

UNLOCK YOUR GOOGLEADS POTENTIAL



Solar Panels - General

GEO-TARGETING: IL, FL, NE, GA, IA





CLIENT GOALS

\$44-\$240



HOW WE HELPED

Continuous efforts on campaign management by focusing on top performing keywords with a focused bidding strategy. We segmented campaigns via location for better bid optimizations to focus on driving the best CPA

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

QUICK STATS



IMPRESSIONS

5,359



CLICKS

104



CONV RATE

12.50%



CONVERSIONS

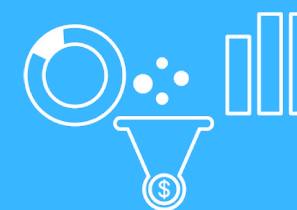
13

90 Days Data

RESULTS



\$150
CPA



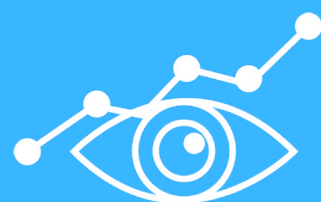
13
NO. OF CONVERSIONS



\$18.73
CPC



12.50%
CONVERSION RATE



63.78%
IMPRESSION SHARE



60%
MOBILE % OF TOTAL CONV



4/10
QUALITY SCORE



6
MOBILE CONV



50%
% TOP IMPR SHARE



1.94%
CTR

90 Days Data

CAMPAIGN REVIEW

After taking over a poor performing account, we focused our efforts on eliminating non-performing keywords and adjusting bids on devices, locations and schedule to focus efforts on the best performing traffic. Pairing this with segmenting campaigns by location, we were able to increase conversions by more than 300% while also increasing clicks and impressions.

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.



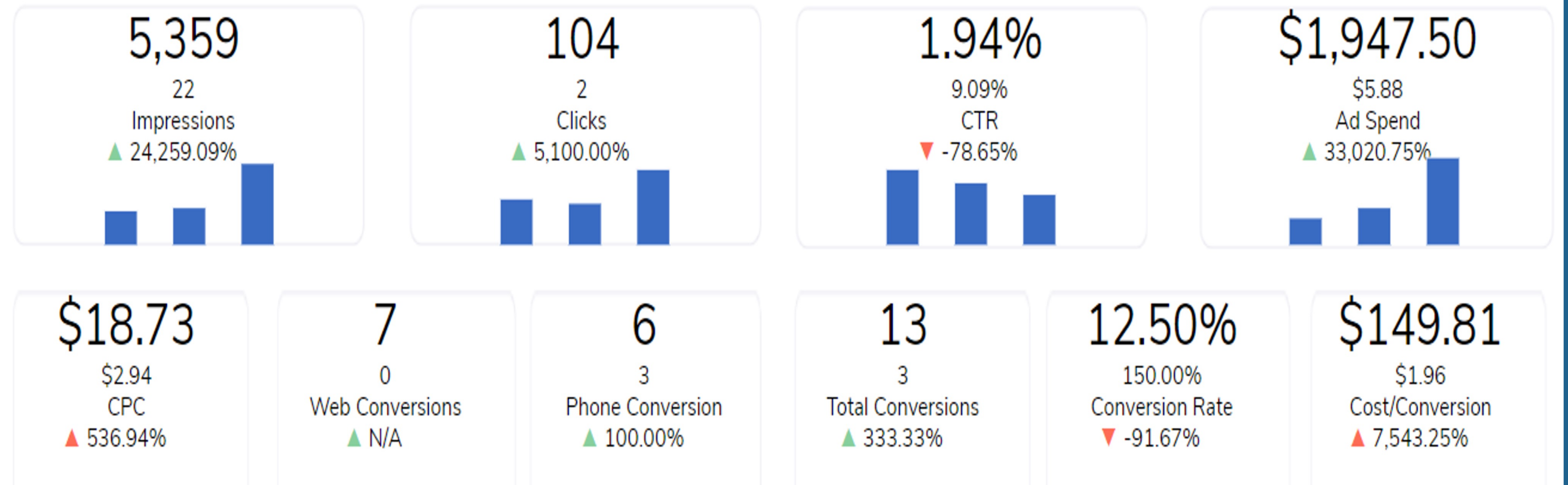
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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

Account Summary



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES		Solar - 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	Free Audit and Quote/Estimate or No Interest	
WHAT YOU NEED TO KNOW	Can be very high competition with seasonal fluctuations	

LET US DO THE SAME FOR YOU

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

