

Case Study: Driving a 12x ROAS for Seattle's Premier Tourism Destination

The TL;DR: I designed and executed a full-funnel digital strategy that turned local and regional interest into high-value bookings. By identifying "power audiences" and shifting budgets in real-time to meet economic shifts, I achieved a 12x Return on Ad Spend (ROAS) and maintained an 8x ROAS even during travel bans and spending dips.

1. The Strategy: Precision Over Volume

In a competitive tourism market like Seattle, "broad" is expensive. I built a strategy rooted in High-Intent Targeting, focusing the majority of the budget where it would convert fastest.

- The Core Mix: A heavy investment in Google Search and Performance Max (PMax) to capture travelers actively looking for things to do, supported by Meta Ads for visual storytelling.
- The "Power" Audience: Through data analysis, I identified High-Income Parents and DINK (Double Income, No Kids) families as our highest-converting segments. We tailored every creative asset to speak directly to their desire for premium, seamless experiences.

2. The Pivot: Resiliency in a Shifting Market

When travel bans and reduced discretionary spending hit the industry, many brands pulled back. I leaned in, but smarter.

- Recalibrating the Funnel: I pulled budget from "Top-of-Funnel" awareness ads (which are harder to track in a downturn) and doubled down on Search.
- Focusing on "Certainty": We shifted our focus to past converters and established audiences. By prioritizing people who already knew and loved the brand, we maintained a highly profitable 8x ROAS while competitors were seeing losses.

3. The Results: Growth That Scales

This wasn't a "one-and-done" campaign; it was a quarterly evolution.

- 12x Peak ROAS: At our height, every \$1 spent returned \$12 in revenue.
- Economic Resilience: Maintained an 8x ROAS during travel bans by prioritizing intent-based search over broad awareness.
- Quarterly Optimization: Each quarter, we used performance data to "prune" underperforming audiences and scale the winners, ensuring the budget never went to waste.

The Bottom Line

By building a flexible budget and a hyper-local audience strategy, we proved that you can drive record-breaking growth even when the external environment is working against you.

