



Paid Marketing Case Study Creating a Splashing Success in the Leisure Industry

Introduction

This case study focuses on Wet N Joy Water Park, a leading leisure destination known for its exhilarating water-based attractions and memorable experiences. Wet N Joy's success stems from its strategic location, diverse attractions, operational excellence, customer-centric approach, and effective digital marketing strategies.

Digital Astitva, a specialized digital marketing agency has optimized Wet N Joy's advertising campaigns, boosting visibility, visitor engagement, and business growth. The collaboration between the two entities has been instrumental in establishing Wet N Joy as a premier leisure destination.





About Client

Wet n Joy, India's top theme water and amusement parks, offers international rides for all ages. With two locations in Maharashtra (Lonavala and Shirdi), it guarantees a day of adventure and thrill. Shirdi's park, India's first devotional theme park, features water rides and a thunder wave pool.

In Lonavala, experience over 26 international rides, including India's first water coaster, a massive wave pool, and the thrilling "Volcano" ride. Savor multi-cuisine delights at Wet n Joy's restaurants.

Objective

The primary objectives of
Wet N Joy's PPC marketing campaign
were as follows

1

CTR (Click Through Rate)

2

CPA or CPR
(Cost per Acquisition or Result)

3

Cost Per Ticket
Purchased

4

Total Amount
Invested

5

Total Business
Generated (Revenue)

Challenges





Solutions

1

Analyze historical data to identify patterns in visitor demand during different seasons and peak periods.

2

Refine audience targeting parameters, such as location, demographics, and interests, to ensure ads reach the right audience during specific periods.

3

Identify underperforming keywords, ads, or targeting options and make necessary adjustments or remove them from the campaigns.

4

Utilize geographic targeting options to reach people located within a specific radius of the water park.

5

Optimize landing pages to improve quality score, which can positively impact ad position and cost per click (CPC).

6

Utilize remarketing campaigns to reach visitors who have shown initial interest and guide them towards conversion with tailored messaging and offers.

7














Continuously analyze the customer journey and make optimizations based on data insights to improve conversion rates.

Campaign PERFORMANCE















Campaign Performance: Oct 2022

Campaign	Budget	Clicks	CTR	↓ Conversions	Cost / conv.	Cost
		139,649	2.49%	768.05	₹1,291.37	₹991,834.26
 Wetnjoy Water_Park Branded 16745855001	₹5,000.00/day 	16,552	41.27%	346.00	₹174.35	₹60,325.67
 hvs_google_brand_amusement_park_31032 17009304469  	₹4,000.00/day 	28,300	15.42%	183.20	₹2,863.60	₹524,605.28
 Smart_Book5_Amusement_28-10-22 8708475095	₹5,000.00/day ₹152,000.00/month	1,721	9.19%	98.03	₹112.03	₹10,982.59
 Generic (Male)_19-Oct-22_25_Nov_M 18655085996	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	6,202	1.92%	39.98	₹1,752.23	₹70,060.76
 Search_Combo_Water+Amusement Park_27_Nov_M 16778752039	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	4,585	13.69%	24.77	₹1,850.41	₹45,828.04
 College Student Offer - Amusement_Park- 27_Nov_MF 16909760374	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	4,960	11.25%	21.23	₹2,671.15	₹56,701.80
 Video_AmusementPark_18_Oct_05_Dec_M 18638143095	₹1,000.00/day	8,528	1.16%	16.21	₹3,448.88	₹55,897.74
 Amusement_Park_5_Ticket_13.10.2022 18595739978	₹6,000.00/day 	59,115	2.15%	13.31	₹4,862.79	₹64,728.88



