



Muhlert Digital. × Karibu Safaris

+239% Conversions at Half the Cost:

Scaling Luxury Safari Experiences Through Paid Search Precision

Paid Search Case Study



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Crafting Luxury Safari Experiences
for Discerning Travelers:

How Targeted Paid Search Delivered +239% Conversions at -55% Cost Per Conversion YoY

Karibu Safaris GmbH is a family-run premium safari travel specialist with over 20 years of experience creating highly personalized, tailor-made trips across Southern and East Africa.

Serving high-value travelers with trip budgets ranging from €3,000 to €15,000+ per person, the company competes on deep destination expertise, personal consultation, and strong local networks rather than price.

Their business model hinges on consultation-led lead generation: prospective guests submit a detailed online travel planner, which the sales team transforms into an individualized itinerary and quote. Because of the high average booking value and significant consultation effort required for each guest, lead quality and booking intent matter far more than raw volume.





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The Challenge

Overcoming high lead costs and poor intent in paid search.

Karibu Safaris needed to scale high-value inquiries efficiently, but their paid acquisition setup had hit a performance ceiling. Lead costs were too high, while too many inquiries lacked the quality and booking intent needed to justify the sales team's high-touch consultation effort.

The existing Google Ads account generated broad reach at the expense of conversion efficiency, and an unsuccessful Performance Max rollout had not solved the underlying problem.

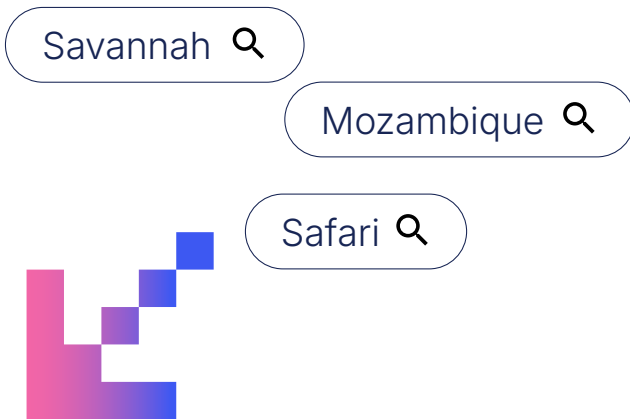
Core Objectives & Scope

- ▷ Reduce cost per lead while significantly improving inquiry quality.
- ▷ Shift budget toward high-intent searches and campaigns most likely to yield valuable bookings.
- ▷ Build a controllable, scalable search architecture across Google and Microsoft Ads.
- ▷ Drive sustainable revenue growth rather than inflated lead volume.

Services Delivered:

- ▷ Google & Microsoft Ads Management
- ▷ Performance Strategy
- ▷ Account Restructuring
- ▷ Keyword & Match-Type Optimization
- ▷ Negative Keyword Management
- ▷ Bid Strategy & Budget Optimization
- ▷ Conversion Tracking Alignment

Trading uncontrolled automation for precision search craftsmanship.



The overarching strategy shifted the account away from broad, automated algorithms and back to rigorous, high-intent Search precision engineered around actual sales qualification.

Rather than adding more automation to an inefficient setup, we combined CRM insights with classic Search fundamentals—giving us complete control over targeting, optimization, and budget deployment.

CRM-to-Ads Data Alignment:

Analyzed closed-won deals in Pipedrive to identify the exact search queries, destinations, and trip styles (e.g., private fly-in vs. group safaris) generating the highest margins, removing vanity metrics from optimization decisions.

Conversion Tracking Cleanup:

Realigned tracking protocols away from vague micro-actions toward concrete, high-intent lead triggers.

Search-First Restructuring:

Phased out untargeted Performance Max campaigns that flooded the account with millions of empty impressions, replacing them with clean, dedicated Search campaigns and strict thematic ad groups.

Keyword & Search-Term Precision:

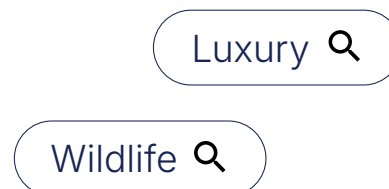
Systematically eliminated irrelevant traffic through continuous keyword refinement, negative expansion, and match-type adjustments.

