More leads on less budget

Lead generation at aBoatTime, May to October 2015

María S. López Oller, Head of Digital Marketing

The goal: twice as many leads as the year before

Before chasing the number, we agreed what a lead was. Three actions counted, and nothing else did:

Boat request

A completed request form on the website

Client call

A phone call from a prospective customer

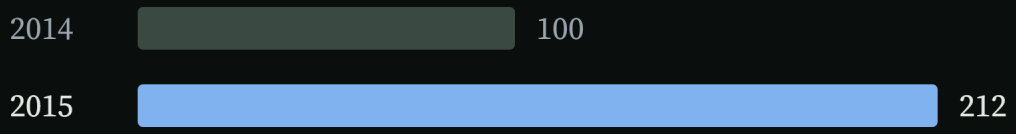
Online chat

A conversation started in the website chat

Result: more than double the leads, on about half the budget

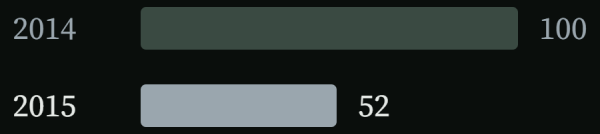
Leads

+112%



Marketing budget

−48%



May to October 2015 vs the same months of 2014. Index: 2014 = 100. Aggregated data only.

Each lead cost a quarter of what it did the year before

Cost per lead, 2014	Cost per lead, 2015	Change
€36.20	€9.38	−74%

Twice the leads for half the money: the cost of each lead fell from €36.20 to €9.38.

Total marketing cost per lead, May to October 2015 vs the same months of 2014.

Where the growth came from

+60%

aboattime.com on its own

+112%

aboattime.com plus online channel partners (white-label sites)

The website alone would have missed the +100% goal. Partner channels closed the gap.

Leads, May to October 2015 vs the same months of 2014.

How: customer analysis, testing and learning

Segment

By country (for example, English speakers in Dubai) and by type of boat.

Forecast

Compare with the same period last year and fit a regression to anticipate demand.

Read the CRM

Share of repeat customers, whether they return to the same destination, whether they would recommend us.

The seasonal gap: nobody books a boat in October or November

Searches for “rent a boat” peak in July. In October 2014 they were at 20 on Google Trends’ 0–100 scale. Organic search and direct traffic could not carry those months, so we opened other channels:

Display to defined personas

Facebook Ads and the Google Display Network, with a message per persona

Search ads by country

Budget where clicks were cheaper and click-through rates higher

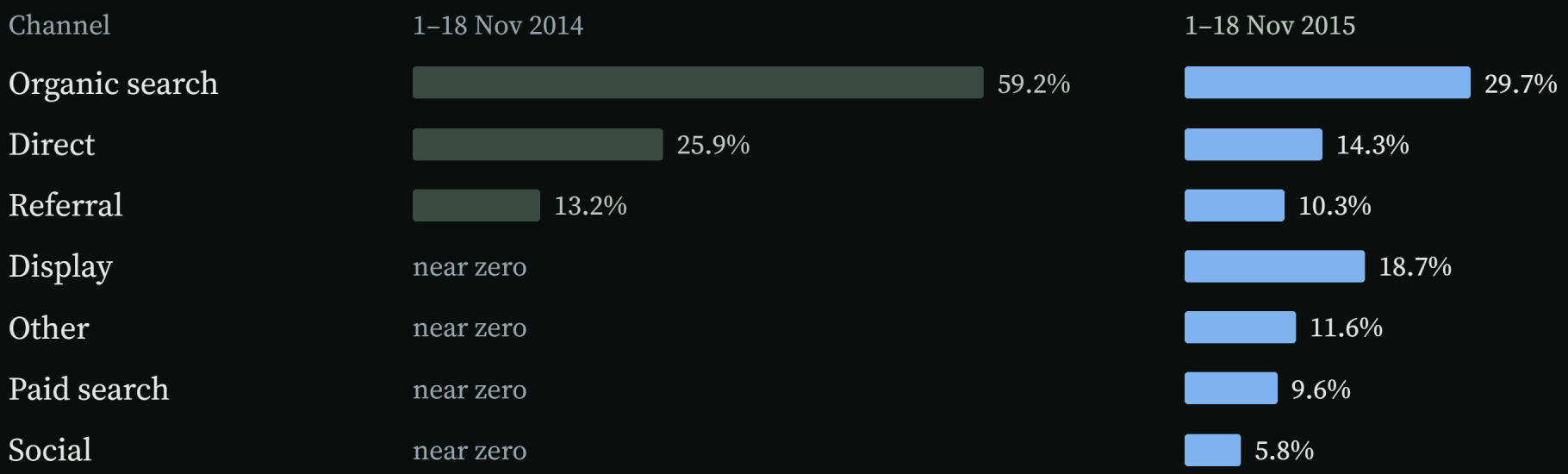
Social and referral traffic

Earned reach on social media and more visits from other sites

Remarketing

Bringing back the extra visitors these channels attracted

The acquisition mix: from two channels to seven



Share of website visits by channel (Google Analytics). In 2014, display, other, paid search and social made up 1.7% together. Organic search and direct: 85% of visits in 2014, 44% in 2015.

November, the quietest month

+267%
visits, a larger audience for remarketing

+170%
leads

–40%
marketing budget

More customers in the CRM, and more lifetime value to work with in the following season.

November 2015 vs November 2014. Aggregated data only.

What carries over

Agree what a lead is before you count it.

Read results by channel. The total hid that the website alone was at +60%.

Don’t rely on two channels. Organic search and direct went from 85% of visits to 44%, and leads still grew.

Move budget to where the data shows demand, including in the off-season.

María S. López Oller. More on measurement and data governance at rebolicando.blogspot.com