



- Fort Walton Beach, FL
- About 1200 employees
- ResortQuest offers over 100,000 vacation rentals in over 140 destinations world-wide.

The AdWords Display Ad Builder allows you to choose from over 100 templates to customize, and run across the Google Content Network. Select colors, fonts, text, your logo, and more. We'll automatically build out at least five ad sizes.

A Quest for Higher ROI

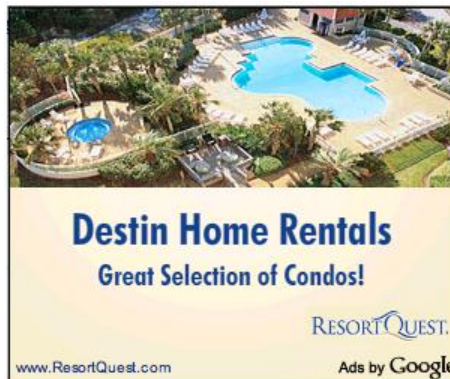
ResortQuest Vacation Rentals achieved a 50% higher click-through rate and a 25% lower cost per conversion by using ads created free with the AdWords Display Ad Builder.

ResortQuest

ResortQuest, one of the nation's leading vacation rental hospitality and resort real estate companies, provides a one-stop resource in North America's premier resort destinations. ResortQuest is the largest marketer and management company of vacation rentals in the U.S., based on a portfolio of nearly 10,000 vacation rental properties.

Why they chose the Display Ad Builder

ResortQuest believes that the Google Content Network is, and will continue to be, an excellent resource. Because of the reach of the Content Network, ResortQuest is able to connect with future vacation rental guests quickly and seamlessly. Display Ad Builder allows ResortQuest to create messages to reach in a timely and visually appealing manner.



” In a harsh economic climate like the one we have today, it's essential you're able to scale back and refocus your dollars on the highest-conversion placements. We have found no better resource than the Google Content Network for allowing us to refine our budget.”

John W. Ellis, Senior Online Marketing Manager

Results

In addition to the ROI improvements, ResortQuest has been able to move much more quickly on messages. Previously, they were constrained by contracts which often consisted of spend commitments and fixed placements purchased months in advance. Now, they are free from those constraints and are able to react to new opportunities and budget reductions on a day-to-day basis.

A comprehensive strategy

ResortQuest has experienced great success with traditional PPC advertising, through Google AdWords. However, they are also aware that extra effort is needed outside of pay-per-click. Google's Content Network allows them to stoke the interest of possible vacationers. Using tools like Display Ad Builder, enables ResortQuest to introduce vacation rentals and ResortQuest to new market segments.

To get started

Build display ads in minutes, for free, within your AdWords account at adwords.google.com. Choose “Display ad builder” as an format option when you click to create a new ad.