



WEEKEND BHRAMAN

Tour Planner · Digital Growth Case Study

THE CHALLENGE

Weekend Bhraman Tour Planner was struggling to attract quality leads for their Char Dham Yatra package. Their Meta Ads were underperforming, Google Business Profile remained unverified, and the business was limited to just one package offering.



Poor lead quality from Meta Ads



GBP profile unverified



Only 1 package — limited reach

OUR APPROACH

01

Meta Ads Account Review

Deep audit of ad sets, targeting, creatives, and conversion funnels to identify performance leaks and quality issues.

02

Ad Set & Creative Optimisation

Revamped audience targeting, refreshed creatives for Char Dham Yatra, and restructured ad sets to attract genuine travellers.

03

GBP Verification Resolution

Identified and resolved the Google Business Profile verification blockers — establishing trust and local search visibility.

META ADS RESULTS

Campaigns

Ad sets

Ads

Maximum: 16 Jul 2023 - 16 Aug 2026

+ Create

Duplicate

Edit

Analyse

A/B test

More

Columns: Performance

Breakdown

Grouping

	Off... ↑↓	Campaign ↑↓	Delivery ↓	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓
☐	☐	New Kashmir	● Off	—	4 Leads	₹223.41 Per Lead	Using ad set bu... Not shared	₹893.65	27,699
☐	☐	WBTP Ads- Manali- Udaipur Mountabu- Leh Lad...	● Off	—	20 Leads	₹80.11 Per Lead	Using ad set bu... Not shared	₹1,602.20	36,273
☐	☐	Valley of Flower / Tungnath	● Off	—	110 Messaging conversat...	₹26.91 Per messaging conve...	Using ad set bu... Not shared	₹2,960.45	32,931
☐	☐	4 dham_sales_04-04-26	● Off	—	1,264 Messaging conversat...	₹42.43 Per messaging conve...	Using ad set bu... Not shared	₹53,626.51	344,949
☐	☐	Taxi Services Camp -21-03	● Off	—	503	₹24.32	₹100.00	₹12,231.74	123,047
☐	☐	Kashmir and Nepal WP Camp - 21-03	● Off	—					
☐	☐	08/03- WP Msg Ads	● Off	—					
☐	☐	S Chardham WP Message	● Off	—					

Campaigns

Ad sets

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Describe what you're looking for

