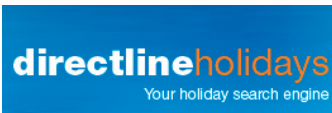




Directline Holidays experience 40% annual growth for three consecutive years through Google AdWords

“Google has been a core part of our success and will continue to be going forward.”

Matt Adams
Marketing Manager



www.directline-holidays.co.uk

Chosen as one of the top 20 online travel agencies by Hitwise UK, Directline Holidays showcases 12 million holidays from some of the key established industry names, along with a range of ancillary services from car hire through to insurance. Following the industry-wide slump after 9/11, Directline Holidays was forced to rethink its marketing strategy, and it decided to focus on the Internet. “We changed all of our advertising from offline to online,” says Matt Adams, Marketing Manager. “We put more and more resources into our website and in Google AdWords, and found that the value of the traffic was very effective and targeted. Ever since, Google has been a core part of our success.”

AdWords allowed Directline Holidays to carve out its space in the online marketplace. As an early adopter, the company quickly realised how effective AdWords could be in generating more qualified leads if the ads were shaped to be specific and tailored. “We don’t go after generic keywords, but instead go after phrases around the brands and products we sell,” says Adams. “It’s not just about volume – it’s about quality.”

Furthermore, as purchasing a holiday isn’t usually an impulse buy, and customers tend to research before they buy, relevancy is important in capturing and converting visitors. “We try to send users to the right page. It’s important they have all the information they need on the page based on the type of search they do.”

This approach generates so many leads that Directline Holidays often finds itself overwhelmed. Fortunately, the flexibility of AdWords provides a solution to this positive business challenge. “We are able to pause and manage our advertising and so can control the level of traffic passing to our call centre,” says Adams. “That’s one of the great things about AdWords: it’s pretty much all real-time, so you can be really adaptive. It’s a tap we can turn on and off.”

Directline Holidays has also used a number of AdWords tools to garner deeper insights into the business. For example, Analytics allows them to see how the website is performing. “It’s been really important for creating pages, creating content, and understanding where we’re converting and where people go. It influences our product development.” AdWords also helped the team come up with an overarching strapline for their business. They trialled a selection through the AdWords ad rotation feature, and the best-performing one is now used in a wide range of other marketing material. Adams is in no doubt that AdWords has benefited Directline Holidays enormously in a short space of time. “As a result of using AdWords our company has grown by 40% a year for the last three years,” he says. “It’s a big part of what we do.”

ABOUT GOOGLE ADWORDS

Google AdWords is the world’s largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads