

Case Study: Captured \$98,365 in Revenue within Two Months



Client: NV Car Rental

Service: Google AdWords Management

About The Company: NV Car Rental offers car rentals to travelers in Kuala Lumpur, Malaysia.

Challenge

Travel searchers are looking more towards Google to rent cars from agencies at lower prices.

- In 2012, the average US travel shopper consulted 11.2 sources prior to purchase.

Definite Possibilities was engaged to create a new Google Ads strategy to increase NV Car Rental's bookings. In order to respond to the evolving consumer behavior and intersect people who are searching on Google, our client needed to have a solid advertising strategy with their customers' changing search behaviors.

Strategy

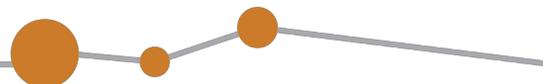
We developed a strategy that encompassed a multi-tiered remarketing funnel with a conversion-based redesign of their website.

- 1 The Sales Funnel: We ran numerous tests of the sales funnel and the ordering process. We determined that the website's design was overwhelming to mobile users; mobile users contribute to 80.01% all traffic. After redesigning the sales funnel and ordering process with mobile users in mind, we saw a 156% increase in leads.
- 2 The Ad Campaigns: We created two extensive Google Ad campaigns. The first campaign targeted cold traffic based on narrowed demographic criteria, the user's search history, and the keywords the user typed into Google. The second campaign retargeted the user using a set of targeting rules based on the actions the user took on the website. We

Generated \$98,365
in Revenue using
\$8,814
(a 1,116% ROI)

Generated 1,260
Leads and 194 Car
Rentals

Substantial Annual
Revenue Growth



found that the average user booked after they landed on the NV Car Rental website three times. Using this data, we scaled the daily budget according to how far the user entered into in the sales funnel and the number of times they visited the site.

Results

- **\$98,365 in revenue was captured** from customers coming to NV Car Rental's website through our Google Ads campaigns, utilizing an ad spend of \$8,814 (**a 1,116% ROI**).
- To further increase the conversion rate, we worked with the client on redesigning their website using a conversion optimized design and a simplified sales funnel, with outstanding results – **1,260 car rental leads!**
- Due to our work, their annual revenue has grown substantially since continuing with our services as we have had time to optimize their campaigns.

"They are very experienced! I appreciate their effort maximizing conversions on our campaigns."

~ Senthilnathan Arumugam, NV Car Rental

Contact Definite Possibilities to start Boosting Your Revenue!

is a premier digital marketing agency that helps brands capitalize on changes in the market. As a strategic digital marketing partner with a deep understanding of how people find brands and present stories, we predict and define changes in the marketplace.

Definite Possibilities has strong track record of growing generating sales of over \$40,000 with just a \$3,000 ad spend budget.

W | www.DefinitePossibilities.com

P | (818) 743-9929

E | Help@DefinitePossibilities.com