



BIG BEAR GETAWAYS

Big Bear Getaways manages nearly 100 cabins and vacation homes in Big Bear Lake, CA. The company provides resort-style lodging to the skiers, fishers, and other outdoor recreational enthusiasts who visit the area each year. Since partnering with Logical Position in 2010, Big Bear has seen a strong and steady improvement to site traffic and bookings.



94%

Increase in Impressions



217%

Increase in Clicks



63%

Increase in Click-Through-Rate



Average CPC Decreased 60%



Average Position Increased 16%

GOALS

Big Bear aimed to expand its online presence to reach more people searching for outdoor vacations in the region. To do this, they needed to increase the volume of their site traffic as affordably as possible.

RESULTS

In working with Logical Position, the company has seen substantial gains in site visitors. During the second year alone, the number of people who saw Big Bear's ads grew by 94%. As a result, the number of people who visited their site rose by 217%. That increase is reflected in an overall click-through-rate gain of 63%. At the same time that Big Bear's site traffic grew, the cost it paid for each ad click actually fell by 60%.



We have been with Logical Position since 2009-2010 and have been amazed with the results.. the level of customer service and professionalism is exceptional throughout. Over the years, we have seen our web presence increase and that has translated into more reservations and bookings for our resort.



- L.K.

Owner of Big Bear Getaways