Seasonality-Driven Budget Scaling:

Replaced flat monthly budgets (~€3,500/mo) with agile spend shifting, scaling to peak budgets (€8,000–€9,500+/mo) during Q1 demand surges to capture high intent when buyers were ready to book.

Value-Focused Bidding Optimization:

Adjusted bidding strategies to prioritize lead quality and deal size rather than maximum click traffic or platform-reported conversion counts.



Connecting bottom-line CRM revenue to top-of-funnel ad spend.

Our differentiator wasn't chasing the newest platform features – it was combining real CRM intelligence with senior search craftsmanship.

Instead of trusting ad platform algorithms to define what a valuable lead looked like, we analyzed what happened after the click. By guiding structure, targeting, and bidding through Pipedrive revenue data and Karibu's ~€13,900 average order value, we built a repeatable acquisition model where revenue grew at more than double the rate of ad spend.

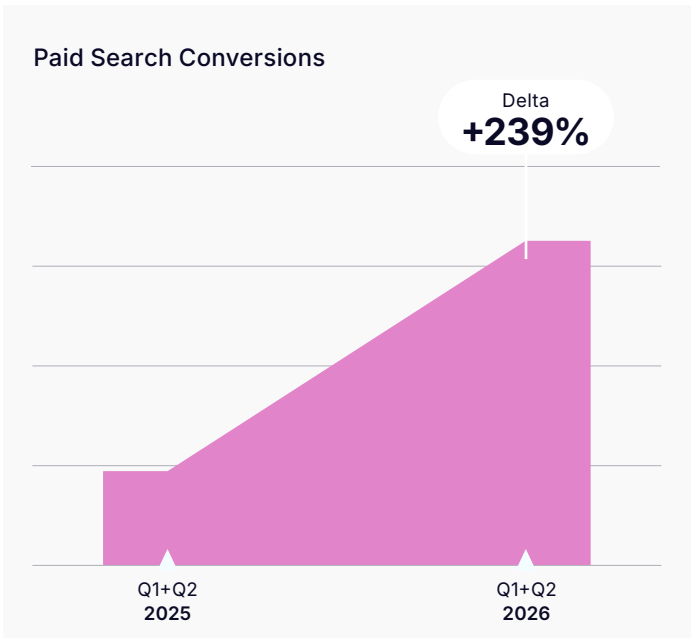


Our results: Scalable Paid Search Growth Driven by High-Intent Precision

Media spend increased 54%,
while conversions increased 239% and
Pipedrive revenue increased 135%.

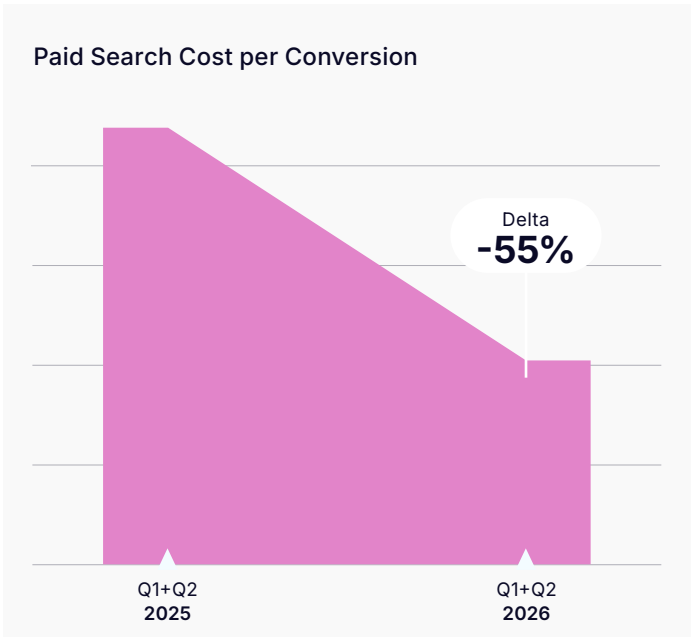
Volume Surge

High-intent search optimization drove a 3.4 x
increase in qualified lead volume year-over-year.