Campaign Performance: Nov 2022

Campaign	Budget	Clicks	CTR	↓ Conversions	Cost / conv.	Cost
		230,913	2.34%	1,570.42	₹988.23	₹1,551,941.70
 Wetnjoy Water_Park Branded 16745855001	₹5,000.00/day 	26,650	42.29%	551.55	₹216.64	₹119,489.57
 Smart_Book5_Amusement_28-10-22 8708475095	₹5,000.00/day ₹152,000.00/month	31,383	4.67%	420.79	₹473.81	₹199,375.27
 hvs_google_brand_amusement_park_31032 17009304469	₹4,000.00/day 	34,472	20.40%	342.69	₹1,356.15	₹464,741.35
 Generic (Male)_19-Oct-22_25_Nov_M 18655085996	Avg. ₹6,250.00/day In Portfolio Maximise c... ₹25,000.00/day used by...	9,034	3.33%	62.35	₹1,496.27	₹93,294.68
 College Student Offer - Amusement_Park-27_Nov_MF 16909760374	Avg. ₹6,250.00/day In Portfolio Maximise c... ₹25,000.00/day used by...	9,510	2.23%	52.46	₹2,143.97	₹112,462.26
 Search_Combo_Water+Amusement Park_27_Nov_M 16778752039	Avg. ₹6,250.00/day In Portfolio Maximise c... ₹25,000.00/day used by...	13,925	7.42%	49.74	₹3,445.55	₹171,375.63
 Video_AmusementPark_Rmkt_25_Oct_05_D 18702926376	₹1,000.00/day	48,467	1.60%	22.59	₹5,364.32	₹121,160.68
 Smart_College Student Offer_3-Nov-2022 18811531630	₹2,000.00/day ₹60,800.00/month	4,280	2.53%	21.25	₹314.21	₹6,677.31



