

GOOGLE ADS CASE STUDY · FLY FISHING GUIDE SERVICE

\$3,855 in ads. \$29,049 in booked trips.

How clean booking-and-revenue tracking, Performance Max and a rebuilt Search campaign delivered a **7.5x return** for Wasatch Guide Service during peak season, June–July 2026.



7.5x

BOOKING ROAS

\$29,049

BOOKING REVENUE

43

ONLINE BOOKINGS

\$90

AD COST PER
BOOKING

THE CLIENT

Wasatch Guide Service runs guided walk-and-wade and float fly fishing trips on the Provo River near Park City, Utah. Orvis-endorsed, licensed and insured, and fishing year-round, with trips booked online through their website.

THE GOAL

Fill the summer calendar with paid online bookings, and know which ads produced them. Not clicks and not “conversions,” but booked trips with a real dollar value attached, so every budget decision could be judged on revenue.

THE RESULTS

More budget, and a better return on every dollar

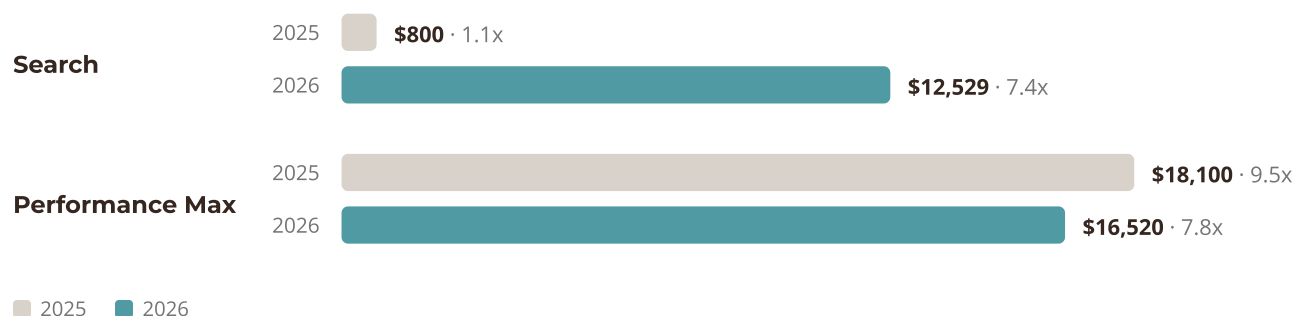
June 1 – July 31, 2026 compared with the same two months in 2025.

	JUN-JUL 2025	JUN-JUL 2026	CHANGE
Ad spend	\$2,705	\$3,855	+42%
Online bookings	33	43	+30%
Booking revenue	\$18,900	\$29,049	+54%
Booking ROAS	7.0x	7.5x	+0.5x
Click-to-booking rate	1.9%	2.2%	+0.3 pts
Average booking value	\$573	\$680	+19%

Spend went up 42%, but booking revenue grew 54%. The return on ad spend improved even as the budget scaled into peak season.

Where the revenue came from

Booking revenue and ROAS by campaign, June–July.



PERFORMANCE MAX: THE ENGINE

PMax produced **57% of 2026 booking revenue** (\$16,520 at 7.8x). In June alone it booked 15 trips worth \$11,100 from \$674 in spend, a 16.5x month.

SEARCH: THE SECOND ENGINE

In 2025, Search booked just 2 trips (1.1x). After its rebuild, it booked **16 trips worth \$12,529 at 7.4x**, and its click-to-booking rate rose from 0.5% to 1.9%.

WHAT DROVE IT

Five things that moved the numbers

The common thread: results were judged on booking revenue, not clicks or form fills.

1 Booking tracking that records real revenue

- Every completed online booking is imported into Google Ads from GA4 **with the actual trip value**, not a flat placeholder number.
- Each booking is counted once. A duplicate purchase action is kept for observation only, so revenue isn't double-counted.
- Soft Google Business Profile signals stay out of the conversion totals, and calls and form fills are tracked separately from bookings.
- Data-driven attribution shares credit between Search and PMax when both touched the booking.

