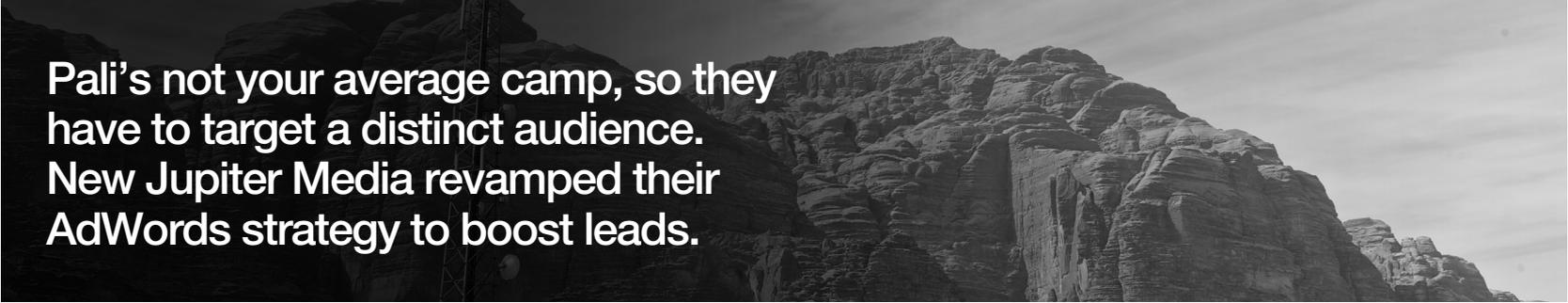


# Pali Adventures sees 59% increase in site traffic with agency support

## Goals:

Promote Pali's specialty summer camps, with fun themes like Secret Agent and Girl Power, in Southern California and beyond

- Get parents seeking unique experiences for their 9-to-16-year-olds to call for information or request a brochure and DVD
- Filter out people who are unlikely to consider Pali, such as those looking for more traditional sleepaway camps



Pali's not your average camp, so they have to target a distinct audience. New Jupiter Media revamped their AdWords strategy to boost leads.

## Results & Metrics:



Lowered average cost-per-click by 40% through targeting



Increased traffic by 59% with features like ad sitelinks



Doubled monthly brochure requests from AdWords



Upped quality score to move average ad position from 3 to 2



Drive Sales

Pali Adventures & New Jupiter Media Case Study

Products:  AdWords

## Andy Wexler started his first summer camp as a teen. Now he runs 18 once-in-a-lifetime adventures in California's San Bernardino Mountains.

### Game Plan: Google AdWords

- ▶ Used negative keywords and matching options to avoid showing ads on unrelated searches
- ▶ Excluded geographic locations where site visitors don't tend to call or request information
- ▶ Created ad groups with highly relevant keywords and copy for each of Pali's specialty camps
- ▶ Added call extensions with unique Google forwarding numbers to start tracking phone leads
- ▶ Used remarketing to show ads to previous site visitors on the Google Display Network

### Why it worked:

#### Right on target

"We're trying to reach people who want a high-end experience that's very customized and unique. New Jupiter Media helps us filter out clicks from people who probably aren't interested by using negative keywords such as 'inexpensive,' and 'discount.' We've also excluded cities, states, and zip codes that don't tend to produce customers."

**Andy Wexler - CEO**  
**Pali Adventures**

#### Quality assurance

"Trust is not always instantaneous. With Pali, like with many other clients, they saw a dramatic drop in traffic after we optimized their AdWords account. We had to explain that they were getting more quality clicks, which means they were spending less money while getting more leads. That's how you build trust."

**Todd Rodenborn - Owner**  
**New Jupiter Media**

#### A complete toolkit

"Pali has let us grow their campaign and take it in the direction we felt was best. We have been able to add many features, including ad sitelinks, call extensions, remarketing, better targeting, and more. We have been able to take full advantage of everything that Google has offered to us with this account."

**Molly Walls - Account Manager**  
**New Jupiter Media**



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