

SocialPulsar

Way.com:

Location and
device based PPC
Advertising with
Google Search
network

Client:

Way is a Silicon Valley based startup that provides consumer lifestyle services on demand in a marketplace platform. Way is the online parking reservations leader, with more than 20,000 partners in the US and Canada.

Challenge:

The target was to improve the number of airport parking leads from US and Canada via paid advertising with a monthly budget of \$400K.



Execution:

We restructured Google AdWords account to improve the ability to target conversions, on top of this we created several new campaigns and adgroups for new target keywords to help broaden the paid advertisements for regional differences.

Approach:

- Landing page optimization
- Add extension usage
- Ad copy changes
- Quality score improvement
- Location and device bid adjustment

Keyword Focused Landing Page:

The screenshot shows a search results page on Way.com for 'san-francisco-sfo'. The page features a search bar with filters for 'Dates', 'Price', and 'More Filters'. Below the search bar, it displays 'Showing 10 of 59 Results for Parking in 'san-francisco-sfo''. Two parking options are listed:

- Anza Parking Outdoor Valet - SFO Airport Parking**: 2.9 mi., \$12.99 Daily, 5 stars (738 reviews). Features: Airport Parking, Outdoor Self Park.
- Burlingame Airport Parking - SFO Airport Parking**: 2.8 mi., \$10.00 Daily, 4 stars (1100 reviews). Features: Airport Parking, Free Airport Shuttle.

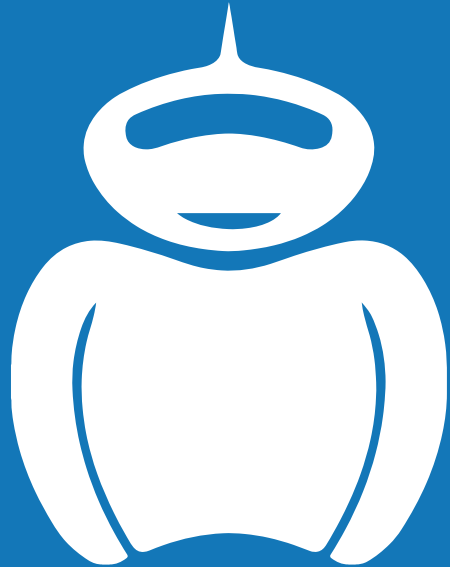
Below the search results is an advertisement for Way.com:

\$6.99/Day SFO Parking - Cheap SFO Long Term Parking - way.com
Ad www.way.com/San-Francisco/Airport-Parking
Lowest SFO Parking Rates Guaranteed. Free Cancellation. Free Shuttle 24/7.
Close to SFO INT Terminal · Cheap Checkout W/O Coupon · Cheaper than Airport Rate
Online Marketplace for Services – Business Insider (Tech)
\$9.99 SFO Anza Parking · SFO Aloft Hotel Parking

Results:

Below are the results achieved after just 4 weeks of PPC management...

- 45% increase in ad impressions
- 33% increase in clicks
- 40% increase in conversions with a 49% increase in sales value
- 10% decrease in total cost



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