2 Budget that follows booking revenue

With booking revenue reported per campaign, budgets moved every few weeks toward whatever was actually selling trips:

May 13	Ramped both campaigns for peak season	Search \$15 → \$35/day · PMax \$9 → \$15/day
Jul 3	June PMax returned 16.5x : \$11,100 from \$674	PMax doubled, \$25 → \$50/day
Jul 29	July: PMax slipped to 3.8x , Search held 7.7x	PMax \$50 → \$30/day · Search \$25 → \$45/day

Why revenue tracking mattered: in July, PMax recorded more bookings than Search (12 vs. 8). On conversion counts alone it looked like the winner. Revenue told the opposite story: Search brought in **\$6,529 from \$848** in spend, while PMax brought in **\$5,420 from \$1,434**. Without trip values in Google Ads, the budget would have gone the wrong way.

3 Performance Max, fed real booking data

Every online booking counts as a primary conversion in PMax's bidding, so Google's automation learns from people who actually paid for a trip. A dedicated warm-season asset group runs real guide-trip photos (16 images across landscape, square and portrait), 5 videos, 13 headlines and 5 long headlines. In April its location targeting was reset to tight radiuses around Park City and Lindon.

4 A Search campaign rebuilt around booking intent

Ads lead with the exact search ("Park City Fly Fishing Guides", "Provo River Fly Fishing Guides") and close with a booking prompt ("Book Online", "Reserve Your Date"). A pre-season refresh in April swapped in new images and ad extensions. Bids are managed by hand at the ad-group and keyword level and adjusted every few weeks.

5 Bigger bookings

New float-trip messaging ("Now Offering Float Fishing") and up-front pricing ("Fishing Trips Start At \$375") ran alongside a **19% rise in average booking value**, from \$573 to \$680.

THE ADS

What searchers saw

Built from the live headlines, descriptions, images and extensions that ran in June–July 2026.

GOOGLE SEARCH

Sponsored



Wasatch Guide Service
wasatchguideservice.com › park-city › fishing-guides

Park City Fly Fishing Guides | Full & Half-Day Guided Trips | Book Online

Choose from float or wade fishing options on the Upper, Middle, & Lower Provo River. A must-do while in the Park City area! Try fly fishing for trout in Utah's Provo River.

[Rates & Packages](#) [Meet The Guides](#) [Provo Canyon Cabin](#) [Contact Us](#)

Sponsored



Wasatch Guide Service
wasatchguideservice.com › park-city › fishing-guides

Fly Fishing Park City Utah | See Rates & Options | Reserve Your Date

Fish with the best Park City fly fishing guides on the Provo River! Call for dates.

Orvis-Endorsed · Licensed & Insured · Year-Round Fishing · Riverfront Lodging

Sponsored



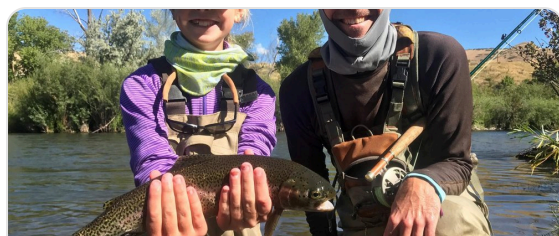
Wasatch Guide Service
wasatchguideservice.com › provo-river

Provo River Fly Fishing Guides | Now Offering Float Fishing | 100% Satisfaction Guaranteed

We provide everything! Let's have a memorable day fishing the Provo River together.

PERFORMANCE MAX

DISPLAY NETWORK · LANDSCAPE



Book Full Or Half-Day Fly Fishing Trips In Park City

Guided Fly Fishing Trips 7 Days/Week On Utah's Provo River.



