



Achieving Unmatched Ticket Sales with Meta (Facebook) & Google Ads

Introduction

The background of the slide is a blurred image of a water park. It features several colorful slides in shades of red, yellow, and blue, leading into a large blue pool. The overall scene is bright and sunny, suggesting a fun and lively atmosphere.

Wet'n'Joy Water & Amusement Park, located in Lonavala, is a premier destination featuring thrilling water rides, wave pools, and kid-friendly attractions. Renowned for its vibrant and exhilarating atmosphere, it provides an ideal getaway for families and adventure seekers alike.

To enhance its reach and increase ticket sales, especially during off-peak seasons, Wet'n'Joy leveraged targeted digital marketing campaigns on Facebook and Google Ads, aiming to boost online visibility, drive ticket purchases, and build a loyal customer community.

Objective

The background of the slide is a faded, light-colored image of a water park. It features several colorful slides in shades of yellow, orange, red, and blue, leading into a large blue pool. The overall scene is bright and sunny, suggesting a fun, recreational environment.

1. **Increase Ticket Sales:** Drive more online ticket purchases through targeted advertising campaigns.
2. **Enhance Customer Engagement:** Build a loyal community of visitors through interactive and engaging content.
3. **Maximize Return on Ad Spend (ROAS):** Ensure efficient utilization of marketing budget for higher returns.

Strategy

1. Google Ads Campaigns:

- **Campaign Types:** Search, video, performance max, and retargeting ads.
- Conducted thorough keyword research to target high-intent searches.
- Launched PPC campaigns focused on converting searchers into ticket buyers.
- Implemented retargeting and display ads to increase conversion rates.

2. Targeted Facebook Campaigns:

- **Campaign Types:** Carousel ads, video ads, and retargeting ads.
- Developed engaging content and advertisements to attract families, adventure seekers, and local residents.
- Implemented seasonal campaigns and contests to drive engagement.
- Utilized retargeting to re-engage visitors who previously showed interest.

Overall Performance (Apr - June 2024)

Channels	Total Spend	CPA	Conv.	Total Tickets Sales	Cost per Ticket	Revenue	ROAS
Facebook	33,44,704.28	149.7	21,337	96,017	990	9,50,56,335	28.42
Adwords	27,66,366.75	166.07	16,658	74,961	990	7,42,11,702	26.83
Total	61,11,071.03	160.84	37,995	1,70,978	990	16,92,68,037	27.70

Campaigns

Custom

1 Apr - 30 Jun 2024

Show last 30 days

+ Add filter
Search
Segment
Columns
Reports
Download
Expand
More

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Campaign type	Impr.	Clicks	↓ Cost	CTR	Avg. CPC	Conversions	Cost / conv.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Drafts in progress: 5 <ul style="list-style-type: none"> <input type="checkbox"/> <input checked="" type="radio"/> PMAX DA <input type="checkbox"/> <input checked="" type="radio"/> Offers DA <input type="checkbox"/> <input checked="" type="radio"/> Branded DA <input type="checkbox"/> <input checked="" type="radio"/> Combo Offer DA <input type="checkbox"/> <input checked="" type="radio"/> Small Group Offer DA <input type="checkbox"/> <input checked="" type="radio"/> College ID DA <input type="checkbox"/> <input checked="" type="radio"/> Remarketing DA <input type="checkbox"/> <input checked="" type="radio"/> Video DA <input type="checkbox"/> <input checked="" type="radio"/> Dem Gen - Imagica Data <input type="checkbox"/> <input checked="" type="radio"/> Pmax Birthday DA 								
<input type="checkbox"/>	<input checked="" type="radio"/>	PMAX DA	Performance Max	2,171,435	417,149	₹1,193,945.33	19.21%	₹2.86	6,327.24	₹188.70
<input type="checkbox"/>	<input checked="" type="radio"/>	Offers DA	Search	775,123	290,799	₹815,101.87	37.52%	₹2.80	5,017.40	₹162.45
<input type="checkbox"/>	<input checked="" type="radio"/>	Branded DA	Search	397,325	223,336	₹479,193.62	56.21%	₹2.15	4,328.24	₹110.71
<input type="checkbox"/>	<input checked="" type="radio"/>	Combo Offer DA	Search	62,442	27,687	₹86,231.56	44.34%	₹3.11	420.28	₹205.18
<input type="checkbox"/>	<input checked="" type="radio"/>	Small Group Offer DA	Search	49,770	22,854	₹81,248.89	45.92%	₹3.56	333.30	₹243.77
<input type="checkbox"/>	<input checked="" type="radio"/>	College ID DA	Search	64,531	18,792	₹76,456.10	29.12%	₹4.07	257.81	₹296.56
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing DA	Video	648,104	7,035	₹35,461.76	1.09%	₹5.04	114.57	₹309.53
<input type="checkbox"/>	<input checked="" type="radio"/>	Video DA	Video	421,728	4,808	₹22,219.84	1.14%	₹4.62	153.51	₹144.74
<input type="checkbox"/>	<input checked="" type="radio"/>	Dem Gen - Imagica Data	Demand Gen	539,510	11,670	₹22,121.73	2.16%	₹1.90	25.82	₹856.71
<input type="checkbox"/>	<input checked="" type="radio"/>	Pmax Birthday DA	Performance Max	263,591	4,212	₹21,773.87	1.60%	₹5.17	23.03	₹945.57
Total: All but removed ca... ⓘ				5,759,354	1,041,777	₹2,868,193.47	18.09%	₹2.75	17,161.58	₹167.13
Total: Account ⓘ				5,759,354	1,041,777	₹2,868,193.47	18.09%	₹2.75	17,161.58	₹167.13

AdWords Campaign Performance

Campaign	Campaign type	Clicks	Cost	Avg. CPC	Conversions	Cost / conv.
PMAX DA	Performance Max	4,17,149	11,93,945.33	2.86	6,321.97	188.86
Offers DA	Search	2,90,799	8,15,101.87	2.8	5,016.24	162.49
Branded DA	Search	2,23,336	4,79,193.62	2.15	4,327.00	110.75
Combo Offer DA	Search	27,687	86,231.56	3.11	420.28	205.18
Small Group Offer DA	Search	22,854	81,248.89	3.56	333.28	243.78
College ID DA	Search	18,792	76,456.1	4.07	257.79	296.58
Dem Gen - Imagica Data	Demand Gen	11,670	22,121.73	1.9	25.82	856.71
Remarketing DA	In-stream video	7,035	35,461.76	5.04	114.57	309.53
Thursday Bonanza DA	Search	5,943	14,420.15	2.43	70.92	203.32
Tuesday Treat DA	Search	4,919	14,315.25	2.91	69.19	206.9
Video DA	In-stream video	4,808	22,219.84	4.62	153.51	144.74
Offer Dem Gen DA	Demand Gen	2,573	5,703.5	2.22	20.27	281.38

Results

1. Increased Ticket Sales:

- Facebook and Google Ads together resulted in 1,70,978 ticket sales.
- Achieved substantial revenue growth, with Facebook generating ₹9,50,56,335 and Google Ads generating ₹7,42,11,702.

2. High ROAS:

- Both channels demonstrated strong performance, with Facebook achieving a ROAS of 28.42 and Google Ads a ROAS of 26.83.
- The overall ROAS for the combined campaign was 27.70, indicating highly efficient ad spend.

3. Effective Cost Management:

- Maintained competitive CPAs, with Facebook at ₹149.70 and Google Ads at ₹166.07, leading to efficient budget utilization.



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Thank You

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