

# TRAVEL & TOURISM

LEAD GENERATION CASE STUDY

DECEMBER' 2025

## 77 HIGH QUALITY LEADS IN JUST 30 DAYS!

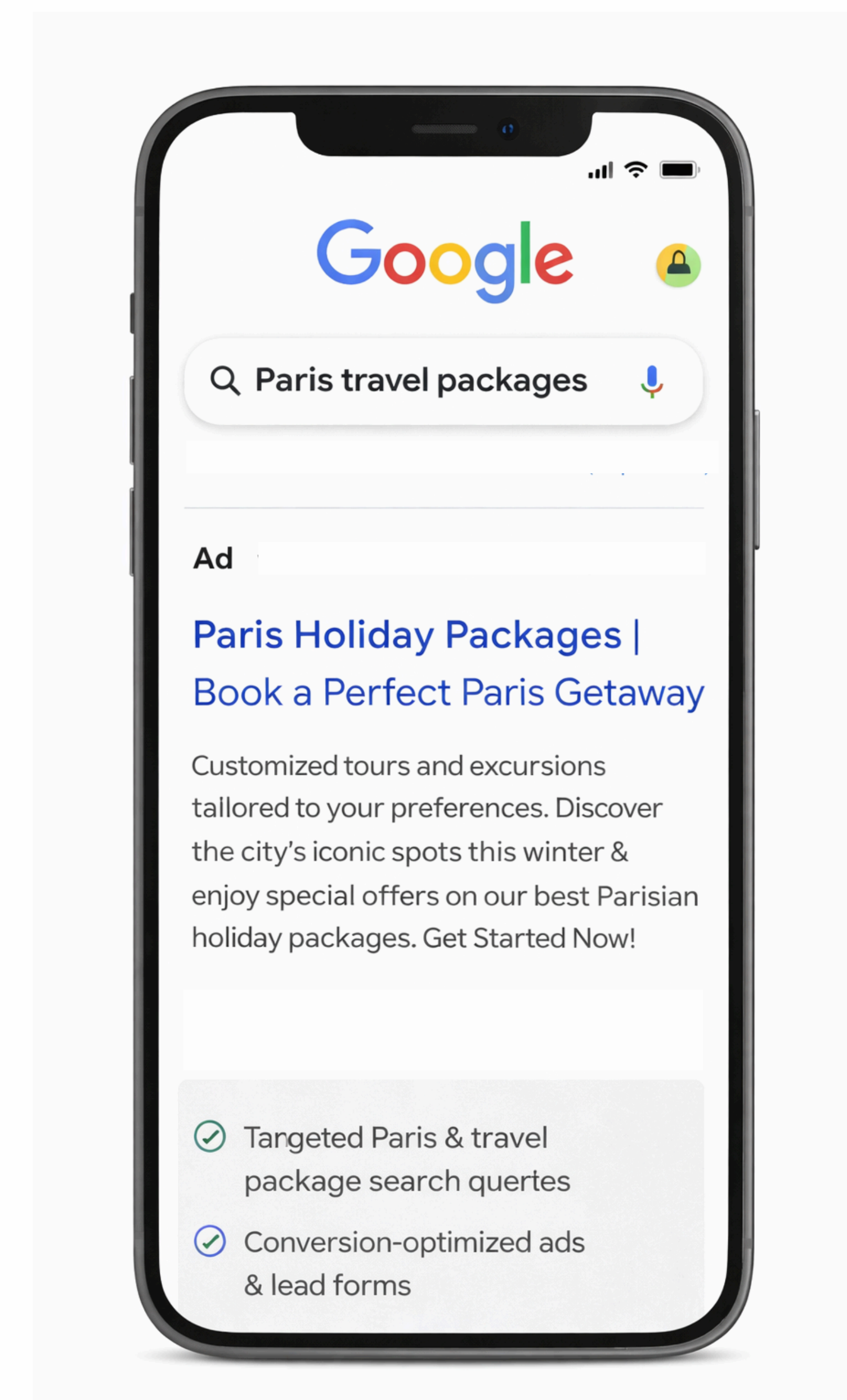
## NEW GOOGLE ADS SETUP LEAD GENERATION

The client is a travel & tourism company specializing in customized holiday packages, city tours, and experiences in Paris, France. Their primary objective was to generate high-intent travel inquiries from international travelers actively searching for European vacation packages.

