



Travelzoo:

Paid Search Alpha
Beta Account
Restructure



Client:

Travelzoo, a publisher of travel, entertainment, and local deals.

Challenge:

Increase revenue without sacrificing efficiency for airfare, hotel, and car rental campaigns (conversions = referrals to partner sites).

Solution:

We studied a 60-day lookback of Travelzoo SuperSearch's legacy search query results and built out single-keyword ad groups (SKAGs) based on conversion volume. We ran these in parallel with the old SuperSearch campaigns and forced traffic to the new mappings by adding the new keywords as negatives to the legacy campaigns. We also immediately increased bidding for the new ad groups compared with their legacy counterparts.

Along with the new keyword build-out, we implemented our Alpha/Beta/Gamma account structure, which assures exact query-to-keyword mappings of top (Alpha) keywords using single-keyword ad groups and combining exact match in Alpha campaigns with negative match for the same keywords in Beta (broad match modified) campaigns. We structured our Beta campaigns, which serve as testing ground, to include broad match modified keywords, and we set up Gamma campaigns with broad match negatives for the keywords included in the Beta campaigns.

Overall, the Alpha/Beta/Gamma structure allowed us to capture additional long-tail traffic and establish more accurate bids from clean query mappings.



Results:

Flights: We launched the restructure described above in March 2014. By September 2014, we raised SEM conversions by 6% year-over-year and lowered cost per acquisition by 25%, for a total ROAS increase of 41%.

Hotels: We launched the restructure described above in July 2014. We realized substantial (and immediate) revenue gains after the launch, nearly doubling SEM conversions within the first 10 days while maintaining ROAS.

Rental Cars: Our rental cars results mirrored the success of the hotel campaign. We launched the restructure in mid-November 2014; within 10 days, SEM revenue nearly doubled while ROAS stayed flat.



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