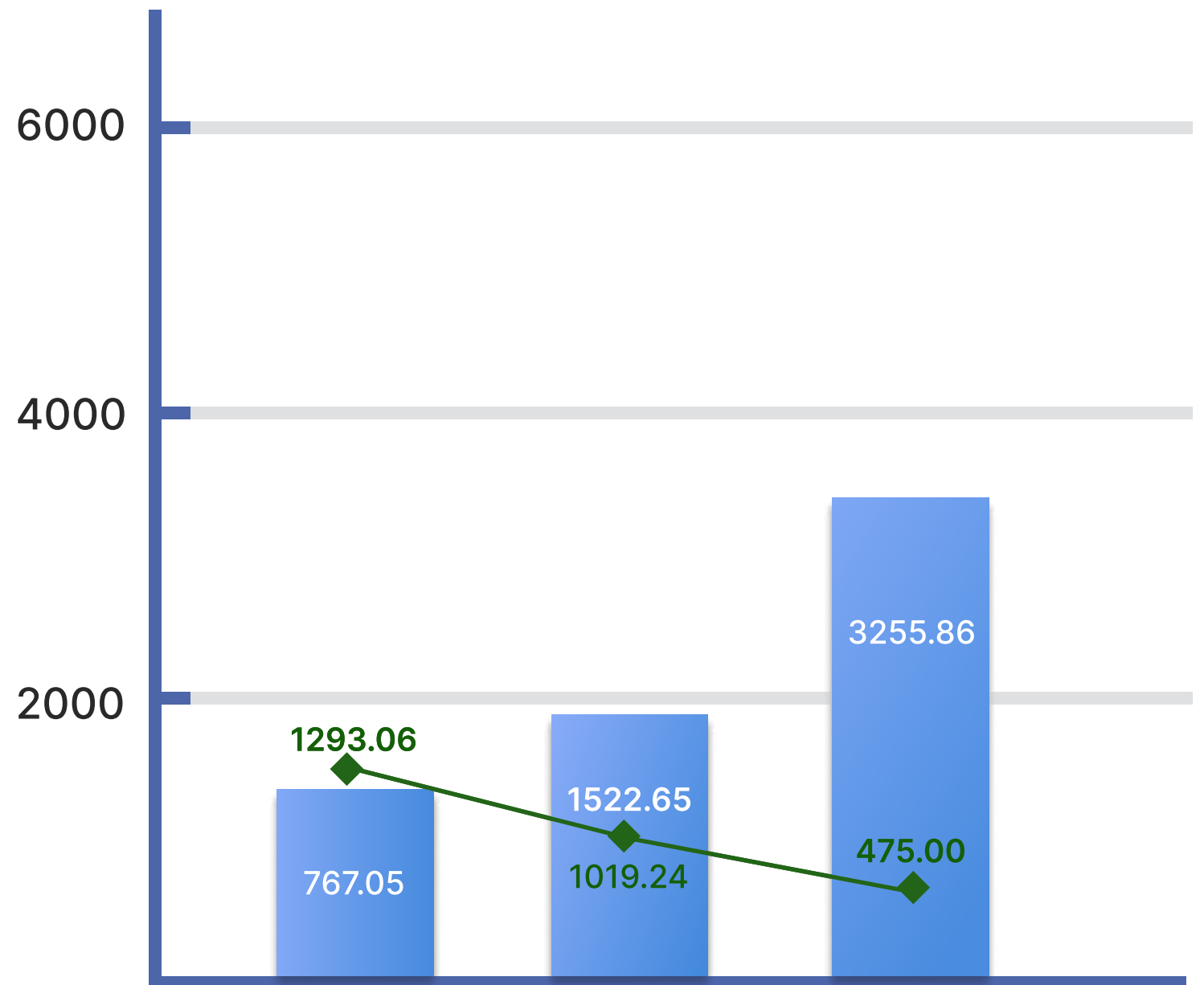
Campaign Performance: Dec 2022

Campaign	Budget	Clicks	CTR	↓ Conversions	Cost / conv.	Cost
		221,781	8.32%	3,591.78	₹430.63	₹1,546,713.44
hvs_google_brand_amusement_park_31032 17009304469	₹4,000.00/day	74,358	27.48%	1,225.15	₹408.47	₹500,439.95
Smart_Book5_Amusement_28-10-22 8708475095	₹5,000.00/day ₹152,000.00/month	53,340	5.43%	1,120.31	₹292.78	₹328,000.03
Wetnjoy Water_Park Branded 16745855001	₹5,000.00/day	35,332	37.05%	685.53	₹294.08	₹201,603.64
College Student Offer - Amusement_Park-27_Nov_MF 16909760374	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	15,521	24.26%	190.15	₹655.60	₹124,662.74
Generic (Male)_19-Oct-22_25_Nov_M 18655085996	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	9,262	13.23%	140.91	₹736.88	₹103,834.75
Search_Combo_Water+Amusement Park_27_Nov_M 16778752039	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	11,977	14.04%	89.25	₹1,609.95	₹143,688.62
Smart_College Student Offer_3-Nov-2022 18811531630	₹2,000.00/day ₹60,800.00/month	10,369	3.02%	74.32	₹309.05	₹22,967.30
Amusement_Park_Tuesday_Treat_5_Dec_M 17092310853	Avg. ₹6,250.00/day in Portfolio Maximise c... ₹25,000.00/day used by...	2,701	12.39%	27.52	₹1,299.92	₹35,774.76

