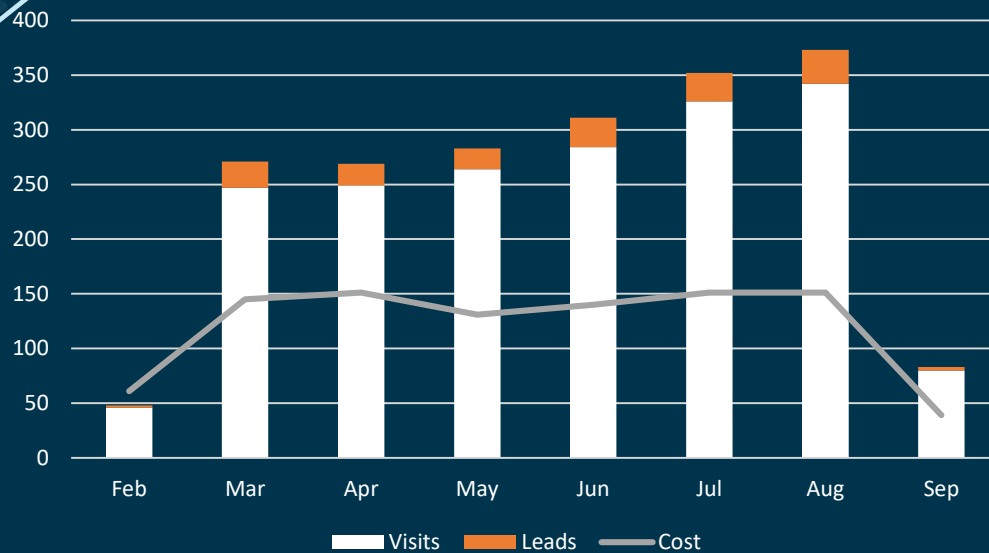


### Goals & KPI's



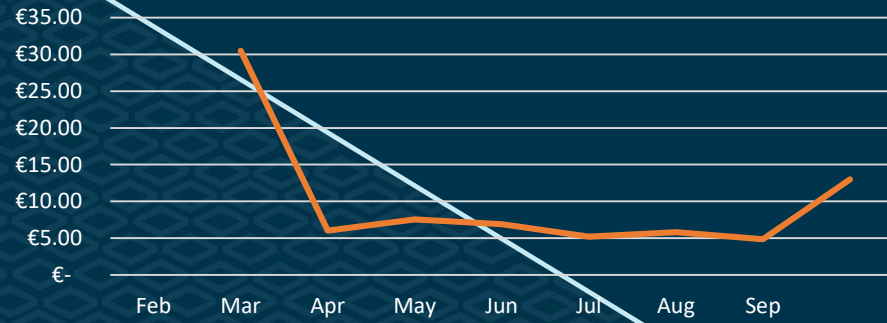
Cost Per Conversion: €6.38

Decrease in Cost Per Conversion: 83.7%

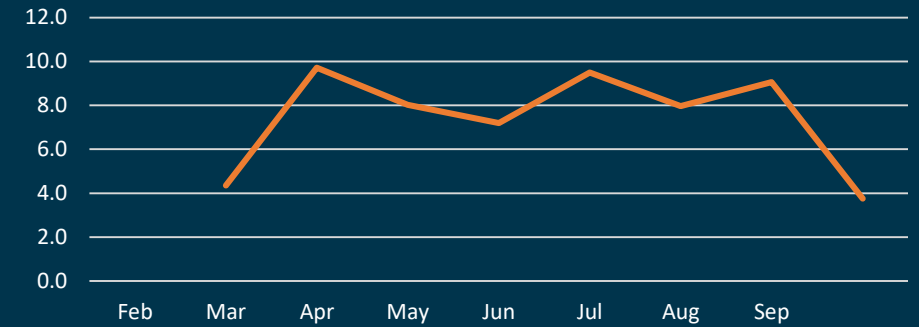
Adwords Spend per month: €150

Increase in Account Performance: 30%

### CPA



### Conversion Rate



#### Fishing Adventures

Fishing Adventures is a tourism business specialising in fishing trips on the west coast of Ireland. Fishing Adventures wanted to change their business model from offline to online. After initial research an Adwords campaign was implemented.

After the initial set up conversions cost €30 per lead,

By the end of the campaign conversions had reduced to €4.87, that's a **6 times** reduction in cost per acquisition

Over the space of 6 months DIGITALtrawler increased clicks through to the site from 271 to 373, that's a **38% increase** in visits to the site for the same cost