



# PPC Ad Management for Outdoor Travel Company

## PROJECT DETAILS

 SEO & PPC

 Feb. 2019 - Ongoing

 \$10,000 to \$49,999



*"We've seen the difference in quality with Ignite Visibility compared to our previous vendor..."*

## PROJECT SUMMARY

Ignite Visibility manages an outdoor travel company's Google Ads accounts. The team revamped their PPC campaigns to improve performance. They also lead Facebook ad campaigns.

## PROJECT FEEDBACK

The campaigns have seen increased traffic, visits, and conversions as well as lower CPC and bounce rates. Ignite Visibility provides high-quality account management and PPC optimization services at slightly high rates. Their dedication to customer service has led to a continued partnership.



## The Client

Introduce your business and what you do there.

I'm a co-owner and co-founder of The Wildland Trekking Company. We lead guided hiking, backpacking, and adventure vacations around the world.

## The Challenge

What challenge were you trying to address with Ignite Visibility?

We hired Ignite Visibility as our Google Ads management consulting firm. We were looking to reduce our ad spend and increase its return.



**Scott Cundy**  
Co-Owner, The Wildland Trekking Company



**Hospitality & Leisure**

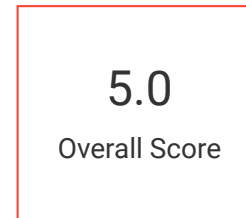


**51-200 Employees**



**Tucson, Arizona**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 4.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Ignite Visibility manages our Google Ads account. They revamped the campaign to offer a more customized level of management. We've expanded our engagement, and the team also now does social media advertising for us (primarily through Facebook).

### What is the team composition?

We've worked with three people, including a project manager, an account manager, and a person dedicated to our social media advertising campaigns.

### How did you come to work with Ignite Visibility?

We had another Google Ads manager that we were working with, but the results they produced declined quickly afterward. We looked around for another management company to do an audit of our account. Ignite Visibility had excellent reviews and seemed to be a reputable company.

### How much have you invested with them?

We've spent \$25,000 on their services.

### What is the status of this engagement?

We started working together in February 2019, and the collaboration is ongoing.





## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Our cost per click (CPC) and bounce rates have gone down, while our total visits and engagement have grown significantly. We've seen 2-3 times more paid traffic as well. As a result, our conversion rate has increased.

How did Ignite Visibility perform from a project management standpoint?

Ignite Visibility does an excellent job managing our campaigns. We use Basecamp for most of our communication.

What did you find most impressive about them?

Our Ignite Visibility rep only has nine other accounts. With such a narrow focus, their team can provide highly customized service. We've seen the difference in quality with Ignite Visibility compared to our previous vendor, with whom our rep managed 120 accounts.

Are there any areas they could improve?

Ignite Visibility has only done an average job in resolving some tracking issues we've had. They also charge more for those services, and I wish it were covered by our regular fee.

Any advice for potential customers?

A client-vendor partnership is a two-way street. The service you get is often based on the quality of information and the level of involvement you provide as a client. Ignite Visibility is a good company, and I don't think customers have to do anything out of the ordinary to get a good result.

