

CHALLENGE

A winery was looking to increase visits to the tasting room.



TACTIC

Paid Media

INDUSTRY

Winery

SOLUTION

To drive more visits to the winery, our team utilized Google Ads and Google Business Profile to:



Set up a “Winery Visit” conversion in Google Ads using real visit data from the winery’s Google Business Profile.



Launched Search & Performance Max campaigns around tasting type, location, and near me to capture qualified traffic.



Utilized the “Winery Visit” conversion with the Target Return on Ad Spend model to maximize efficiency.

RESULTS

Compared to the previous year, the “Winery Visit” Google Ad campaigns successfully *drove more visits* to the tasting room and at a *higher return on ad spend (ROAS)*.

Winery Visits Doubled

Compared to the previous year.



Revenue increased 95%

Tracked revenue increased \$168k compared to the previous year.