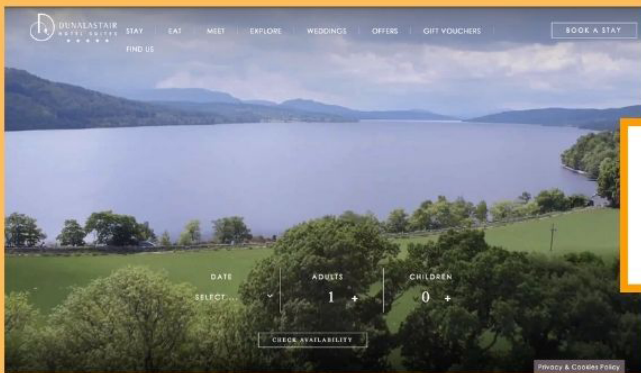


CASE STUDY 2: WEBSITE UX & PAID SEARCH

Website improvements - Homepage

5-star Highland hotel



Website optimisations: Simplified logo | Improved Mobile layout | Integrated with the Hotels Network to enable nudge messaging | Added Whatsapp Chat functionality | Replaced autoplay video with image carousel

PPC launch

Brand new PPC account

Impressions

553,925

Clicks

6,421

Clickthrough Rate

1.16%

Average CPC

£0.33

Direct Bookings & Enquiries

245

Transactional Value

£5,600

Cost

£2,370

ROAS (Return on Ad Spend)

236%