

UNLOCK YOUR GOOGLEADS POTENTIAL



Solar Panels- General

GEO-TARGETING: Hawaii





CLIENT GOALS

The account goal is a CPA range of \$50-100



HOW WE HELPED

We composed a campaign and ad group structure built around research-backed, top performing keywords and corresponding ad copy which have delivered the desired CPA goal.

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

QUICK STATS



IMPRESSIONS

43,366



CLICKS

1,070



CONV RATE

11.12%



CONVERSIONS

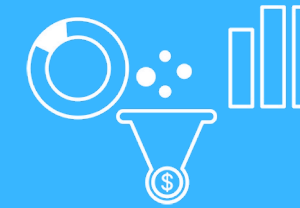
120

-Additional Comments here-

RESULTS



\$52.37
CPA



120
NO. OF CONVERSIONS



\$5.87
CPC



11.12%
CONVERSION RATE



34.60%
IMPRESSION SHARE



66%
MOBILE % OF TOTAL CONV



7
QUALITY SCORE



1.26%
REMARKETING CONV



63.80%
% TOP IMPR SHARE



2.47%
CTR

CAMPAIGN REVIEW

Our performance-based optimization strategies have proved successful for the client. We monitor keyword performance closely and have worked to keep CPA within range and optimizing budget. We have been able to maintain a CPA within goal and a Conversion Rate above 10%.

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.

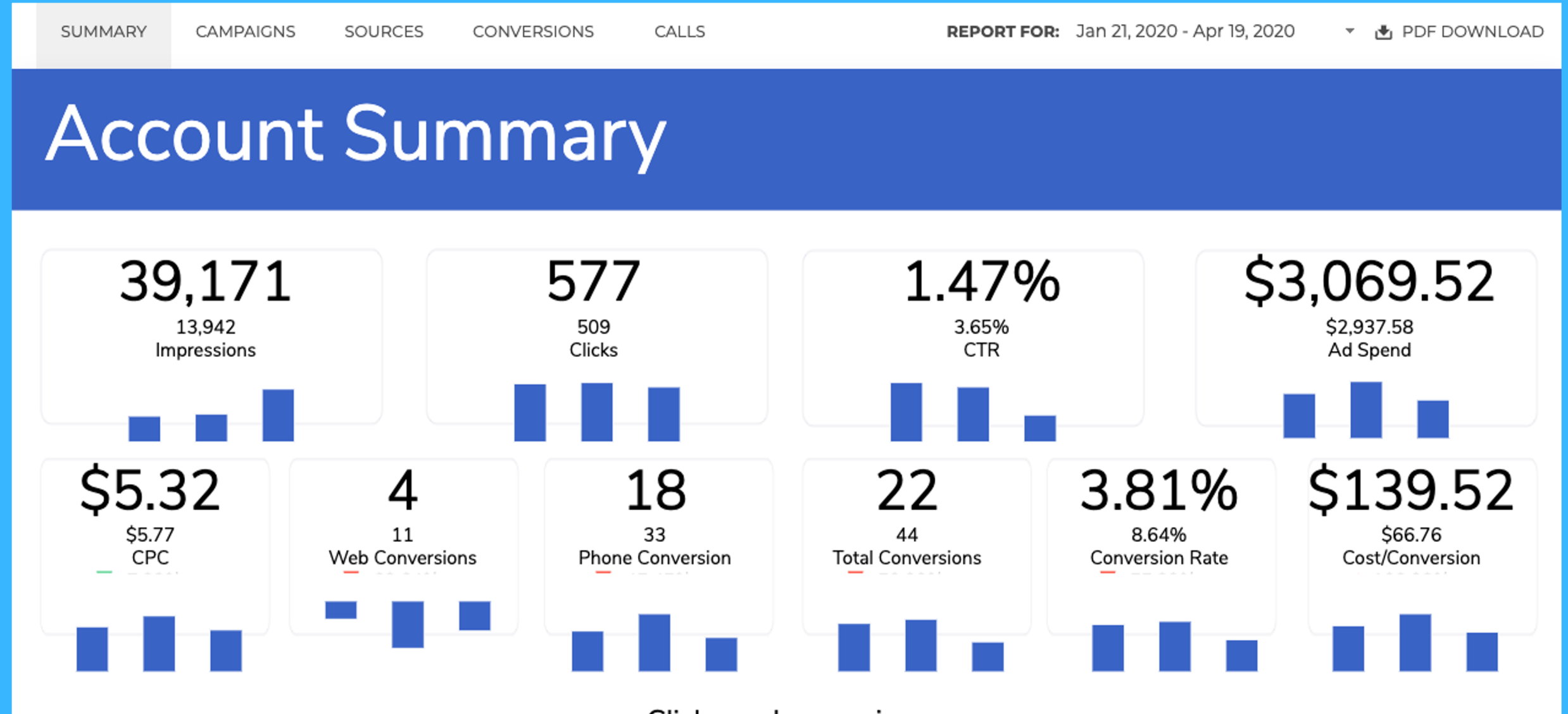


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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 NICHES	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	Get A Free Audit & Quote/Estimate OR No Interest, No Payments for XX Months (if offer payment plan)
WHAT YOU NEED TO KNOW	Can be VERY high competition in some locations, can often see seasonal fluctuations

**LET US DO THE
SAME FOR YOU**

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