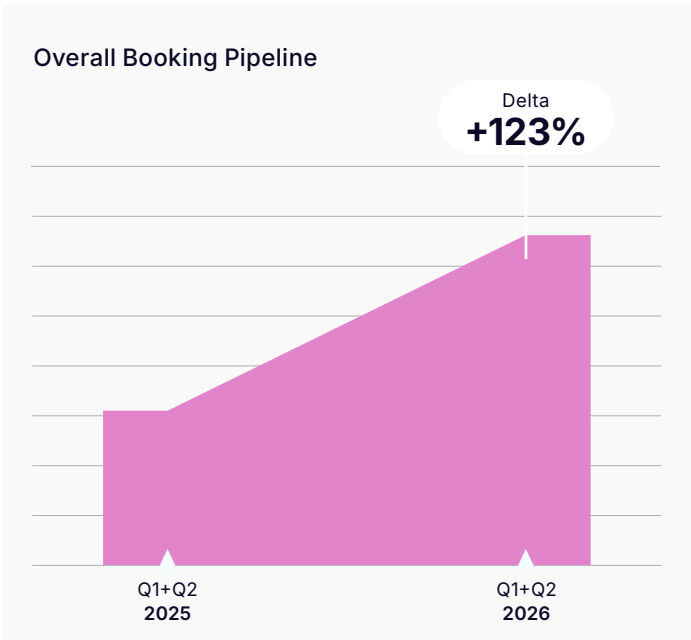
Cost Efficiency

Restructuring search precision drastically lowered
CPA, cutting acquisition costs by more than half.



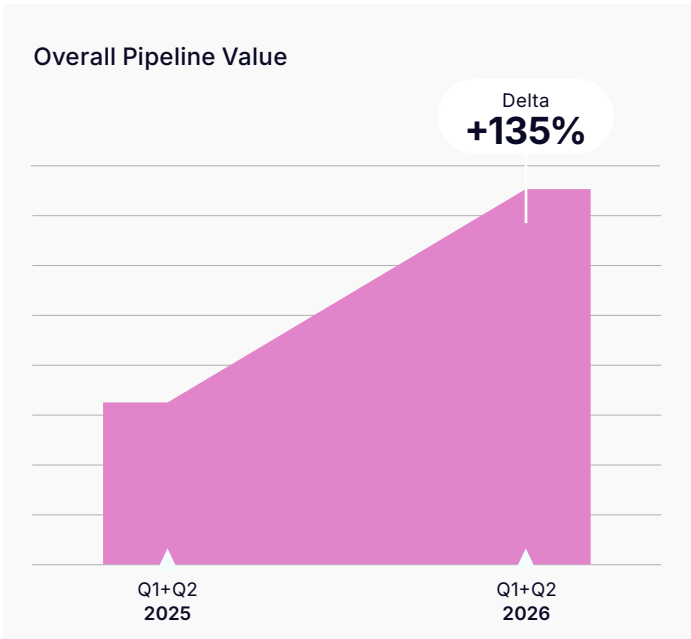
Commercial Scale

High-touch consultation efforts directly increased lead volume, more than doubling the overall booking pipeline while simultaneously raising the close rate.



Bottom-Line Impact

Pipeline Value growth outpaced ad spend by more than 2.5x, delivering a highly profitable and repeatable acquisition engine.





Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel.

With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.



Our Mission

Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.

Our mission is simple: to drive impactful results and exceed your marketing goals.



Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved.

Our extensive experience shapes our identity and guides every business decision we make.

We treat your growth like our own.

Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.



Our Team

Behind every campaign is a team of analysts, creatives, and strategists united by data and innovation.

We master paid media (Google, Meta, LinkedIn, Programmatic), organic SEO, and conversion-driven creative – seamlessly merging disciplines to fuel measurable growth. Case study-proven, we turn cross-channel synergy into your competitive edge.



Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

► Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

► Campaign Management

- Paid Search (SEA)
- Organic Search (SEO/GEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google Marketing Platform

► Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization



Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com