

# Case Study: Airbnb

Airbnb Increased Conversions by **+32%**  
Y/Y and decreased CPCs by **23%** Y/Y

## Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

## Approach

- Top to bottom funnel approach.
- Presence on High intent channel.
- Dynamic retargeting.

## Tools Used