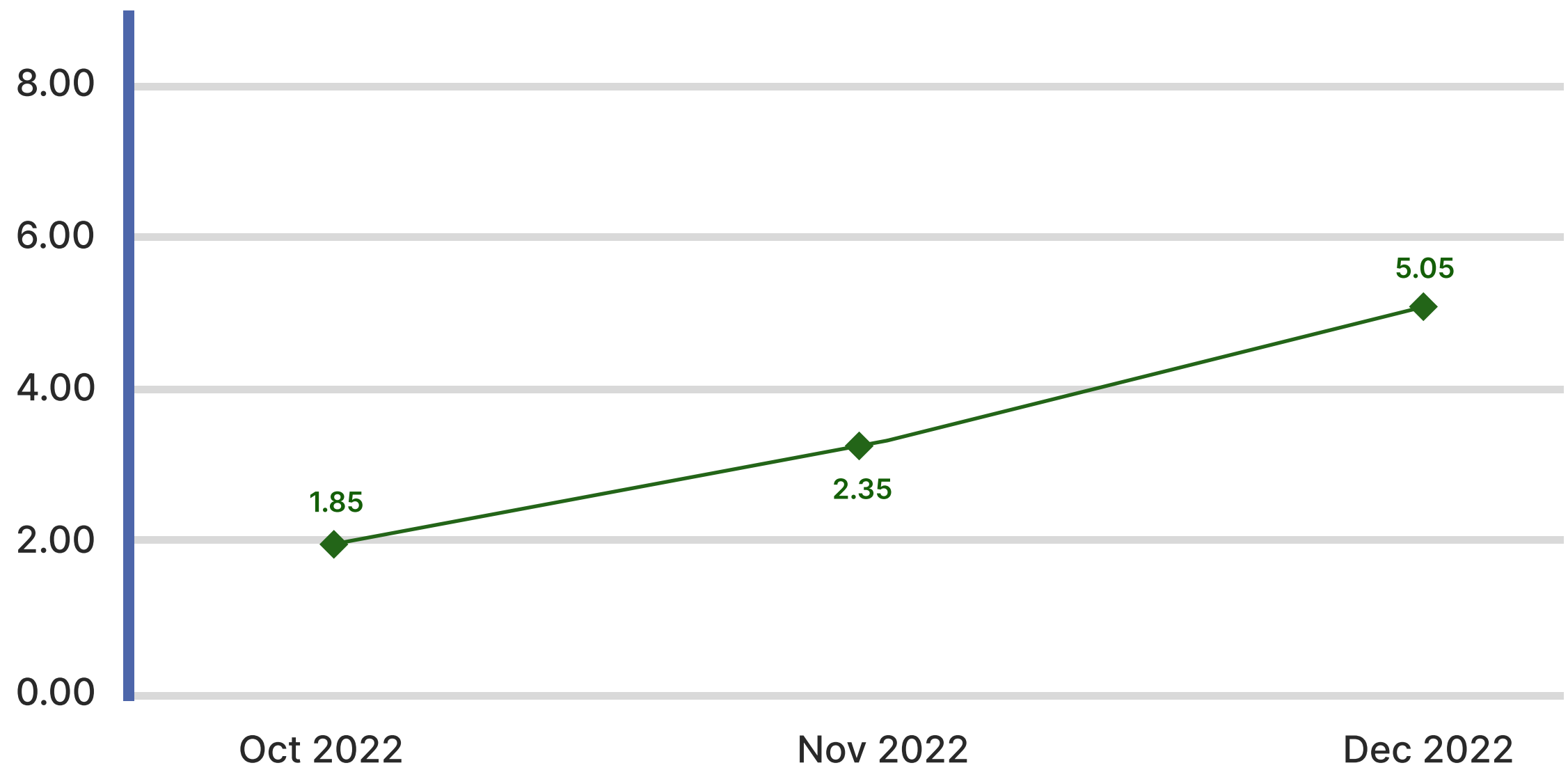
Overall Performance



● Monthly Conv. ◆ Cost/Conv

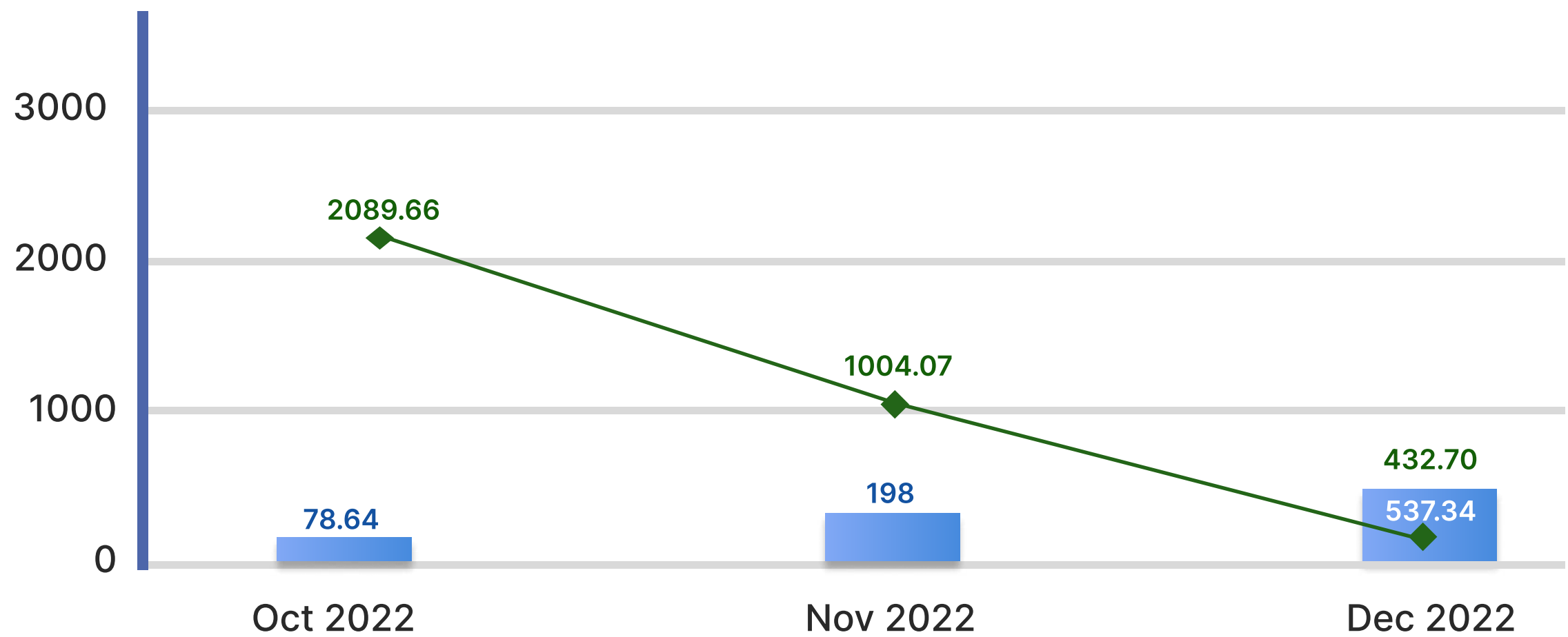


ROAS



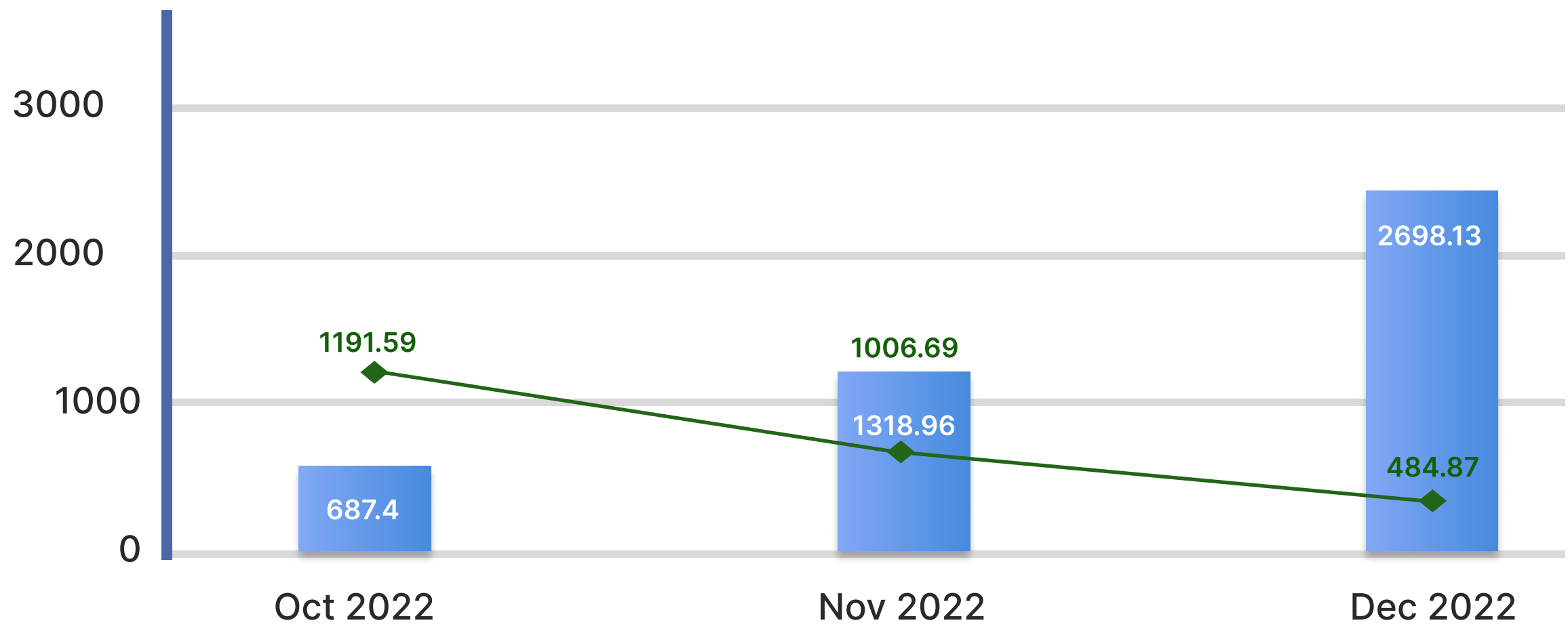
Desktop Performance

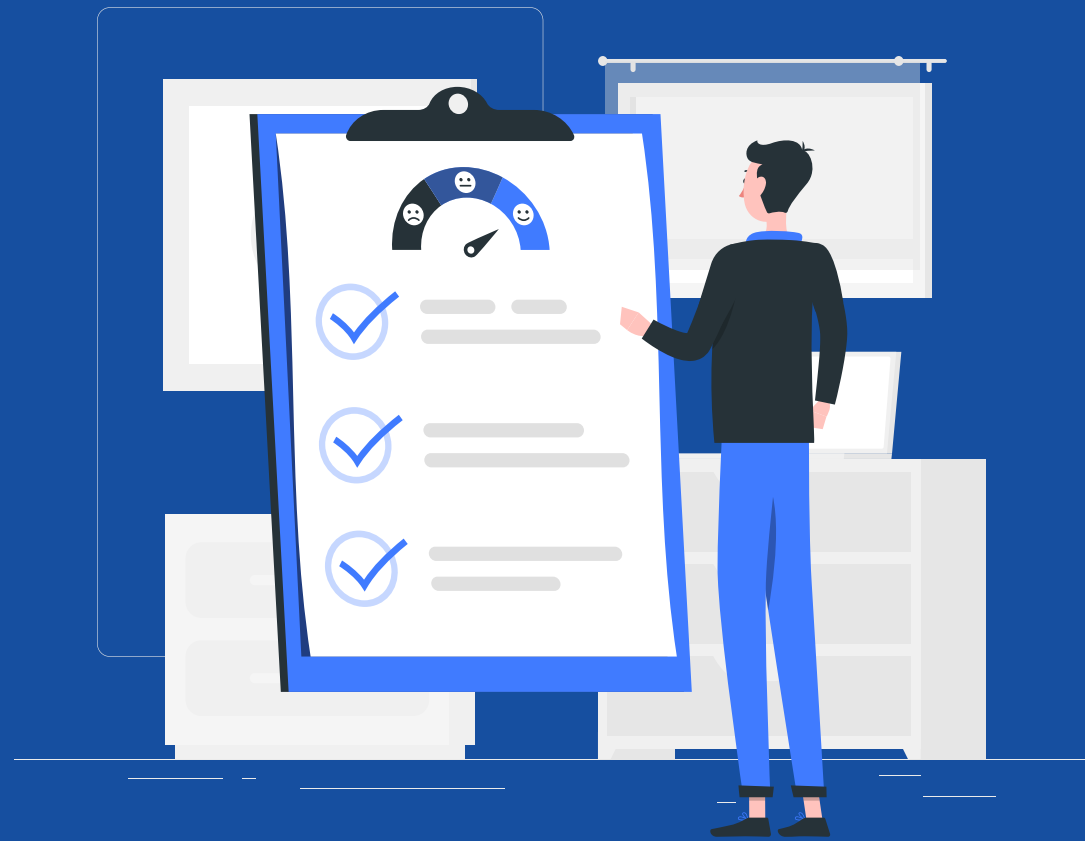
● Monthly Conv. ◆ Cost/Conv



Mobile Performance

● Monthly Conv. ◆ Cost/Conv








Conclusion

By leveraging advanced strategies, conducting thorough keyword research, and implementing ongoing optimization, Wet N Joy Water Park achieved remarkable success in maximizing ROI and attracting a larger number of visitors. This case study emphasizes the significance of strategic PPC ad optimization and collaboration with specialized digital marketing agencies in achieving desired campaign outcomes within the leisure industry. The collaborative effort between Wet N Joy Water Park and Digital Astitva in optimizing the park's PPC ads has led to notable improvements in online visibility, increased website traffic, and higher conversion rates.



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