

A Oneupweb Case Study.

TAUCK WORLD DISCOVERY





TAUCK.COM

TAUCK
WORLD DISCOVERY

TAUCK

Tauck World Discovery is an award winning travel and tour operator, recognized by National Geographic Traveler, AAA, Travel Weekly and voted World's Best Safari Outfitter & Tour Operator by the readers of Travel + Leisure.

»» THE CHALLENGE:

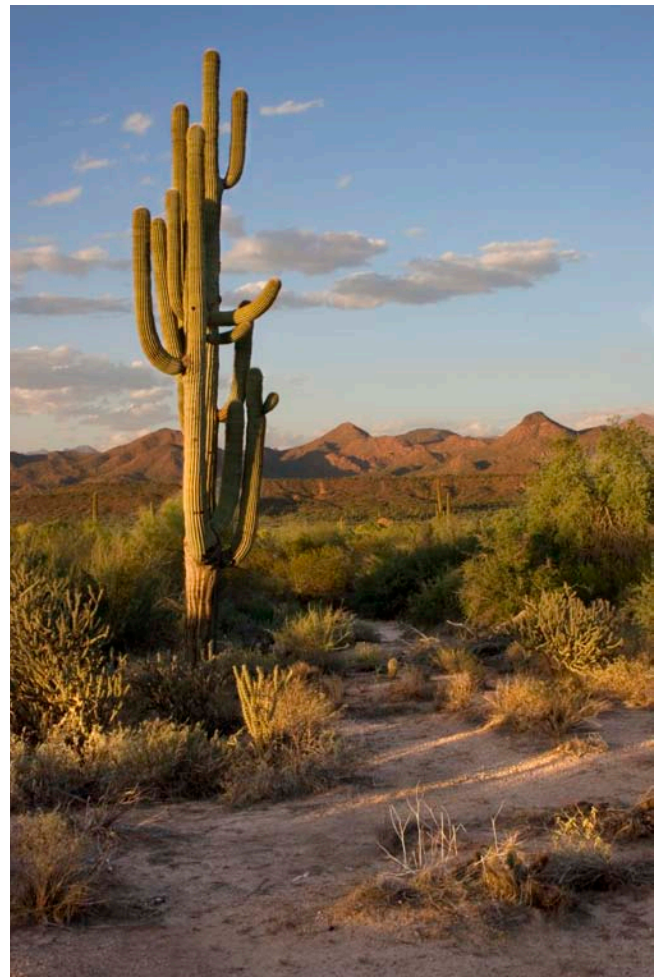
More people than ever before are turning to the internet to plan vacations generating a surge in traffic to travel websites. And Tauck didn't want to miss out on the opportunities online. But the competition was cutthroat and Tauck knew they couldn't go it alone. Many generic terms are dominated by websites offering discount travel deals and reviews. Unearthing the keywords that have the greatest impact would be critical to success. And the seasonal nature of travel requires precise and targeted campaigns that will get noticed by the right people at the right time. Tauck came to Oneupweb looking for a partner that could do the following:

- * Increase the volume of leads—and ultimately bookings—across all tour categories using a combination of branded and non-branded paid search campaigns
- * Track leads coming from online sources and gain insights into how seasonal cycles, demand and availability affect conversion rates throughout the year
- * Leverage campaign insights and develop an adaptive approach to extend the booking seasoning and decrease cost-per-lead

» THE RESULTS:

- * Tauck experienced a 136 percent increase in leads after the first year working with Oneupweb.
- * The booking season was extended providing more opportunities to generate leads throughout the year and contributed to an overall 131 percent increase in leads within a year of running the paid campaigns.
- * Rigorous analysis and actionable management of PPC budgets led to a 25 percent decrease in cost-per-lead, making it possible for Tauck to further ad spend, resulting in an ever greater ROI.

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» THE TACTICS:

Oneupweb carefully monitored trends during the first year and made recommendations to lengthen the run of pay-per-click (PPC) campaigns beyond the traditional five month booking window allowing Tauck to efficiently generate greater sales volumes throughout the year. Tracking codes were put in place in order to measure the success and conversion rates of individual campaigns, ensuring optimum performance.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for Tauck, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.