

CONEY ISLAND Case Study

Pay-Per-Click Campaign Triples Click-Through Rate

Coney Island, Cincinnati's iconic riverside amusement park founded in 1867, asked Sunrise to help them sell more season passes and increase guest attendance. As part of our marketing strategy for the brand, we developed a pay-per-click (PPC) campaign.

It ran for just 10 weeks during what was summer vacation at many local schools. We targeted the Cincinnati market with ad groups such as "Things to Do" and competitor names. In that short amount of time, the click-through rate (CTR) was up +229% and by the end of the season, we reported an ad conversion rate of 5%, more than five times Coney Island's average website traffic.

Contact Brian McHale for more information:
bmchale@sunriseadvertising.com or 513-333-4703





STRATEGY



DIGITAL



ANALYTICS



SEO/PPC



250k IMPRESSIONS

4,706 CLICKS

1.85 CTR

277 CONVERSIONS



CTR +229%



**CONVERSION RATE
5X HIGHER
THAN SITE AVERAGE**



Our PPC campaign ads focused on general awareness and ticket promotions, resulting in more than 250K impressions and a 1.85% CTR. Additionally, we lowered the cost-per-click (CPC) rate by 44%.