

UNLOCK YOUR GOOGLEADS POTENTIAL



Solar Panels - General

GEO-TARGETING: 60 Miles Around Charlottesville, VA





CLIENT GOALS

Cost Per Lead Between \$44-\$240



HOW WE HELPED

Location-specific campaigns focused on the best performing regions within a broad targeting radius.

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

QUICK STATS



IMPRESSIONS

3,441



CLICKS

111



CONV RATE

17%



CONVERSIONS

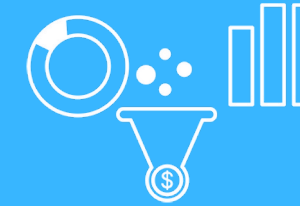
19

-Additional Comments here-

RESULTS



\$66.09
CPA



20
NO. OF CONVERSIONS



\$11.91
CPC



17%
CONVERSION RATE



80%
IMPRESSION SHARE



90%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



+virginia +solar
TOP CONVERTING KW



70%
% TOP IMPR SHARE



3.24%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

Since location plays an important role in the client's service offering, we layered locations within the client's targeted radius to allow us to adjust location bids at a more granular and controlled level. We can easily adjust bids on locations where demand fluctuates without impacting adjacent, better performing locations at any given time.

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.

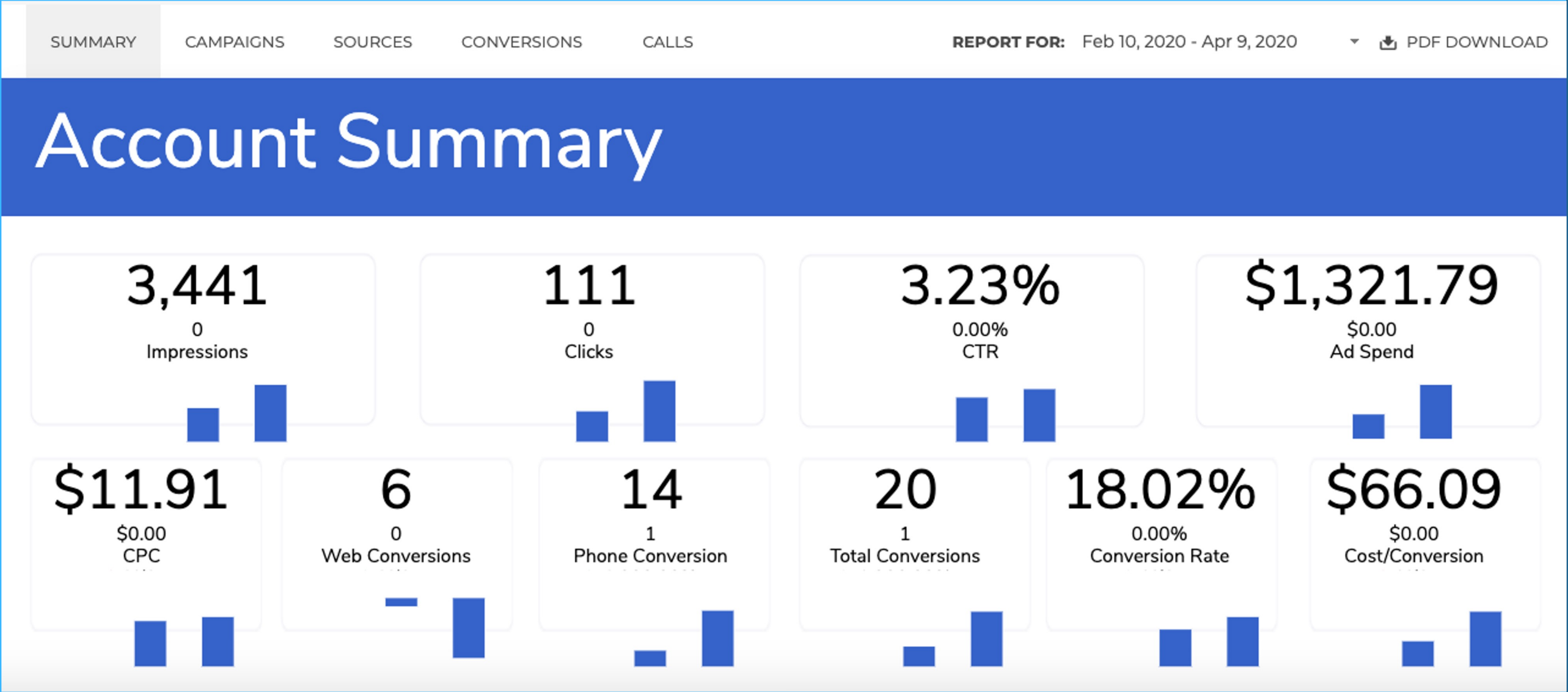


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Solar Panels - General
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	\$7-\$16
ESTIMATE CPA RANGE	\$44-\$240
EST LEADS FOR MIN BUDGET	4-23
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	Interest-Free Financing
WHAT YOU NEED TO KNOW	Seasonal, Can Be Highly Competitive

LET US DO THE SAME FOR YOU

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