Campaigns

Ad sets

Ads

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More

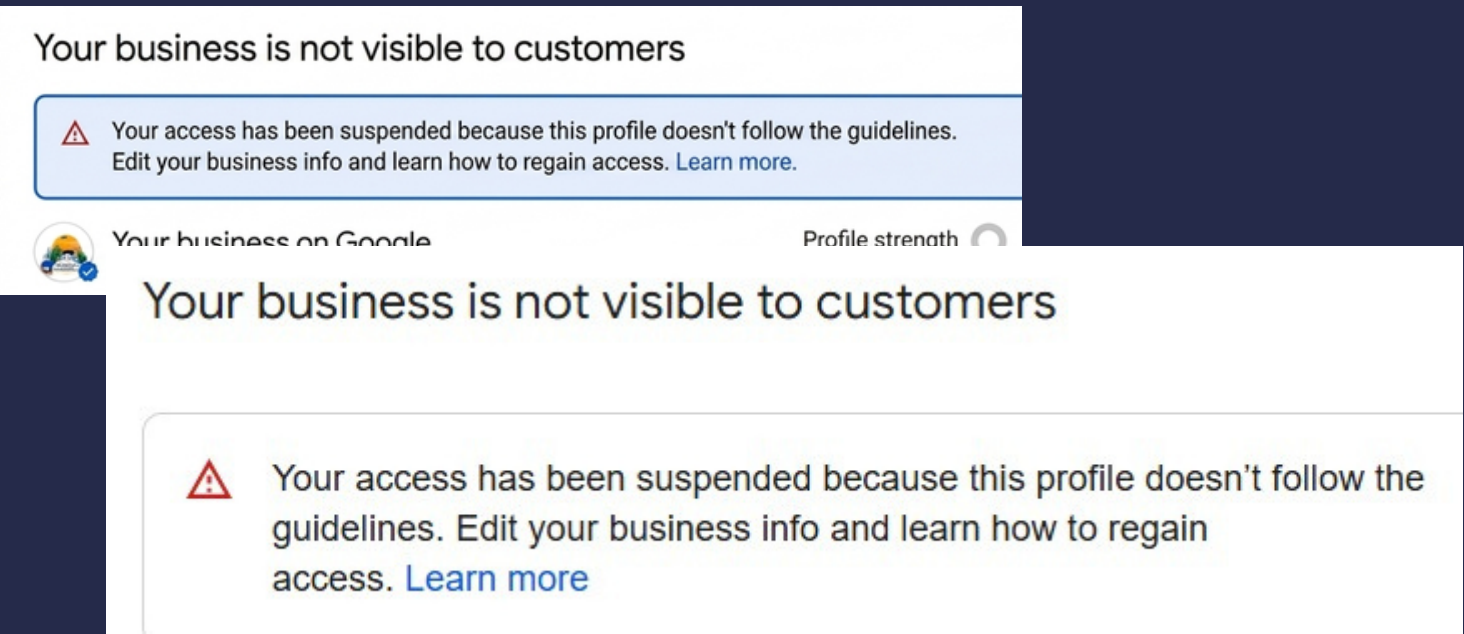
Columns: Performance

Breakdown

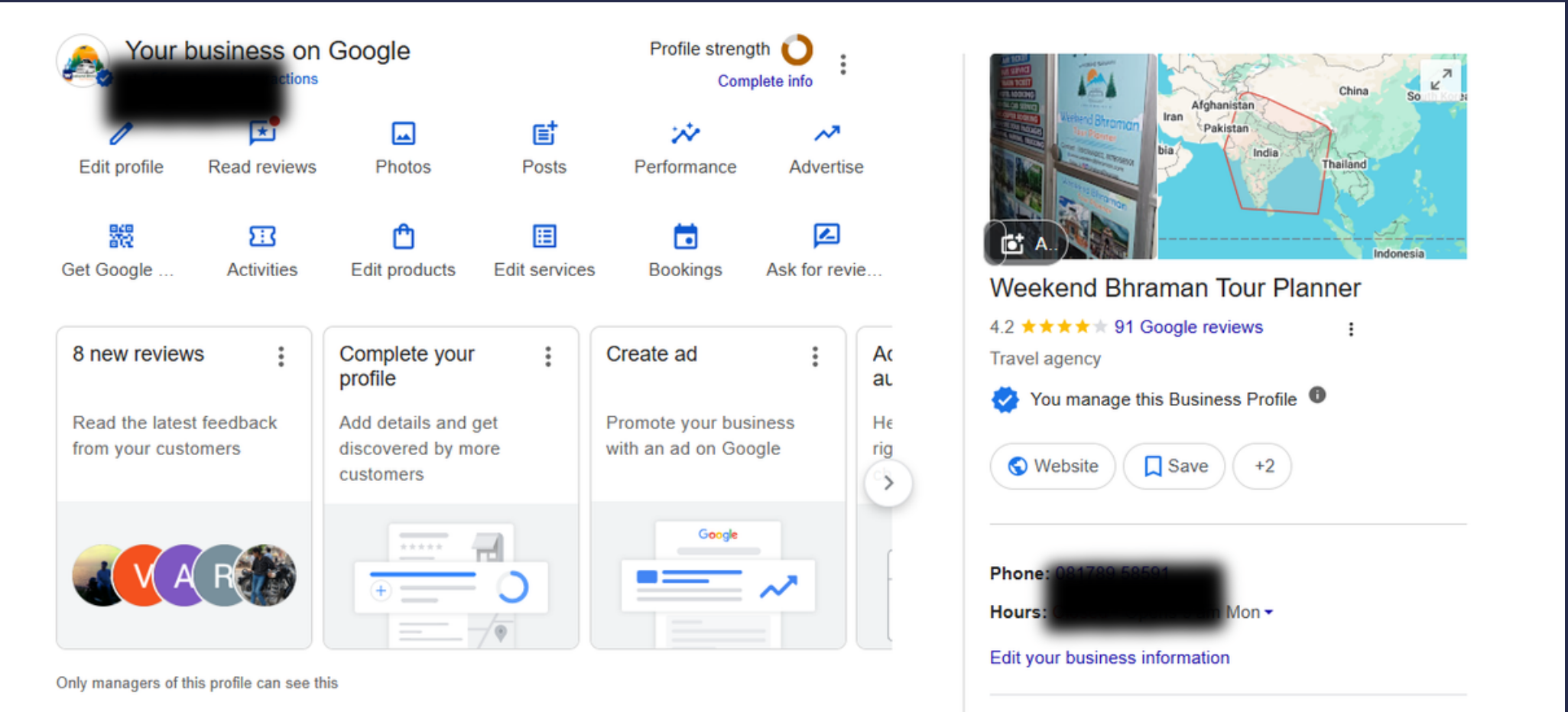
Grouping

	Off... ↑↓	Campaign ↑↓	Delivery ↓	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	
	☐	☒ Hire Tempo	☒ Active	—	14 Messaging conversat...	₹16.39 Per messaging conve...	₹120.00 Daily	₹229.49	4,476	
	☐	☒ 922 Char dham Camp- 11/08	☒ Active	—	48 Messaging conversat...	₹41.86 Per messaging conve...	Using ad set bu... Not shared	₹2,009.24	9,848	
	☐	☒ 817 Char dham Camp- 10/08	☒ Active	—	54 Messaging conversati...	₹45.45 Per messaging conver...	Using ad set bu... Not shared	₹2,454.10	13,796	
	☐	☒ 931 Char dham Camp- 9/08	☒ Active	—	52 Messaging conversat...	₹53.94 Per messaging conve...	Using ad set bu... Not shared	₹2,804.98	16,648	
	☐	☐ 817 Char dham - 9/08	☐ Off	—	— Lead	— Per Lead	Using ad set bu... Not shared	₹356.26	2,301	
	☐	☐ 922 T Lead Camp -09/08	☐ Off	—	31 Messaging conversat...	₹17.94 Per messaging conve...	Using ad set bu... Not shared	₹556.17	3,438	
	☐	☐ Lead 4 dham 5-8-2026	☐ Off	—	— Lead	— Per Lead	Using ad set bu... Not shared	₹286.77	8,052	
	☐	☐ 4Dham New Camp	☐ Off	—	2 Leads	₹741.40 Per Lead	₹400.00 Daily	₹1,482.79	15,058	

BEFORE



AFTER





WEEKEND BHRAMAN

Results & Deliverables

₹25–30

Cost Per Lead

High-quality leads achieved

7+

Active Packages

Scaled from just 1 package

✓ Verified

GBP Profile

Google Business Profile live



META ADS

Reactivated & Optimised

- Full account audit completed
- Ad sets & creatives overhauled
- Leads at ₹25–30 per conversion



GOOGLE BUSINESS PROFILE

Verified & Live

- Verification blockers identified
- GBP profile successfully verified
- Local search visibility restored



PACKAGE EXPANSION

From 1 to 7+ Packages

- Char Dham Yatra as anchor package
- Expanded portfolio across destinations
- Diversified revenue streams