

# CASE STUDY

## Akshaya India Tours & Travels

### THE CLIENT



Akshaya India Tours & Travels (P) Ltd is a fast growing Tour Operator and Travel Agent based in Chennai (Madras) and has been in the tourism business since 1991. Having started as a small ticketing agent more than 15 years ago, Akshaya India Tours & Travels has established itself as a reputed concern offering multi-product travel services.

### THE OBJECTIVES

- To increase the number of quality business leads
- To keep the cost per click low as travel related keywords are very competitive
- To decrease the cost accrued for generating a lead
- To reach a more potential audience

### THE CHALLENGE

Due to the nature of the travel business, there are thousands of services catalogued, each having an individual price and margin. Our main challenge was to prioritize the keywords and adgroups based on a combination of highly searched - for terms as well as high profit margins, to ensure maximum ROI.

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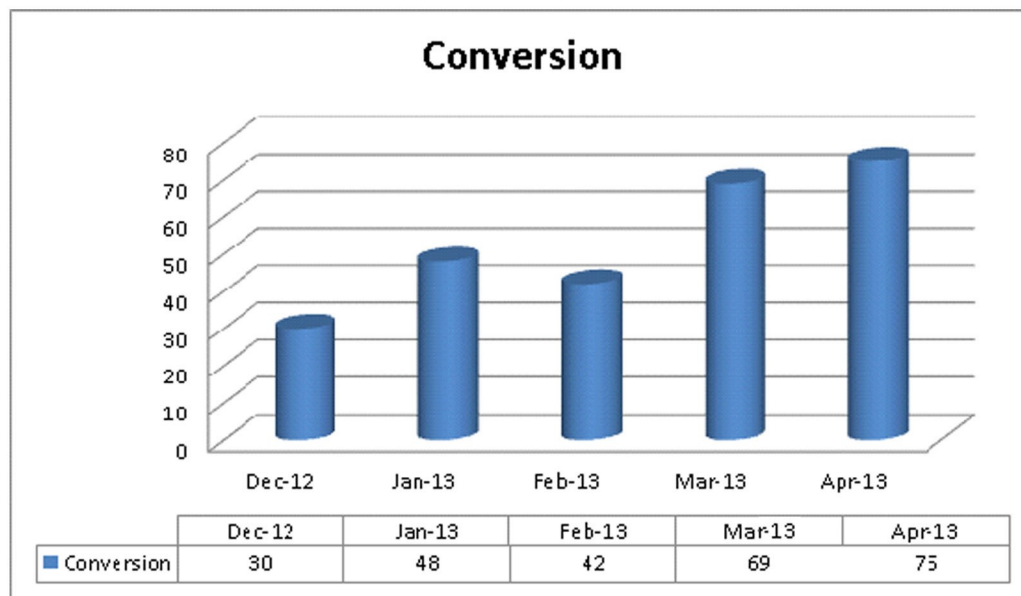
### THE METHODOLOGY

The new, granular structure was organized by taking search volume, margin and other factors into account. Keywords were now grouped tightly and ad copy clearly reflected the correct stage of the service offering cycle. Following the audit, we included a quick form in the landing pages which helped us increase the usability and thus increase the conversions. Our location based campaign added more positivity to the existing campaign and helped increase the CTR and CPA.

### THE RESULTS



With a proper study and understanding of the client expectations, we executed a better strategy and added a new success story to our campaign management. As a result of continuous tweaking and testing, the client experienced an average of 53 conversions per month through Google Adwords campaign.



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