

— BOUTIQUE HOTEL & FARM-TO-TABLE CAFE

The Wayback Cafe & Cottages

Local Austin hospitality brand enjoyed a six-figure lift in first-year bookings at a ~4x blended return on paid media, via a lean, measurable, multi-channel strategy.

AUSTIN HILL COUNTRY, TEXAS



Six-figure lift

In cafe and hotel revenue

~4x

Blended return on paid media

+54%

AI citations, year over year

544

Reservations booked in the year

The Challenge

Beloved by locals, but largely unknown beyond the neighborhood. The Wayback had a loyal Austin following and wanted to fill its cafe and cottages with guests from across Texas and the US, without a profitable, repeatable engine to reach them. Paid effort lived in a single channel with **no reliable link between spend and reservations**, and the brand was **invisible to AI search**.

What We Did

- **Rebuilt the measurement stack.** Reservations flow into GA4 and Meta's Conversions API via server-side tracking, recovering the 20 to 30% ad blockers hide and improving attribution and CRO.
- **Spread demand across three channels.** Google kept lean for high-intent capture, Meta launched as the primary demand engine, and Pinterest added aesthetic-travel reach.
- **Won AI visibility.** Hotel, Restaurant, and FAQ schema plus an *llms.txt* file with an MCP endpoint. All four major LLMs now cite The Wayback.

PAID MEDIA PERFORMANCE · GOOGLE, META & PINTEREST (2026 YEAR-TO-DATE)

CHANNEL	CLICKS	IMPRESSIONS	CTR
Meta Ads	108,051	643,822	16.78%
Google Ads	20,966	405,706	5.17%
Pinterest Ads	2,039	192,034	1.06%
Total	131,056	1,241,562	10.56%

A lean, three-channel budget delivered 1.24M impressions, 131K clicks, and 123K+ booking-engine sessions. On the ~15–20% of revenue attributed to paid media, a conservative ~4x blended return, likely higher since most bookings close offline.

All 4 AI engines

ChatGPT, Gemini, Claude, and Perplexity now crawl and cite the site. AI-referred queries rose +54% year over year.

20–30% more tracked

Server-side tracking captures the bookings ad blockers hide from browser pixels, so far fewer go uncoun-
ted.

544 reservations

Six-figure lift in first-year booking revenue across 544 reservations, with a clear upward trend that continues to build momentum.



"I don't know if this normally happens with all your clients, but I feel we have been winning."

Sydney Sue

Owner, The Wayback Cafe & Cottages