

Visit Bucks Wins PPC Campaign at the eTourism 2025 eTSY Awards in Las Vegas

Orange 142 implemented a robust paid search strategy for Visit Bucks County, focusing on efficiency and maximizing site traffic and engagement. With minimal budget adjustments, we achieved significant growth in performance metrics and introduced Performance Max (PMax) campaigns as a new tactic to further amplify results.

15,223

Total User Generated

14,627

Total New Users Acquired

+45%

YoY in Clicks

+28%

YoY in Impressions



About Visit Bucks County

Bucks County's quaint towns and charming main streets are filled with fantastic dining and unique shopping. Whether you are looking to experience the Cultural District of Doylestown or lively nightlife along the Delaware in New Hope, adventure awaits

you around every block. Looking for unique shopping? Venture to Peddler's Village for one-of-a-kind items or Mill Street in Bristol for antiques and collectibles. Be sure to stop in Yardley or Newtown to check out the latest pubs and breweries.

To learn more please visit orange142.com

Objectives

A Targeted Mission, A Specialized Need

- » Increase site traffic and engagement.
- » Attract new users to the site.
- » Optimize campaign efficiency to deliver higher returns without increased spend.

Key Results

Paid Search Campaign Performance (Excluding Performance Max)

- » **+45% YoY in Clicks:** Demonstrating improved ad relevance and audience targeting.
- » **+28% YoY in Impressions:** Reflecting expanded reach within key demographics.
- » **+2% YoY in Spend:** Maintaining cost efficiency despite significant performance gains.
- » **+15% YoY in Total Users to Site:** Highlighting an increase in site traffic driven by paid search campaigns.
- » **+10% YoY in New Users:** Effectively capturing new audiences and expanding the client's user base.
- » **+6% YoY in Average Engagement Time per User:** Improved onsite engagement, indicating higher-quality traffic.
- » **+36% YoY in Engaged Sessions:** Reinforcing the impact of our campaigns on meaningful interactions.

Performance Max Contribution:

In September 2024, we introduced Performance Max campaigns to the mix, which significantly boosted site traffic:

- » **15,223 Total Users** generated through PMax.
- » **14,627 New Users acquired**, accounting for 96% of PMax-driven users.

Fall Seasonal Performance Max

In collaboration with the Visit Bucks County team, we capitalized on a media pick-up highlighting the county as a top leaf-peeping and fall destination by launching a Performance Max campaign focused on fall activities. The campaign delivered impressive results, driving over 3.2 million impressions and 32,862 clicks at a low cost of just \$2,645—resulting in an efficient \$0.08 CPC. This cost-effective approach not only generated strong engagement by directing users to interact with seasonal content on the site but also likely boosted brand awareness, contributing to increased traffic from organic and direct channels.

Holiday Performance Max

Building on the success of the fall campaign, we launched a holiday-themed Performance Max campaign in December to promote local holiday events. Despite its short duration, the campaign delivered strong results, generating 192,590 impressions, 4,475 clicks, and achieving an impressive 2.3% CTR—exceeding the typical benchmark for Performance Max campaigns. Even more notably, we maintained cost efficiency by spending only \$290.02, with an outstanding \$0.08 CPC.



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 Insights & Takeaways

- » **Increased Clicks and Impressions With minimal increases to spend:** The campaigns' strategic targeting and creative optimizations were instrumental in driving more clicks and impressions while keeping costs steady.
- » **Improved User Engagement:** The rise in average engagement time and engaged sessions showcases the ability of paid search to deliver high-quality, interested users to the site.
- » **Performance Max Success:** As a new activation, PMax delivered an impressive influx of new users, amplifying the overall impact of paid search at an efficient cost. We were able to quickly capitalize on media pick ups as well as diversify our presence in market with unique placements
- » **Conversion Growth:** Paid search and Performance Max campaigns collectively drove 2,086 conversions emphasizing their effectiveness not only in driving traffic but also in achieving critical business objectives through high-value user actions.
- » **Rapid Execution Maximized Seasonal Opportunities:** Thanks to the initial account audit, clean-up, and setup, Orange 142 was able to quickly launch seasonal campaigns, ensuring the right message reached the right audience at the optimal time. This agility allowed the team to capitalize on timely media coverage and seasonal demand effectively.

 Conversion Success

Paid Search and Performance Max campaigns not only excelled in driving traffic and engagement but also delivered strong conversion results. These campaigns were optimized to encourage high-value actions, leading to measurable outcomes:

- » **1,511 Guide Requests:** Demonstrating the campaigns' effectiveness in driving interest and engagement with key resources.
- » **575 Newsletter Sign-Ups:** Successfully growing the client's email database for ongoing communication and nurturing.

These conversions highlight the ability of paid search and PMax to generate tangible results that align with the client's broader marketing and business objectives. By focusing on both engagement and actionable outcomes, the campaigns not only brought users to the site but also moved them further along the customer journey.

Conclusion

Our paid search strategy successfully exceeded performance benchmarks without drastically increasing spend. By combining strategic targeting, creative optimizations, and innovative tools like Performance Max, the campaigns not only attracted high-quality traffic but also drove users to take valuable actions.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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