



FEATURED CASE STUDY- TRAVEL & TOURISM

**Client - a travel website  
catering to (target audience  
- adventure, family, luxury  
etc.) travelers.**

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## Challenge:

**The client's travel website was experiencing a **decline in bookings and user engagement**. They lacked a clear digital strategy and struggled to compete with more established travel booking platforms.**

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# Objectives:

- Improve online visibility and traffic.
- Enhance user experience and engagement.
- Increase booking conversions and revenue.
- Strengthen brand presence across digital channels.
- Implement data-driven strategies for continuous improvement.



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# Strategy and Execution :

Website Overhaul and Technical SEO  
Search Engine Optimization  
Content Marketing and Blogging  
Social Media and Influencer Marketing  
Pay-Per-Click (PPC) Advertising  
Online Reputation & Response Management  
User Experience (UX) Enhancement  
Conversion Rate Optimization (CRO)  
Personalization and User Segmentation  
Email Marketing and Automation  
Analytics and Reporting

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# Some Measurable Results:

- Increased paid traffic by 40% and improved conversion rates by 30%.
- Booking conversions improved by 25%.
- Achieved a 50% increase in revenue through improved digital strategies. Grew the customer base by 60%, with a significant increase in new and repeat bookings.

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# Some Measurable Results:

- Organic traffic increased by 50% within six months.
- Increased blog traffic by 60% and boosted time spent on site.
- Social media followers grew by 45%, and engagement rates improved significantly.
- Social media-driven traffic increased by 35%.
- Email open rates increased by 25%, and click-through rates by 20%.

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# Some Non-Measurable Results:

- Improved search engine rankings for targeted keywords.
- Enhanced brand authority and trust.
- Boosted repeat bookings and customer retention.
- Achieved a significant return on ad spend (ROAS).
- Reduced bounce rates and increased average session duration.
- Data-driven decision-making led to continuous optimization of marketing strategies.
- Enhanced ability to track and achieve business objectives.
- Enhanced customer satisfaction and loyalty, leading to more positive reviews and referrals.

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# Some travel Industry facts:

- The average conversion rate for travel websites is around 2-3%
- Travel blogs with high domain authority (DA) can generate significant organic traffic. Top travel blogs have a DA exceeding 70
- The average cost-per-click (CPC) for travel keywords can range from \$1 to \$30 (INR 80 to INR 240) depending on competitiveness
- Personalized marketing emails can generate up to 6 times higher transaction rates
- The travel and tourism industry has one of the highest social media engagement rates



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**We were able to send leads in real-time that were captured by our CRM into our sales funnels automatically. It's been a dream setup for us and the team has been amazing to work with.**



**TRAVEL COMPANY - CEO**



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# How our company generated 150,000 inquiries using Performance Marketing

The key to getting leads the right way

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