The client entered a highly competitive Paris travel market with limited brand visibility and a tightly controlled budget. Campaigns were launched mid-November, leaving a short runway to capture demand before the peak December travel planning season. Additionally, the priority was not just traffic but high-intent leads from travelers actively searching for Paris holiday packages, requiring precise keyword targeting and strong conversion optimization to generate



We launched high-intent Google Search campaigns focused on Paris-specific travel queries, targeting users actively planning European holidays. Campaigns were structured around destination keywords, travel packages, and tour-based searches, supported by compelling ad copy and conversion-optimized lead forms. Continuous bid optimization, keyword refinement, and search term analysis helped scale performance efficiently, driving consistent, qualified leads throughout December.



Google Search Campaign



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# OUR STRATEGY

## TRAVEL & TOURISM – LEAD GENERATION WITH NEW GOOGLE ADS SETUP



### HIGH-INTENT SEARCH CAMPAIGNS (NEW)

We focused on bottom-funnel search keywords such as Paris travel packages, Paris holiday tours, and customized Paris trips. This ensured ads were shown only to users actively planning travel, resulting in higher lead quality and stronger conversion intent from the start.

### KEYWORD & GEO TARGETING

Campaigns were tightly segmented by destination, package type, and travel intent, allowing precise control over bids, ad messaging, and performance. This structure improved relevance scores, helped maintain a low average CPC, and reduced wasted spend.

### OFFER-LED AD COPY

Ad copy emphasized custom itineraries, seasonal offers, and easy inquiry CTAs, directly addressing traveler motivations. This messaging increased ad engagement and click-through rates, accelerating lead volume during the December planning surge.

### LANDING PAGE OPTIMIZATION

Landing pages and lead forms were optimized for speed, clarity, and minimal friction, capturing essential traveler details without overwhelming users. This helped convert high-intent clicks into qualified inquiries efficiently.

### CONTINUOUS OPTIMIZATION & PERFORMANCE SCALING

Ongoing search term analysis, negative keyword refinement, bid optimization, and audience adjustments ensured budgets were allocated to top-performing segments. This enabled consistent lead growth while keeping costs under control throughout the campaign.

### ADVANCED BID OPTIMIZATION

Ongoing analysis of search terms, negative keyword additions, and bid adjustments ensured spend was concentrated on top-performing queries. This optimization drove consistent lead growth while keeping costs controlled throughout the campaign.

### NURTURE INTERESTED BUYERS

We implemented remarketing audiences to re-engage users who visited the site but didn't submit a lead. By reinforcing destination messaging and offers through tailored ads, we stayed top-of-mind and converted warm users into leads, increasing overall campaign efficiency.

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# RESULTS

## TRAVEL & TOURISM – LEAD GENERATION WITH NEW GOOGLE ADS SETUP



### 77 HIGH-QUALITY LEADS GENERATED

By focusing on high-intent search queries and conversion-optimized lead forms, the campaign attracted users who were actively planning travel. This ensured that leads were not just volume-driven, but genuinely interested inquiries with strong booking potential.

### €0.41 AVERAGE CPC IN A COMPETITIVE MARKET

Maintaining a low CPC was possible through granular keyword segmentation, strong ad relevance, and ongoing bid optimization. High Quality Scores reduced auction costs while preserving top ad visibility.

### WE DON'T JUST MANAGE, WE SCALE

BeOnAds' strength lies in its strategic, data-led approach to travel & tourism lead generation. By combining high-intent traveler keyword targeting, destination-focused search campaigns, conversion-optimized ad creatives, and continuous performance optimization, BeOnAds consistently delivers qualified travel inquiries, scalable lead growth, and measurable ROI for tour operators and travel brands.

### GET A 7-DAY FREE TRIAL!

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