



Virgin Island Sailing + JumpFly
FL, USA · VirginIslandSailing.com

JumpFly Paid Search Management Desktop-First Strategy Increases Lead Forms and Drops CPA

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- Free Cruising Guide Book.
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The challenge

Virgin Island Sailing, a **premier charter brokerage specializing in luxury yacht vacations** worldwide, wanted to **improve the quality of leads** from online forms while **lowering cost per qualified lead**. With a limited budget, the goal was to **enhance lead quality without sacrificing the steady lead volume** their business relied on.

The approach

Rather than following the standard “mobile-first” playbook, the team made a **deliberate, data-driven shift toward desktop**. Analysis showed that while most users began researching luxury yacht charters on mobile, the **highest-quality leads consistently came from desktop** users.

With this insight, the strategy focused on **reallocating spend toward desktop traffic** and away from broad mobile audiences. Working closely with Virgin Island Sailing, the team reviewed ad groups that would benefit from reduced mobile visibility. Tactics included **excluding mobile traffic** entirely in select campaigns or applying **aggressive mobile bid decreases**—often exceeding 70%—to **prioritize desktop performance** and **attract more qualified prospects**.

The results

By redirecting budget from mobile to desktop, Virgin Island Sailing saw **fewer overall clicks** but **stronger lead quality**. Feedback from the sales team confirmed a **clear improvement in conversion potential**, successfully meeting the goal of generating **better leads at a more efficient cost**.



“The data showed us a clear path to efficiency. By strategically shifting the focus from mobile to a more qualified desktop audience, we were able to decrease our budget and increase our conversions simultaneously.”

—Melody Delgado, Business Owner, Virgin Island Sailing

Featured solutions:

Campaign Types:

› [Search Campaigns](#)

Attribution:

› [Data-Driven Attribution](#)

Automation:

› [Target CPA](#)

› [Maximize Conversions](#)

Device Adjustments:

› [Mobile Decrease](#)

51%

**Increase in Lead
Forms***

32.6%

**Decrease in
Cost-per-Lead (CPA)***

*comparing July 2025-September 2025 data to previous 90 days