

Land Lease America Sees **8x Return on Investment** with Google and Facebook Ads

The challenge...

Land Lease America owns multiple KOA campgrounds throughout the USA. Their goal was to increase campsite bookings (for all of their properties) during weekdays as that was when organic bookings were the slowest.

How we did it...

We developed and executed a marketing strategy using Google Search and Display network for driving traffic to a series of landing pages where interested campers could complete their booking.

Anyone who visited their landing page and didn't convert was added to a remarketing campaign and served targeted ads on both Google and Facebook increasing ROAS (return-on-ad-spend) dramatically.

Tools we used:

- Google Ads Search Network
- Google Ads Display Network
- Facebook Ads (for both cold traffic and remarketing)
- Landing Pages

The client saw a positive ROI out of the gate and within only a couple of months we were able to surpass their expectations and achieve an 8X ROI making them VERY HAPPY CAMPERS (pun absolutely intended, sorry)



"We've been successfully working with the Drive Agency to increase our revenue via Google and Facebook advertising. Their team is thoughtful, responsive, and most importantly, effective. Their knowledge and insight has informed an integral part of our marketing strategy. Highly recommend."

Josh Weissenstien

Land Lease America

The Results

\$ 8.37

Returned to the client for every 1 dollar spent on advertising

3.5 X

The industry standard click-thru-rate (CTR)

2 X

The industry standard conversion rate



A very happy client making money from PPC