



ROI

Case Study:

OBTAINING STRONG ROI FROM DIGITAL ADS



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BACKGROUND:



Cherry Ridge Retreat, a luxury vacation cabin destination with a strong presence in the Hocking Hills community, was seeking a reliable and consistent partner for digital advertising services. Over the years, Cherry Ridge received subpar service while floating between various ad agencies and State Government subsidized tourism support teams. As their needs evolved, the necessity for an overarching [marketing and advertising strategy](#) became apparent.

OBJECTIVE:



TriAd Marketing & Media was tasked with optimizing Cherry Ridge's [digital ad campaigns](#) to make them profitable. This task included finding a way to capture conversion tracking data from Cherry Ridge Retreat's third-party booking system and making changes to the ads account to better optimize for a full e-commerce user experience.

STRATEGY AND IMPLEMENTATION:



The first phase of the project involved creating fresh ad content to run on Google ads and Meta ads platforms. Over the initial 2-3 months, TriAd and Cherry Ridge worked together to capture conversion tracking data from the third-party booking system. After much technical work, communication between support teams, and patience from Cherry Ridge, this data was made available and integrated into the ad accounts.

With a wealth of e-commerce data revealed, a whole world of tracking optimization and profit opportunity opened for Cherry Ridge Retreat. TriAd could now test a large variety of ad campaigns, audience messaging, and artwork A/Bs test to determine the best path toward reaching the highest possible ROAS. After a few months of testing and fine tuning, the exact ROI calculated from digital advertising was trending in a strong, positive direction.

TriAd's strategy also included ad artwork and [video editing](#) for social media ads, optimizing for the best performing assets by regularly updating and rotating ad variations each month.

Additionally, TriAd offered assistance with navigating government-backed tourism investment opportunities available to vacation destinations across Ohio. From previous experiences, Cherry Ridge Retreat knew the challenges that come with these programs and opted to retain TriAd as an auditor and consultant for campaigns operating through the state tourism board. By building strong channels of communication, TriAd and Chery Ridge navigated difficult processes and decisions with these campaigns, ultimately leading to improved results with this state-backed opportunity.

Take a closer look at what we do - and how we think.



Marketing



Print



Social



Video



Web

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"WORKING WITH TRIAD MARKETING & MEDIA HAS BEEN A GAME-CHANGER FOR CHERRY RIDGE RETREAT. WE ASKED THEM TO TAKE ON THE CHALLENGING TASK OF MAKING OUR DIGITAL ADVERTISING CAMPAIGNS TRULY PROFITABLE—SOMETHING THAT REQUIRED NOT ONLY REFINING OUR AD STRATEGIES BUT ALSO FIGURING OUT HOW TO CAPTURE CONVERSION TRACKING DATA FROM OUR THIRD-PARTY BOOKING SYSTEM. TRIAD DELIVERED.

THANKS TO THEIR EXPERTISE, OUR CAMPAIGNS ARE FINALLY PERFORMING IN LINE WITH OUR GOALS. WE'RE GETTING MEASURABLE ROI AND BETTER QUALITY BOOKINGS. TRIAD'S TEAM WAS PROFESSIONAL, KNOWLEDGEABLE, AND EASY TO WORK WITH EVERY STEP OF THE WAY. WE HIGHLY RECOMMEND THEM TO ANYONE LOOKING TO TAKE THEIR DIGITAL MARKETING TO THE NEXT LEVEL."

Keith Mandel, Cherry Ridge Retreat



RESULTS:

This partnership proved to be one of TriAd's greatest success stories in the field of digital advertising.

- 1. ACHIEVING TRUE CONVERSION DATA:**
After several weeks of problem solving, TriAd and Cherry Ridge succeeded in achieving attribution of customer purchase data from a 3rd party system.
- 2. OPTIMIZING TO OVER 1,500% ROI:**
With the campaign tests and data optimization, Cherry Ridge has achieved over 1,500% ROI in a single month on Google Ads and over 8,900% ROAS in a single month on [Meta ads](#).
- 3. COMPREHENSIVE REPORTING:**
TriAd provides comprehensive monthly analytics reports that include a dedicated section for conversion data. For a full e-commerce platform, it details exact ROAS and ROI figures achieved by the ad campaigns.
- 4. HONEST COMMUNICATION:**
Cherry Ridge Retreat stands out as an incredibly communicative and patient partner with TriAd Marketing & Media. Through honest dialogue, consistent testing, and highly technical work, the previous ineffective advertising strategies and lack of data have been remedied to find incredible success.

CONCLUSION: TriAd Marketing & Media successfully maximized Cherry Ridge Retreat's ad accounts by attributing real, accurate data while leveraging [ad artwork](#) and effective messaging to generate the best performing results. TriAd is pleased with the ROI that Cherry ridge has attained thanks to the optimization that only good advertising, an experienced ad manager, and e-commerce conversion data can achieve.

Take a closer look at what we do - and how we think.





TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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