



# RUSH HOUR LIVE ESCAPE GAMES

Rush Hour Live Escape Games (RHL) started working with Logical Position (LP) in 2018 to manage its Paid Search Advertising on Google Ads and Microsoft Advertising. The Paid Search campaigns saw so much success that in 2019, Rush Hour Live launched Paid Social campaigns with LP as well.



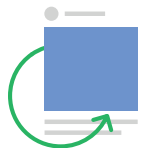
## \$7.50

Google Ads Return-On-Ad-Spend



## \$4

Microsoft Ads Return-On-Ad-Spend



## \$25

Social Remarketing Return-On-Ad-Spend



## 100%

Increase in Overall Website Revenue

## GOALS

RHL tried to manage its Paid Search campaigns in-house but didn't generate the performance it hoped for. When the company partnered with LP, its primary goal was to improve the performance of its Google Ads campaigns, in order to generate more bookings on the website. The company knew it needed an experienced agency to help capture a more targeted audience, implement proper conversion tracking, and set realistic return-on-ad-spend goals.

## RESULTS

Advertising with both Paid Search and Paid Social has proved to be extremely successful for RHL. Since launching in 2018, Google Ads has generated \$84,325 for RHL while spending only \$11,281. Microsoft Advertising has generated an additional \$10,740 while spending only \$2,628. When LP launched Paid Social, we saw a return-on-ad-spend of \$25 in the first month alone. In a year-over-year comparison, revenue to the RHL website has doubled, with LP accounting for 30% of that revenue.



*Before I contacted Logical Position, I was paying the "Google Amateur Tax" and not getting anywhere near the results that I wanted. I was happy if I had any positive return on ad spend (ROAS) at all, but normally I had very negative ROAS. Logical Position immediately turned my ROAS around to a positive \$8, even going as high as an \$11 return per dollar spent in any given month!*



**- Paul**

Owner of Rush Hour Live Escape Games