



Data-Architecting a 200% Revenue Scale-Up

A performance marketing case study demonstrating how strategic data architecture and granular campaign optimization unlocked explosive growth in the travel vertical for Thomas Cook.

The Challenge: Breaking Through Revenue Ceilings

The objective was clear: break through a revenue ceiling while managing a massive keyword inventory across domestic and international travel segments. The challenge wasn't just about driving traffic—it was about surgical precision in identifying which specific "high-ticket" keywords were driving actual booking value.

Traditional metrics like CPL (Cost Per Lead) proved insufficient. The real problem? Distinguishing between "cheap" low-intent leads that drained budgets versus high-intent searches that converted into premium bookings worth ₹345K+.



Three Strategic Optimization Levers



Granular Pruning

Identified and eliminated high-cost, zero-conversion keywords (e.g., generic cruise searches) that consumed budget without delivering returns. Reallocated those funds into high-intent keyword clusters with proven conversion patterns.



Efficiency Mapping

Analyzed L2B (Lead to Booking) ratios across all keyword groups. While branded terms like "Thomas Cook" maintained exceptional 44x ROAS, I strategically scaled "Holiday" and "International" clusters to maintain premium ATV benchmarks.



Funnel Balancing

Deployed strategic TOFU (Top of Funnel) campaigns that increased qualified website traffic by 40%, creating a robust foundation for retargeting loops in Meta and Google. This ensured a steady flow of high-intent prospects downstream.

Search_keyword	Cost	Lead	Booking	Booking Val	ROAS	Q. Lead	CPQL	CPL	ATV
Thomas Cook Holidays	206949.33	840	12	4356196	21.05	11%	2325.273	246.37	363016.33
europa packages	585848.31	972	6	4065907	6.94	19%	3218.947	602.72	677651.17
thomas cook cruise	306197.71	864	10	3804935	12.43	12%	3031.66	354.40	380493.50
japan tours	372727.94	630	5	3447403	9.25	10%	5647.393	591.63	689480.60
thomas cook europe	89120.01	203	2	2733032	30.67	12%	3713.334	439.01	1366516.00
thomas cook international tour	323516.91	1181	7	2455740	7.59	11%	2414.305	273.93	350820.00
thomas cook europe tour	71633.45	287	3	2373973	33.14	16%	1591.854	249.59	791324.33
thomas cook europe tour pack	35557.95	113	3	2368633	66.61	16%	1975.442	314.67	789544.33
andaman tour package	748479.2	4003	19	2128059	2.84	12%	1521.299	186.98	112003.11
india to japan tour packages	1023.42	3	1	1904913	1861.32	33%	1023.42	341.14	1904913.00
thomas cook mumbai	23826.61	227	2	1859479	78.04	16%	661.8503	104.96	929739.50
thomas cook international tour	101531.36	390	5	1760741	17.34	12%	2207.203	260.34	352148.20
chardham yatra package	60256.07	193	3	1633000	27.10	18%	1721.602	312.21	544333.33
thomas cook europe trip	15000.52	35	2	1484918	98.99	20%	2142.931	428.59	742459.00
thomas cook cruise packages	108851.61	317	5	1341540	12.32	15%	2221.461	343.38	268308.00

Platform Architecture & Technical Stack

Campaign Management

- Google Ads Search campaigns
- Performance Max optimization
- Meta Lead Generation campaigns
- Bing Ads for desktop traffic

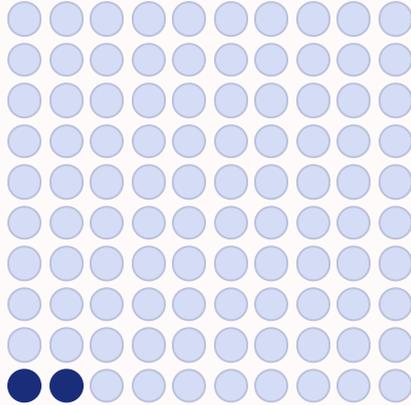
Data Integration

- GA4 event tracking
- GTM container management
- Looker Studio reporting
- Custom data connectors



Maintained "clean account structure" for scalable reporting across all platforms, ensuring data integrity from click to booking confirmation.

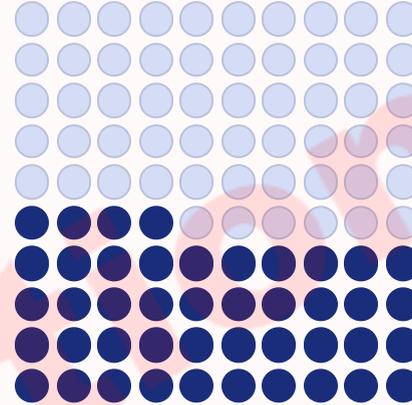
Key Achievements: The Revenue Impact



2x

Revenue Jump

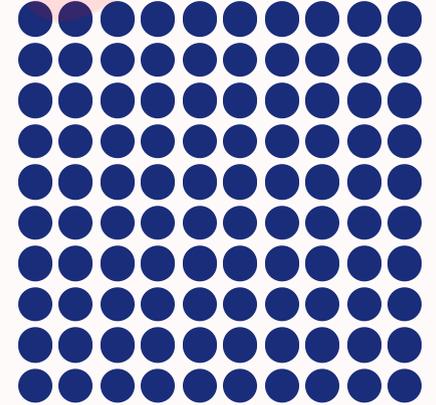
12-month historical data audit drove 2x revenue increase for Domestic/International travel combined vertical in August



