



Glacier Car Rental experiences over 90% growth through Google AdWords

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Hallfreður Emilsson
Co-owner

www.glaciercarrental.is

Glacier Car Rental is a local family owned car rental agency in Iceland, that focuses on the inbound tourism market, with customers from over twenty countries.

After the spring 2010 volcanic eruption in Iceland, of which disrupted air traffic worldwide, business within the Icelandic Travel Service was beginning to look grim.

Despite Iceland being in the top 10 Lonely Planet destination list for 2010, bookings were going down and cancellations started coming in. It looked like Iceland would be experiencing a drop in tourism traffic of up to 20%; things did not look bright for the family owned car rental agency, Glacier.

“We had to step up our marketing efforts in order to make the impact needed, and as soon as possible. So we hired Nordic eMarketing to do our AdWords campaign on Google,” said Hallfreður Emilsson, Co-owner and Marketing Manager at Glacier Car Rental. “We had to make those travelling to Iceland aware of us, instantly. And with Nordic eMarketing, this is exactly what happened.”

Adwords allowed Glacier to penetrate the online marketing space and feel the power of search marketing within several hours. This generated qualified leads and consequently a rise in car rentals. “Google boosted orders through our website by over 90%, and there is still visible growth.” commented Hallferður. “As a direct result of this, we had to buy more cars in order to meet the demand.”

The campaign was managed by Nordic eMarketing ehf, a search engine marketing company, offering consultation and management services in the online advertising space since 1999.

“We are really happy with the results of this campaign,” explained Haukur Jarl Kristjánsson, Project Manager and PPC Specialist at Nordic eMarketing. “Especially because this is a small, local car rental agency with very personal services, and does not have the power of the big brands behind it.”

Nordic eMarketing, in cooperation with Glacier Car Rental, also used other Google web services to impact success, such as Analytics and Google Web Master Tools.

“As we are more used to using the old channels such as print, the analytics helped us understand our online marketing efforts even further, knowing if to increase or decrease our spend efforts,” said Hallferður.

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads