

## Pentastar boosts conversions 76% by optimizing AdWords mobile-only campaigns



### About Pentastar Aviation

- One of the world's largest and most respected corporate aviation providers
- [www.pentastaraviation.com](http://www.pentastaraviation.com)

### Goals

- Create mobile-optimized website and grow traffic
- Boost leads originating from mobile campaigns

### Approach

- Developed award-winning mobile website (honored with the Business Marketing Association of Houston's Award of Excellence)
- Implemented and optimized AdWords mobile-only campaign

### Results

- Site visits increased 104%
- Mobile accounts for 60% of total AdWords leads
- Click-through rate jumped 94% and conversion rate improved 76% for mobile ads

Since 1964, Pentastar Aviation has grown to become one of the world's largest corporate aviation providers, with services including private jet charters, aircraft management and maintenance. In recent years, Pentastar has seen a rapid evolution in the ways in which customers and prospects interact with the company – including a surge in contacts via mobile devices.

With Google's mobile search queries growing 400% in 2010 alone, Pentastar recognized the potential of mobile search and looked to their Google AdWords Premier SMB Partner for guidance in optimizing the company's piloted mobile-only campaign. Together, they applied an important set of optimization tactics to Pentastar's mobile campaign and developed a mobile-optimized website to boost mobile conversions.

### Optimizing leads to 104% growth in mobile traffic

Since Pentastar's mobile re-launch in May 2011, the company has seen an enormous lift in customers and prospects accessing its website through mobile phones and tablets. In the first six weeks alone, Pentastar's optimized mobile campaign led to an overall mobile traffic increase of 104% – far exceeding the company's expectations.

"In our industry, it's not standard at this point to use mobile campaigns, so the more we can stay ahead of the game, the better," says Pentastar Corporate Communications Specialist Danielle Tanner. "The quicker we can adopt some of these tools, the more advantages we will have over our competitors."

Currently, almost half of Pentastar's total leads originate from an AdWords campaign, and not surprisingly, mobile ads account for the majority (an average of 60%) of those leads. "The numbers speak for themselves," Danielle says. "Having an optimized mobile site and mobile campaign gives us a significant competitive advantage."

### Click-through rate nearly doubles, driving increase in conversions

Although its mobile website and marketing strategy was recently honored with the Business Marketing Association of Houston's Award of Excellence, Danielle says that Pentastar is just getting started.

"Our goal was to generate more mobile leads and provide mobile access to our online information in a streamlined way. I would say we accomplished those goals, but our mobile campaign is really still in the testing stages," Danielle says. "We see a lot of potential for even bigger successes down the road."

Pentastar has tried a variety of Internet marketing solutions, but Danielle says the company's experience with AdWords and their Premier SMB Partner has been exceptional. Post-optimization mobile campaigns saw a 94% improvement in click-through rate, as well as a 76% increase in conversion rate compared to desktop searches.

With these results top-of-mind, Danielle is confident in the company's decision to continue its investment in mobile AdWords campaigns. "If we hadn't created a mobile site and adopted AdWords, we would be losing out on an astronomical amount of business," she says.

