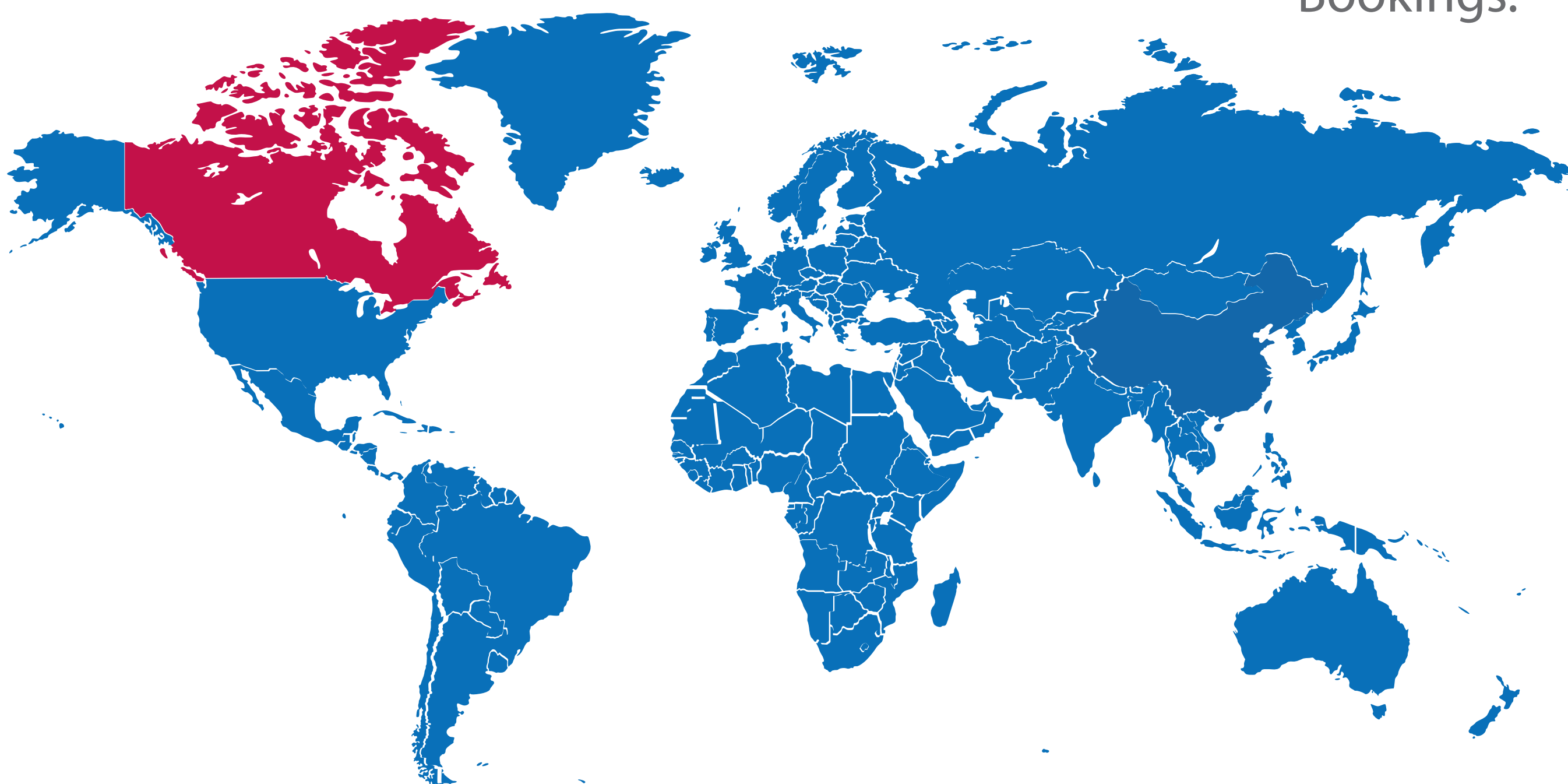
Website Promotion Canada collaborated with their internal marketing team to define, create, execute, and optimize this strategy, ultimately leading to a surge of new online bookings and a drastically reduced Cost-Per-Acquisition.

22 Years in
Business.



 Canada's
Largest Online Travel
Retailer.

37% Increase
YoY in Online
Bookings.



Situation: Where's my Return?

Return on Investment is not always so easy to achieve when spending capital on advertising. iTravel2000.com accomplishing this with their digital spend had historically not been successful and the KPIs that needed improving along the digital path-to-purchase were not yet clearly defined as a first step toward getting them to an idealized Return on Advertising Spend.

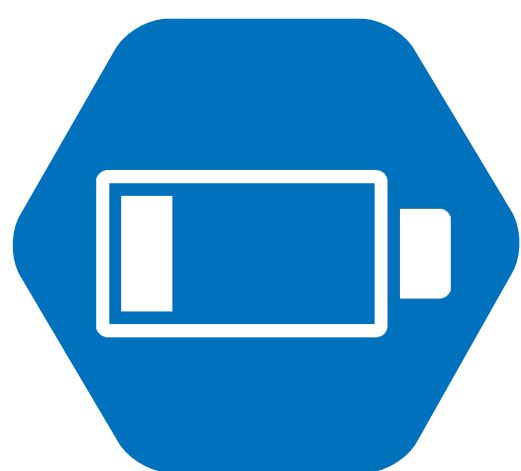
A constraint moving forward was also a low starting budget limiting what could be done at scale across the digital networks available.



Digital Spend
Not Producing ROI



Poor SEO &
Website Traffic



Minimal Starting Budget



Small Online Pipeline
& High CPA



Website Promotion Canada “gutted” iTravel2000.com’s entire digital strategy and started from scratch.

Creating a multifaceted digital strategy that was designed to boil to the surface the geographic areas, marketing channels and customer attributes most likely to lead to conversions and filling funnel through cost effective strategies. Then, highlighting the customer's Path-to-Purchase and targeting potential high value customers and delivering dynamic and alluring content along the way to improve prospecting and remarketing efforts while emptying funnel with a boost in online bookings. Both Search Engine Marketing and Search Engine Optimization were leveraged to reach potential customers and generate a Return on Advertising Spend while decreasing CPA.

SEO

- All campaigns scrapped and rebuilt - CPA driven and ROI driven
 - If there were markets that were not profitable we exited them and let the competition fight over them.
 - Whole purpose of display & search efforts was to fill funnel in most cost efficient/effective way.
 - To empty funnel/generate bookings WSPC developed 2 dynamic remarketing campaigns - one targeted at destinations and the other targeting resorts to boost online bookings.
 - Each contained over 500,000 variations of dynamic remarketing possibilities.
 - Showed best possible deal to destination to viewer within 7 days on GDN.
 - If resort level they would see that hotel with cheapest price within 7 days of day they search.
 - Recoded website for general search terms, country search terms, destination, and resort search terms.
 - Redid site linking to improve SEO and UX.
 - Better content creation - rewrote content - far more SEO freindly.
 - Resulted in 1st page rankings on Google network
 - Huge increase in organic traffic
 - 334% increase in organic search traffic

Results: Where They Are Today

Consistent growth in Bookings and Net Revenue:

- Digital has steadily narrowed the gap in bookings and commissions over the last 2 quarters, positively influencing revenue.
- March and April delivered positive package growth YoY despite a challenging season due to the US exchange rate, ZIKA virus and mild winter across most of Canada.
- “Flights” product has been steadily growing since January.

Improved Cost-Per-Acquisition:

- Cost-Per-acquisition decreased significantly for FY 2016 compared to previous years largely due to:
- Refocused spend on display remarketing
- Reduced/eliminated spend on non-performing channels





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