



ELEMENT
THREE

RV RESORT GUIDE PAID ADVERTISING CAMPAIGN CASE STUDY

Using a sophisticated paid advertising strategy and refreshed content to generate prolific leads for Newmar.



2,874

Leads generated
from paid
channels

23.3%

RV Resort Guide
landing page
conversion rate

\$0.22

Average
cost-per-click

CLIENT

Newmar is the industry leader in high-quality, Class A motor coach manufacturing. With the belief that people will always build the best product, Newmar has been handcrafting coaches since 1968, delivering impeccable craftsmanship, unrivaled innovation, and superior service to each and every customer.

SITUATION

Newmar released the first version of their **RV Resort Guide** - a content and advertising campaign aimed at generating top of the funnel consumer awareness - in summer 2016. After seeing initial success, the client decided to refresh the campaign in early 2017 to bridge the gap before their new product launch in summer 2017.

To generate more leads and bring new life into the campaign, Newmar turned to Element Three to deliver improved performance and more effective ad spend.

SOLUTION

In order to surpass past results, Element Three enhanced and added more complex components to the previous campaign. The team started by refreshing the guide and added user generated content from RV resort submissions and RV owners.

The paid digital ads became more sophisticated, too. First, Element Three created mobile-specific ads and used a layered targeting approach, which included topic, placement, and affinity / interest targeting. As the campaign matured, bids were adjusted to lean into areas where the campaign had the highest conversion rates, which ultimately increased the RV Resort Guide landing page conversion rates.

IMPACT

The campaign refresh was a huge success – **paid advertising alone drove 2,874 leads with cost per click averaging out at \$0.22**. The lead generation success was largely due to the higher RV Resort Guide landing page conversion rate, **which increased to 23.3%**.

Overall, the content continues to be a success driver for Newmar, **generating over 7,000 leads**, each entered into Newmar's comprehensive lead nurturing and **lead portal systems**.

[See the full Newmar Resort Guide paid advertising case study here.](#)