

Simpleguide



Pay-Per-Click for Search, Display & Social

Reach more travelers in the right context with the right medium.

Content is saturating the Internet; every minute of the day 571 new websites are created, more than 100,000 tweets are sent, 648,478 pieces of content are shared on Facebook, and Google receives more than 2 billion search queries. With all of this chatter and noise, getting in front of the traveler is becoming an increasingly hard task.

Utilizing Simpleview's Pay-Per-Click (PPC) team, you can advertise your DMO to targeted customers at the right time and in the proper context. Our sole focus on the tourism industry and our search engine marketing expertise allows you to keep your advertising costs low and make sure every impression counts.

Q: Why Choose Simpleview?

A: It's simple - Our PPC experts have the search experience and industry expertise to position your DMO for success.

In 2015, Simpleview's average Cost-Per-Click (CPC) in Google paid search was \$0.37 and average Click-Through-Rate (CTR) was 4.44%. These numbers exceed tourism industry averages of 2.18% CTR¹ and \$0.92 CPC.² Simpleview is proud to send millions of visits to leading DMO sites each year.

¹ WordStream, 2016

² Google, 2015



Niche Industry Knowledge

Our team provide services to increase traffic, visibility and conversions for dozens of DMOs across the globe. We are also a Google AdWords Certified Partner, showcasing our team's knowledge of Google's latest tools and best practice techniques.



Tailored Campaigns

With sure-fire techniques and tactics, the chances of being found greatly increase when using our team's expertise. All campaigns are tailored to meet specific needs.

Cross-engine Optimization

Help visitors find your campaign on search engines, including Google, Yahoo! and Bing. PPC options are also available within social networks. As new options arise, we will evaluate each opportunity and optimize your advertising efforts.





Q: What is Simpleview's PPC campaign process?

A: Every campaign will be different based on the DMO and their desired goals. Our PPC team will work with you to develop a highly customized strategy to be aligned with your business objectives and key performance indicators.

This includes conducting in-depth research and analysis to select the most relevant and cost-effective keywords, creating tracking mechanisms and more. Once the strategy is established, we will implement it and provide ongoing optimization along the way. This includes updating and testing advertising copy, as well as adjusting bids to capitalize on changes in search behavior and the always shifting competitive landscape. Your team will also receive monthly reports from our PPC team with status calls, strategy reviews and other data to show how the campaign is meeting or exceeding your PPC goals.

What Custom Services Can You Offer?

Landing Page Optimization



Direct your advertising to a dedicated page to capture a visitor's information or push them toward another desired conversion. We help develop the layout and craft focused messages for best results.

Remarketing



Develop an initiative by serving contextual ads to custom audiences who have previously engaged with your site. Increase conversions by targeting visitors, pushing them down the desired funnel.

Advanced Reporting



Compare current and historical conversion data, understand each keyword's performance and cost, learn more about visitor's purchasing trends and more.

Display Advertising



Establish and improve online visibility by having us create and place banner advertising for qualified visitors at a reasonable cost.

When Will We See Results?

While SEO is a multi-year investment with long-term benefits, the ROI of a PPC campaign is practically instantaneous. Traffic to your desired site can be immediate and should help generate conversions within weeks. Our dedicated staff will optimize for conversions and usability to ensure the increased traffic leads you toward your desired goals. Contact your Simpleview Account Manager. Email accountmanagers@simpleviewinc.com

