

DuVine Cycling + Adventure Co.

How a global bicycle tour company reached new heights with Pay Per Click Marketing.

DUVINE
CYCLING + ADVENTURE CO.

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Executive Summary

By implementing conversion best practices and optimizing their Pay Per Click campaign, Duvine gained transparency into what was working, what wasn't, and quickly realized a positive ROI from this digital marketing channel.

Previous Challenges

Prior to working with AdVision, one of Duvine's biggest challenges was accurately tracking conversions. Although they did have a system in place, not all conversions were being tracked, therefore they didn't know what they should focus on from an optimization perspective.

DuVine's ultimate goal is to consistently amaze, surprise, and delight guests with unparalleled experiences, outrageously satisfying food and drink, and a myriad of thoughtful touches. Live each day to its fullest, bike for the best experience, and never forget to stop and smell the flowers – or taste the wine!

How We Helped

Our first order of business was to audit and repair their conversion tracking capabilities. In our research phase, we found dead landing pages, pages missing conversion tracking scripts, and a lack of phone call tracking all together. We quickly re-assigned all ads to live, optimized web pages. We correctly implemented conversion tracking scripts on all applicable pages. And we implemented a system of tracking Pay Per Click visitors who picked up the phone and called DuVine.

Click-through rates increased **36%**

Conversion rates increased **290%**

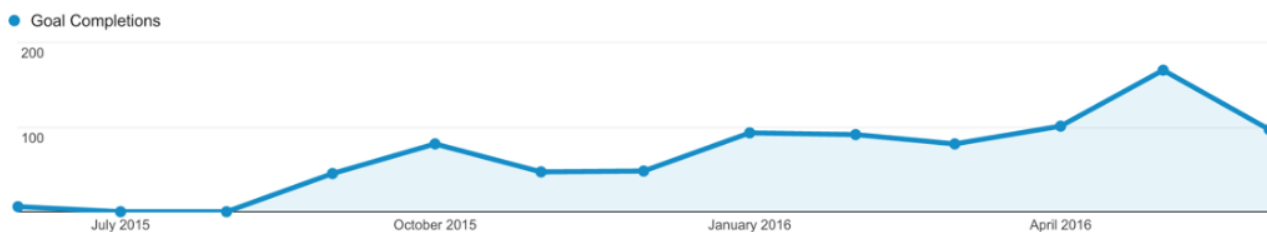
Cost per conversion decreased **61%**

With a strong foundation of conversion tracking in place, we got to work optimizing all facets of their Pay Per Click campaign. Specifically, we optimized all ad copy to include best practices, competitive differentiators, and a focus on quality.

DuVine Performance by Channel

	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	All conv. ?	All conv. rate ?	Cost / all conv. ?
	Total - Search			6,607	131,048	5.04%	\$3.95	\$26,113.44	1.8	251.00	251.00	3.80%	\$104.04
	Computers			4,017	85,534	4.70%	\$4.15	\$16,666.93	1.8	152.00	152.00	3.78%	\$109.65
	Mobile devices with full browsers			1,385	27,491	5.04%	\$3.29	\$4,562.30	1.8	56.00	56.00	4.04%	\$81.47
	Tablets with full browsers			1,205	18,023	6.69%	\$4.05	\$4,884.21	1.9	43.00	43.00	3.57%	\$113.59

DuVine Goal Completions Before and After AdVision



2,180%
increase
in tracked
goals

Results and Future Plans

By implementing an accurate system of tracking online leads and offline phone calls, AdVision has dramatically increased and optimized conversions generated by Pay Per Click marketing.

AdVision will continue to work on and optimize all facets of DuVine's Pay Per Click campaign, including keyword bids, ad copy optimizations, and budget allocations. We are currently updating their visitor re-marketing efforts by segmenting and engaging visitors of various geographic pages of the site uniquely.