

UNLOCK YOUR GOOGLEADS POTENTIAL



Solar Panels: General

GEO-TARGETING: England, United States





CLIENT GOALS

CPA £36-195



HOW WE HELPED

Campaigns are built and focused on People who are looking for a solar solution such as Solar installation, its related services, Batteries, Vehicle charger, and PV system.

Our PPC strategy has seen some fantastic results within key metrics.

QUICK STATS



IMPRESSIONS

35904



CLICKS

1985



CONV RATE

9.05%



CONVERSIONS

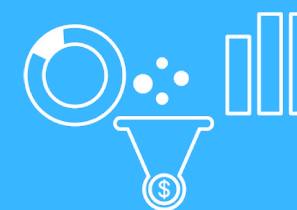
208

60 Days of Data

RESULTS



£9.14
CPA



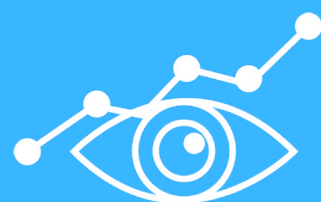
208
TOTAL CONVS



£1
CPC



10.5%
CONVERSION RATE



70.7%
IMPR SHARE %



47.32%
MOBILE % OF TOTAL CONV



5.02/10
QUALITY SCORE



N/A
REMARKETING CONV



20.9%
% Top Imp Share



5.53%
CTR

60 Days of Data

CAMPAIGN REVIEW

We have built a campaign in 4 categories. The First two campaigns are set for people looking for a solar solution for residential and commercial purposes. The next campaign is set for people looking for specific solar purchases such E vehicle chargers, Batteries, or PV systems. The last campaign we started as a brand campaign. All these campaigns are performing well. The campaigns are performing so well in terms of conversions that we are ready to start Remarketing campaigns in just 60 days.

GLOSSARY



CPA - CPA WILL GIVE YOU AN ESTIMATE OF HOW MUCH YOUR NEW CUSTOMERS ARE COSTING YOU AND HELP YOU DETERMINE WHETHER YOUR STRATEGY NEEDS TO BE REVISED. UNLIKE THE CONVERSION RATE, WHICH IS AN INDICATOR OF SUCCESS, COST PER ACQUISITION IS A FINANCIAL METRIC USED TO MEASURE THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



CPC - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT IS USED TO DETERMINE YOUR COST PER CLICK (CPC) AND MULTIPLIED BY YOUR MAXIMUM BID TO DETERMINE YOUR AD RANK IN THE AD AUCTION PROCESS. YOUR QUALITY SCORE DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



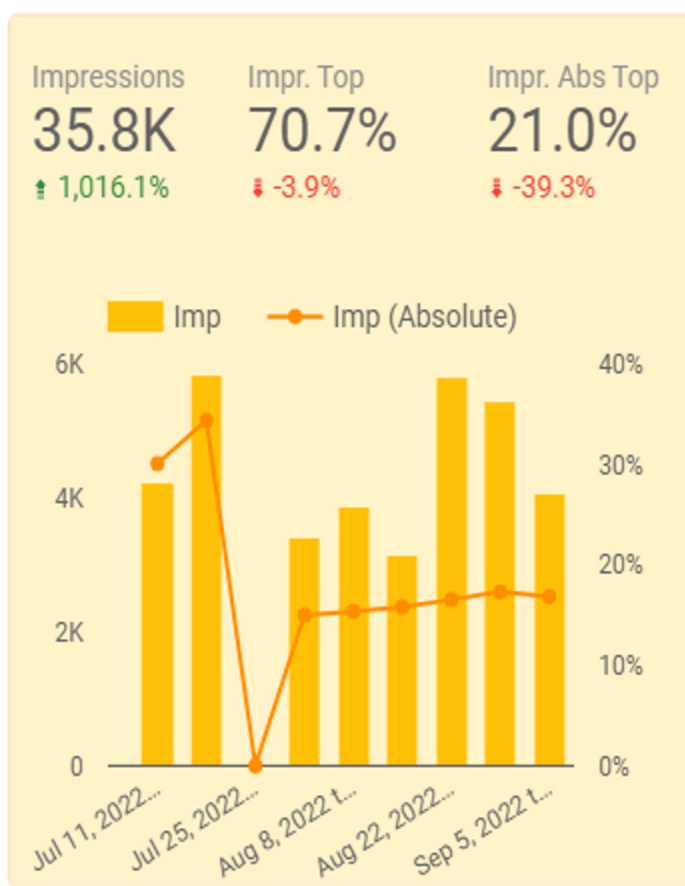
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



