

Net Conversion Case Study

WET N' WILD

Wet n' Wild Orlando increases online Conversion Rate 20% and Revenue 30%.

Situational Analysis: Wet n' Wild water park in Orlando, Florida (www.wetwildorlando.com) was seeking to achieve drive consumer direct retail tickets sales via their website. Partnered with Net Conversion to develop more refined, targeted and measurable online marketing campaigns.

Marketing Objectives: Starting in April 2013, launched Search, Mobile, Remarketing and Display campaign to increase online ticket store visitation, conversion rate and revenue.

Target Audience: The campaign efforts were geo targeted to three distinct groups including:

- Locals in the Orlando Metro
- Outer Florida Residents
- Select key US feeder marketing including Atlanta and New York



Search keywords and contextual targeting focused on Wet n' Wild, Orlando, theme parks, competitors, and other closely related topics.

Media channels included:

- Google AdWords based Search Marketing
- Bing/Yahoo Search
- Google Display Network for Contextual and Interest Category targeting

RESULTS

Campaign results increased Conversion Rate by

20%

vs PY

Increased Total Revenue by

+30%

(over \$3 million dollars)

By the end of the 2013, through Search Marketing Strategy of very refined campaign targeting, by geography and also by specific consumer interest, and by directing those targeted users to the most specific and relevant sections of the website.