

90% INCREASE IN MONTHLY REVENUE WITHIN TWO MONTHS

Lasting Adventures is outdoor tour guide operator with guided backpacking & summer camp offerings in Yosemite, Olympic, and Lassen National Parks. We started working with Lasting Adventures in January of 2020 managing their Google Adwords campaigns. Within two months of taking over their account, we were able to increase monthly revenue by 90% compared to the previous year.

Since then, we have helped increase their total annual revenue year over year, with a 24% increase in 2020 over 2019, and a 37% increase in 2021 over 2020. Notably 2020, was the height of the pandemic with massive impacts to the tourism & travel industry. We proactively cut adspends & reduced geo-targeting to address COVID travel restrictions.

HOW WE DID IT

- SINGLE KEYWORD ADGROUPS
- GEO TARGETING IMPROVEMENTS
- NEGATIVE KEYWORD IMPROVEMENTS
- DYNAMIC COPY TESTING
- ROI CONVERSION TRACKING
- DEVICE TARGETING OPTIMIZATION
- LOCATION SPECIFIC CAMPAIGNS (INTERNATIONAL, NATIONAL, LOCAL ETC.)



RESULTS

↑ 24%
Increase in total revenue 2020

↑ 37%
Increase in total revenue 2021

↑ 159%
ROAS for 2020

↑ 113%
ROAS for 2021



“HRD Marketing has been outstanding to work with! Mo has been focused on campaigns that make us money since day one, and has made a huge difference for our business. Honest, transparent, focused on results, responsive, and a pleasure to work with are all how I'd describe our experience. Genuinely focused on what's best for Lasting Adventures, and it shows!

- **Scott Gehrman**, Founder