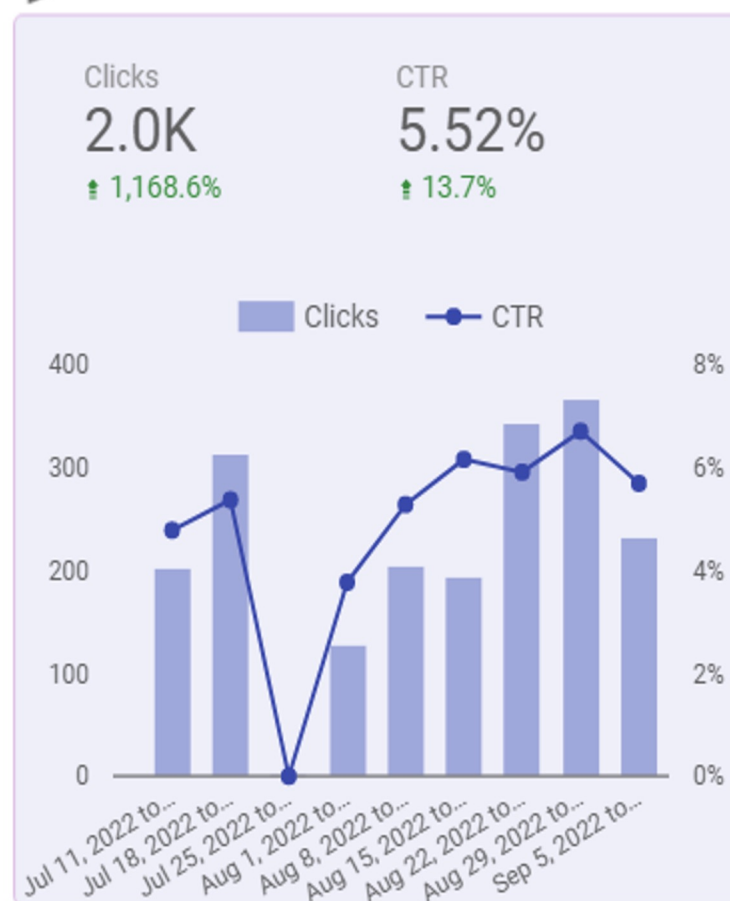
NUMBER OF CONVERSIONS - UNDERSTANDING WHAT PERCENTAGE OF YOUR USERS ARE COMPLETING THE GOALS THAT DRIVE YOUR BUSINESS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING YOUR CONVERSION RATE ALSO ALLOWS YOU TO GET MORE SALES WITH THE SAME AMOUNT OF TRAFFIC.

