

“The White Shark Media team has managed our Google Ads campaign for a year now; their experience has been reflected in a positive way in our company results. In just six months, conversions went from 41 to 98, a 139% increase! Thank you, White Shark Media.”

**Marco García**

INTER VIAJES NY | OWNER



## About Inter Viajes NY

Inter Viajes NY is a tour operator located in Washington D.C., Boston, Philadelphia and New York. They promote personalized tours to small groups for an affordable price. They target the Spanish and Latin-American market.

The business owner, Marco García, wanted to counterattack the effects of low seasonality on his business and position himself in the local market. This is why he reached out to White Shark Media to get expert help to manage his Google Ads campaigns.

## The Goals

Our Digital Media Strategist set out to establish goals with Marco that would allow him to grow his business with the aid of Google Ads:

- To increase traffic, calls, and online quotes.
- To turn, at least 10% of clicks into conversions.
- To stay in the top three positions in the SERPs and outrank the competition.



## The Challenge

- ❖ Inter Viajes NY was experiencing a decrease in bookings. Other marketing venues were proving ineffective.
- ❖ His previous marketing strategy was targeting the wrong audience, incurring in almost no ROI.
- ❖ There is heavy competition in the touring business in New York, Washington D.C. and Boston.

## The Solution

### All-Around Tracking

We installed call and conversion tracking to measure the number of calls and prospective customers requesting a quote online.

### Google Analytics for Insights

- ❖ We set up and installed a Google Analytics account for the client to track all the website traffic.
- ❖ We used Google Analytics to identify landing pages that might inspire other keywords to expand our Google Ads campaign.
- ❖ We also used the visitors' location to target these cities or countries specifically with our campaign.

### Targeting the Right Demographic

Inter Viajes offers tours entirely in Spanish. For this reason, we focused on targeting customers from Latin America and Spain. We crafted ads in Spanish to reach a relevant audience.

### Ad Groups Based on Services and Locations

- ❖ We created all of our ad groups based on all of the different services promoted by Inter Viajes NY.
- ❖ We included the different locations they get more business from to make the ads more effective. For example, tours Nueva York a Washington, excursion Nueva York a Boston, tour de Bronx, etc.

### Remarketing

- ❖ We created two remarketing campaigns – the first one targeting Latin-America and the other one the state of New York.
- ❖ We focused the ads on competitive prices, which are generally 40% less than the competitions', and the quality of the personalized tours they offer.

### Using the Right Keyword Type

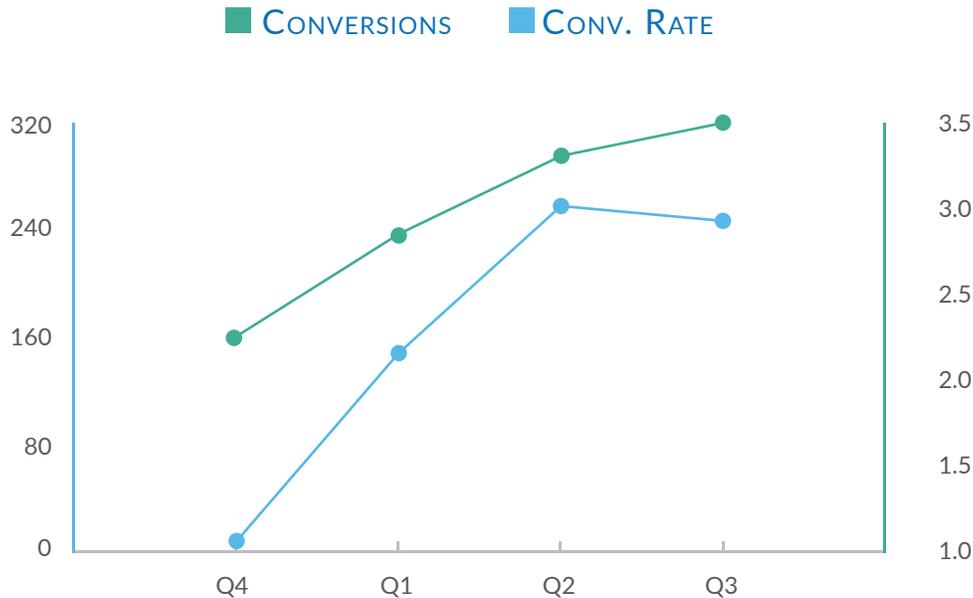
It was essential to use the right keyword match type. In this case, we gathered a high amount of visitors but still kept an interested audience, using exact and broad match.



# The Results

Marco has seen the positive results of our strategy in his business. He was able to see an increase in the number of calls, contact forms, and website traffic overall.

From Q4 to Q3, conversions per quarter went from 154 to 319, a 107% increase. Additionally, the conversion rate increased by 177%, from 1.05% to 2.91%.



Conversion rate increased by

177%

Conversions increased by

107%

## Conclusion

Inter Viajes' campaign metrics have been steadily improving each quarter and generating more phone calls. Marco is pleased about the performance of his Google Ads campaign and thanked us for our hard work and consistent delivery of outstanding results.