



case study



ActionQuest has been creating at-sea adventure trainings for teens since the 1970s and has become the most trusted name in teen adventure programming.

THE CHALLENGE

Although an important source of new leads and customers, high acquisition costs burned quickly through ActionQuest's monthly Google AdWords budget, limiting reach.

THE SOLUTION

Through a rigorous analysis of historical data and performance, it became clear that there were multiple opportunities for optimization. In 3Q2011, Clever Zebo helped ActionQuest implement the following strategies:

- Tight, thematic ad groups focused on high potential keywords
- Match type control, especially greater use of Exact Match
- Vigorous and copy testing and optimization
- Day parting and proactive bid management
- Display network optimization



The Results

Almost immediately, cost per acquisition started dropping while order volume stayed constant or increased. In a year over year (2012 vs. 2011) analysis of Q1 results, ActionQuest accomplished:

- Increased impression share and reach
- Increased 25% in order volume
- Increased 35% in cost per acquisition



Just wanted to thank you again for your work on our CPC account. This past month saw almost a 100% increase in conversions.



Sam Williamson
Operational Director, Global Expeditions Group

Clever Zebo is a team of smart marketers who help companies perfect their conversion path through A/B testing and optimize digital advertising to perform awesomely.

