

For NZ Discount Car Rentals, pay-per-click ads are crucial for driving demand in a highly competitive industry.

After working with a major pay-per-click services provider who uses AI-driven robots to manage campaigns, the company was disappointed in the results they were getting and turned to Rocketshp for a more human approach.

We drove 488% more conversions over 18 months without increasing their budget a penny – proving you should never send a robot to do a marketer's job.

The Client

The company is an established, car rental brand in New Zealand, providing flexible rental options at affordable rates to a growing base of new and repeat customers.

Their Challenge

The rental company had hired a large, international pay-per-click services provider to set up and manage their Google Adwords campaigns, but results weren't what they'd hoped.

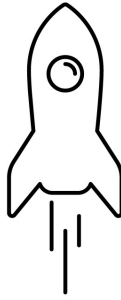
Their previous provider used a robotic AI that would, in theory, respond to market changes, then continually write and optimise new ads automatically. In reality, the returns were poor. Ads weren't being clicked, and conversions barely trickled in – all at a substantial cost.

They approached Rocketshp to see if a more human approach would drive better returns.

Our Solution

After an initial audit, we quickly identified two critical problems: Ads were poorly written, and campaigns were haphazardly organised.

We immediately paused or removed losing ads and devoted the company's budget to the few ads that were performing, generating an immediate cost savings while we developed our strategy.



Our audit also revealed that significant spend was being lost to irrelevant clicks, so we moved quickly to implement a negative keyword list to eliminate these costly, poorly qualified leads.

Then, our real overhaul of their campaigns began.

By revisiting the keyword research done by the previous provider, we identified opportunities to expand the company's campaigns to target both local and international travelers with less expensive, long-tail phrases as part of the ad mix.

From there, we restructured their Adwords campaigns in three key ways:

Created new ad groups to target particular segments, such as Auckland Airport, and

Created global ad campaigns targeting specific countries with consistent and considerable tourism interest.

Created ad extensions for both mobile and desktop ads.

Finally, we worked with copywriters to write and test new ad copy based on the company's unique value proposition – humans writing for humans, the way it should be.

The Results

After 18 months, the company's conversion rates have increased by a staggering 488% – without increasing their budget whatsoever.

Thanks to a massive improvement in campaign efficiency and a human approach to copy, the company is now able to compete against larger, international chains and win new customers from keyword verticals and countries that had previously been ignored.