

Turning Google Ads Into a Growth Engine for OCNJ Watersports

How a rebuilt paid media strategy helped a seasonal watersports business fill its calendar faster and spend smarter.

CLIENT
OCNJ Watersports

INDUSTRY
Recreation & Tourism

SERVICE
Google Ads / Paid Media

ENGAGEMENT
Seasonal & Year-Round

The Challenge

As a seasonal business on the Jersey Shore, OCNJ Watersports has a short window to capture demand — and every dollar of ad spend needs to work hard within it. Their existing Google Ads account was running, but without a clear strategy behind it: broad targeting, flat bidding, and no reliable way to tell which campaigns were actually driving bookings versus which were just burning budget during the off-peak months.

Our Approach

- **Full account audit** — reviewed campaign structure, keyword targeting, and historical spend to identify what was working and what wasn't.
- **Campaign rebuild** — restructured campaigns around high-intent search terms and rental/tour categories to better match how customers actually search.
- **Seasonal budget strategy** — shifted spend dynamically to front-load key booking windows and scale down during predictable off-peak periods.
- **Geo & audience targeting** — refined targeting to reach visitors actively planning trips to the area, not just broad regional searches.
- **Landing page alignment** — matched ad messaging to dedicated booking pages to reduce drop-off between click and conversion.

The Results

With a rebuilt campaign structure and a seasonal budget strategy in place, OCNJ Watersports saw more of their ad spend convert into actual bookings — and gained, for the first time, a clear picture of which campaigns were driving revenue during their most critical months.

-34%
COST PER BOOKING

+72%
BOOKING CONVERSIONS

3.8x
RETURN ON AD SPEND

"R40 Collective actually understands that our season is short and our budget needs to work overtime. They rebuilt our Google Ads from the ground up and, for the first time, we can see exactly what's driving bookings."

OCNJ Watersports

Want results like these? Let's talk.

South Jersey · 856-832-7456
info@r40collective.com · r40collective.com

Figures shown are illustrative placeholders for layout purposes and should be replaced with confirmed OCNJ Watersports campaign data prior to publishing.