SOCIAL PROOF

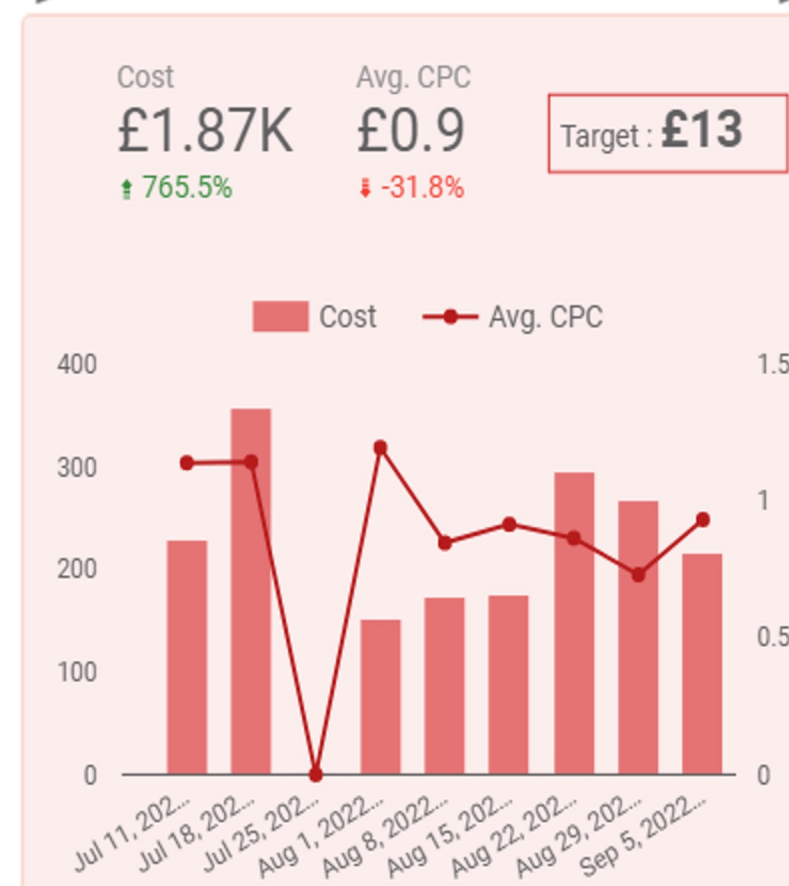
Impressions



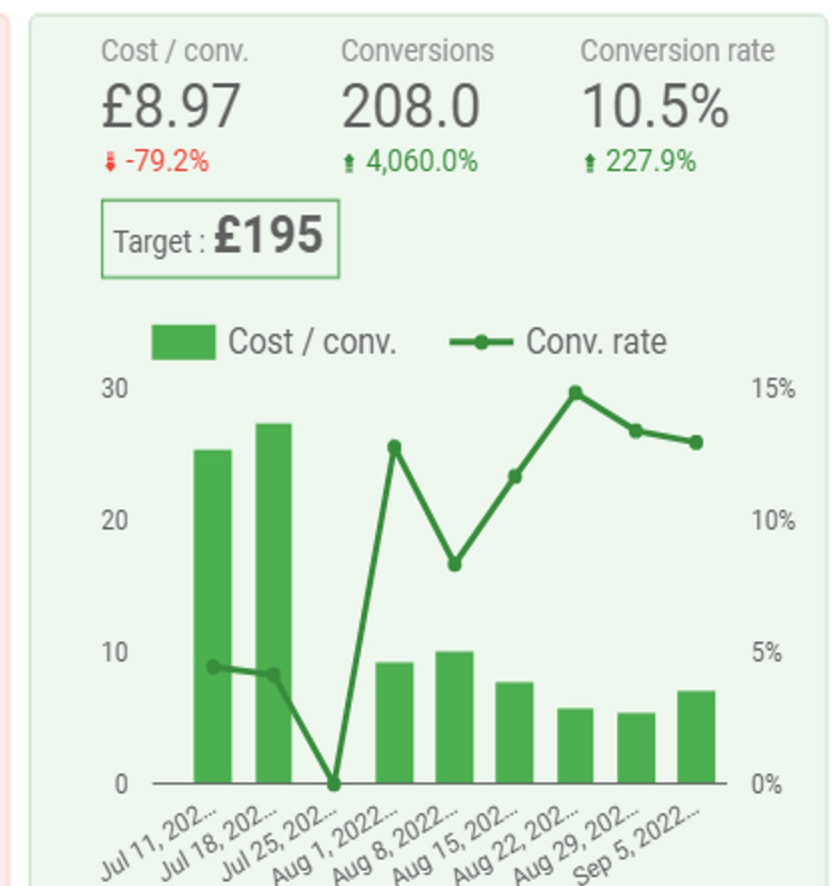
Clicks



Cost Per Click



Cost Per Conversion



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Solar Panels
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	N/A
ESTIMATE CPA RANGE	\$44-240
EST LEADS FOR MIN BUDGET	4-23
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	Get a free audit & Quote/Estimate OR No Interest, No Payment for XX Month (if they offer payment plan)
WHAT YOU NEED TO KNOW	Can be VERY high competition in some locations, can often see seasonal fluctuation

LET US DO THE SAME FOR YOU

For more information, please visit www.OnlineSalesConsultancy.com.

