



### The Problem

- Ad accounts were setup by AI tools, with poor selection of keywords, placements, and campaign settings
- Significant waste on irrelevant keywords including “Christmas” in broad match



### The Solution

- Fully restructured ad accounts
- Freshly written ads and assets
- Implementation of a clean, fresh conversion tracking set-up
- Best practise settings implemented



### The Tactics

- Localised campaign structure focused on key service areas around Montreal
- Retargeting campaigns to attract high value bookings

## Strategy Rollout & Optimisation

The biggest issue in the account was that it was set up using AI tools which had added a number of highly irrelevant keywords including “Christmas” and “Canada”. A full keyword research was undertaken, while geo-level reporting was analysed to determine areas of focus to make best use of the clients budget. A new, responsive contact form was designed for the clients WordPress site, with correct tracking & tagging applied.

## Overall Impact

Restructuring the ad accounts, improving the user journey and conversion tracking, and focusing on the right geo-locations led to a drastic improvement in results.

**+236%**

Bookings  
Increase  
(37 vs 11)

**+188%**

ROAS  
Increase  
(6 vs 2)

**-448%**

CPA  
Decrease  
(\$44 vs \$238)

**+192%**

Revenue  
Increase  
(11k vs 4k)