



Smooth Sailing

Using Google AdWords and Analytics, International Yacht Charter Group increased average monthly revenue by nearly 100% in just one year.

Who they are

- International Yacht Charter Group
- www.internationalyachtchartergroup.com
- Fort Lauderdale, Florida
- 5 employees
- Private yacht chartering

international
yacht charter
group

What they did

- Began using **Google AdWords** in 2003
- Began using **Google Analytics** in 2006
- Launched their website and AdWords campaigns simultaneously
- Used ad scheduling to help maintain service levels

What they accomplished

- **Established their business:** Successfully built a new company
- **Gained customer insight:** Integrated Google Analytics and AdWords to gain a better understanding of their customers
- **Grew their revenue:** Maintain 50% year-over-year growth
- **Improved campaign results:** Strengthened CTR from 1.56% in 2003 to 4.46% in 2007

An avid sailor, Janet Bloomfield got her start in the yacht business as a consultant. When asked to work on a business development project, she brought in seasoned executive Derek Holding, who used his years of online experience to help. They soon realized there was an opportunity for a brand-new kind of business booking luxury yacht vacations.

“This was a chance for us to do things differently,” Derek recalls. “In the yacht world, there are a few extremely large multi-national companies and a lot of very small brokers. We wanted to do something in between – combine a professional, large-business approach with the efficiency and high service level of a smaller group.”

They named their new endeavor International Yacht Charter Group and immediately jumped into their new roles; Derek became CEO and Janet became president. “I fly all over the world to look at boats – France, Italy, the Bahamas, any place with a lot of yachts,” Janet says. “I tour the boat, meet the crew, and test out the food. All in the name of providing recommendations for our clients, of course. It’s a tough job, but somebody has to do it.”



“We tried everything in the beginning, but now really focus on AdWords. Nothing has been as effective for us, and Google is where our customers are.”

Catching the tradewinds

To get the word out about their new venture, Janet and Derek signed up with Google AdWords™ immediately. “We’re both familiar with the online world, so we knew what AdWords could do and were confident it would be efficient from the very beginning,” Derek says. “With a new business, every dollar counts. We began running ads with AdWords on day one, and it generated our first lead.”

While bringing in new clients, Derek and Janet were also able to use AdWords features to maintain a high service level. “Ad scheduling has been particularly important for us. We want to make sure that we always have the time and resources to serve our clients at a personal level. Because of this, we schedule our ads to run only during hours when we’re available to take calls,” Derek explains. “And, since high service level is so important to us, we need to be able to pause our ads whenever necessary.”

Even with these strategic scheduling limits, the International Yacht Charter Group team has seen huge growth in the number of qualified leads contacting them. “I have the good problem of constantly having to maintain staff growth,” Derek says.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com>

About Google Analytics

Google Analytics™ is a free, powerful web analytics tool. It precisely tracks visitors, referrals, search engine performance, email promotions, and even offline initiatives. Featuring visually enhanced reports, Analytics helps users focus their marketing resources, improve site navigation, and achieve a higher ROI. It measures the success of both AdWords and non-AdWords advertising campaigns, revealing which ads and keywords convert the best.

For more information, visit <http://www.google.com/analytics>

“Using AdWords, we were able to accelerate revenue growth as a start-up business in a way that isn’t possible with traditional media. In only our second year of business, we increased our average monthly revenue by about 100 percent over our first year. Even now, revenue growth continues to stay at over 50 percent year over year.”

Charting a course

To keep track of the business coming in and to make sure their website was fully serving their clients’ needs, Janet and Derek also implemented Google Analytics™, a free tool that works with AdWords and offers comprehensive analysis of a variety of important site metrics.

Using Analytics, Derek was able to understand what was or wasn’t working, allowing International Yacht Charter Group to make changes to its advertising and website. “Analytics gives us a lot of granular information about our performance, so I can be sure we aren’t wasting a penny,” Derek explains. “But, it’s also great because it shows me higher level information that gives me ideas for broader changes. Seeing the trends in user behavior makes me wonder what else we could do with our site.”

After coming up with new ideas, Derek is able to try them easily. “We know we can test out new ideas and see results almost immediately. For example, we tested out the effectiveness of focusing on specific brands of yachts and were able to determine right away whether it was something we should continue. I also like that I don’t need techies to understand my account or the data that I pull from Analytics.”



Making waves

By continuing to work with AdWords and Analytics, International Yacht Charter Group has been able to build upon its past success. As business expands, Janet and Derek have seen results on AdWords improve as well. “The tools available in AdWords and Analytics have allowed us to refine ad text and keywords over time. In some cases, we’ve even tripled our clickthrough rate for keywords. For example, in 2003, our average clickthrough rate was 1.56 percent, but by 2007, we’ve managed to improve that to 4.46 percent.”

And, as International Yacht Charter Group sails into the future, Derek is confident that AdWords will continue to support him and his business. “We tried everything in the beginning, but now really focus on AdWords. Nothing has been as effective for us, and Google is where our customers are.”