44x

ROAS on Brand Campaigns

Maintained exceptional return on ad spend for "Thomas Cook" branded terms while scaling non-branded clusters

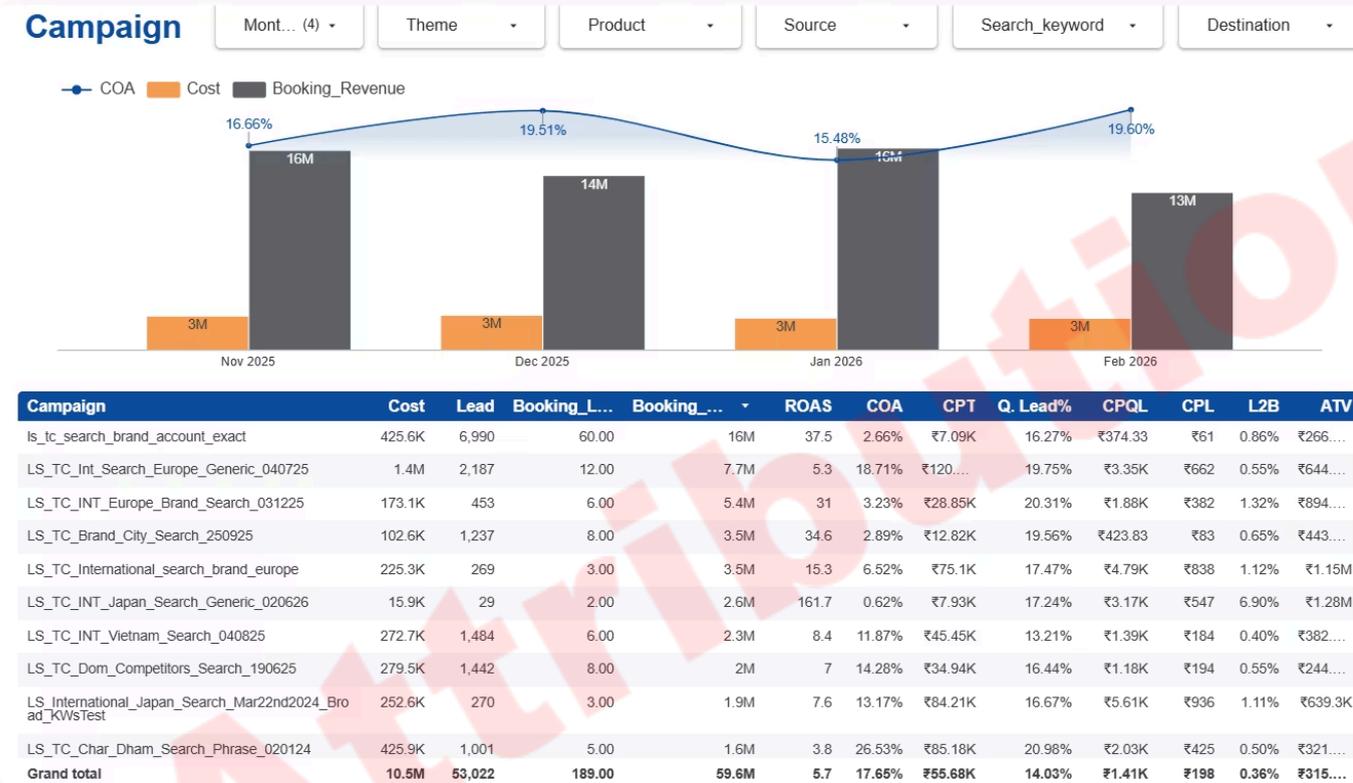


₹345K+

Premium ATV

Achieved and sustained high Average Transaction Value through strategic keyword cluster optimization

Quantifiable Results (May 2025 - Dec 2025)



Metric	Baseline (May)	Peak (Nov/Dec)	Growth
Monthly Revenue	₹7.6M	₹20.1M	+164%
ROAS	2.7x	5.7x	+111%
Avg. Transaction Value (ATV)	₹272.9K	₹345.5K	+26.6%
Qualified Lead %	53.2%	58.4%	+5.2%

Strategic Takeaways

Think Beyond CPL

Cost Per Lead is a vanity metric in high-value verticals. Focus on booking value, ATV, and L2B ratios to understand true campaign efficiency.

Build Data Architecture First

Invest in custom reporting frameworks that connect advertising platforms directly to revenue outcomes. Looker Studio proved essential for granular keyword-to-booking mapping.

Balance Funnel Layers

TOFU campaigns aren't wasted spend—they're strategic investments that feed profitable retargeting loops. The 40% traffic increase paid dividends downstream.