Wasatch Guide Service



DISCOVER / GMAIL FEED · SQUARE

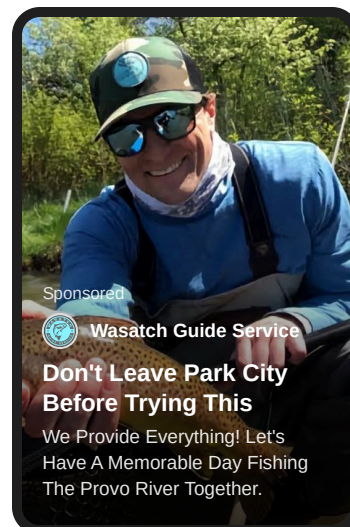


Sponsored · Wasatch Guide Service

Fishing Trips Start At \$375

Fishing Is Heating Up! Join Us In Park City For A Guided Fly Fishing Trip.

MOBILE FEED · PORTRAIT



Sponsored

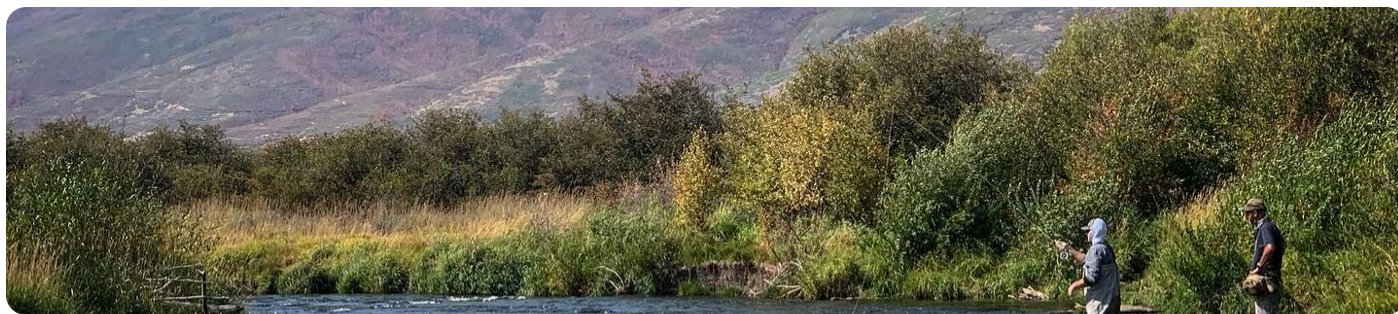


Wasatch Guide Service

Don't Leave Park City Before Trying This

We Provide Everything! Let's Have A Memorable Day Fishing The Provo River Together.

Google assembles each ad from the account's live assets at auction time, so these are representative combinations rather than screenshots. Every headline, description, image and extension shown ran in the account during the period.



THE TAKEAWAY

Track what sells. Spend where it sells.

What carries over to any guide, charter or lodge that takes bookings online.

Count bookings, not clicks

A booking with its real trip value is the only number that tells you whether an ad paid for itself. Calls and forms matter, but they belong in their own column.

Let PMax learn from buyers

Performance Max is only as smart as what it optimizes for. Feed it real bookings and your best trip photos, and it finds more of the people who book.

Move money every few weeks

Peak season changes fast. Reviewing booking revenue by campaign and shifting budget toward the winner is what lifted ROAS while spend grew.

Want results like this for a business like yours?

The Click Hatch manages Google Ads and Meta Ads for fishing and hunting guides, charters, outfitters and lodges.

theclickhatch.com

About the numbers. All figures come from the Wasatch Guide Service Google Ads account for June 1 – July 31, 2026, compared with June 1 – July 31, 2025. Bookings and booking revenue are completed online purchases imported from Google Analytics 4 with their transaction values, credited by data-driven attribution. ROAS is booking revenue divided by total ad spend (Search, Performance Max and a small display remarketing campaign). Phone and form leads are not counted as revenue, so the true return is likely higher.