

UNLOCK YOUR GOOGLEADS POTENTIAL



Dental Implants

GEO-TARGETING: Knoxville, TN





CLIENT GOALS

\$45-\$100 Cost Per Lead



HOW WE HELPED

Built campaigns with tightly-themed ad groups to more effectively manage performance and spend.

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

QUICK STATS



IMPRESSIONS

16,902



CLICKS

652



CONV RATE

12%



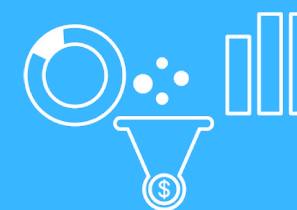
CONVERSIONS

79

RESULTS



\$63.36
CPA



79
NO. OF CONVERSIONS



\$7.71
CPC



12%
CONVERSION RATE



44%
IMPRESSION SHARE



87%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



N/A
REMARKETING CONV



37%
% TOP IMPR SHARE



3.86%
CTR

CAMPAIGN REVIEW

This account was set up using keywords, basic ad layouts and a landing page template that we know to succeed. By pairing this with tight keyword groupings, a fitting bid strategy and strategic budget focus, we are able to consistently provide the client with quality leads at a CPA that exceeds goal.

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.

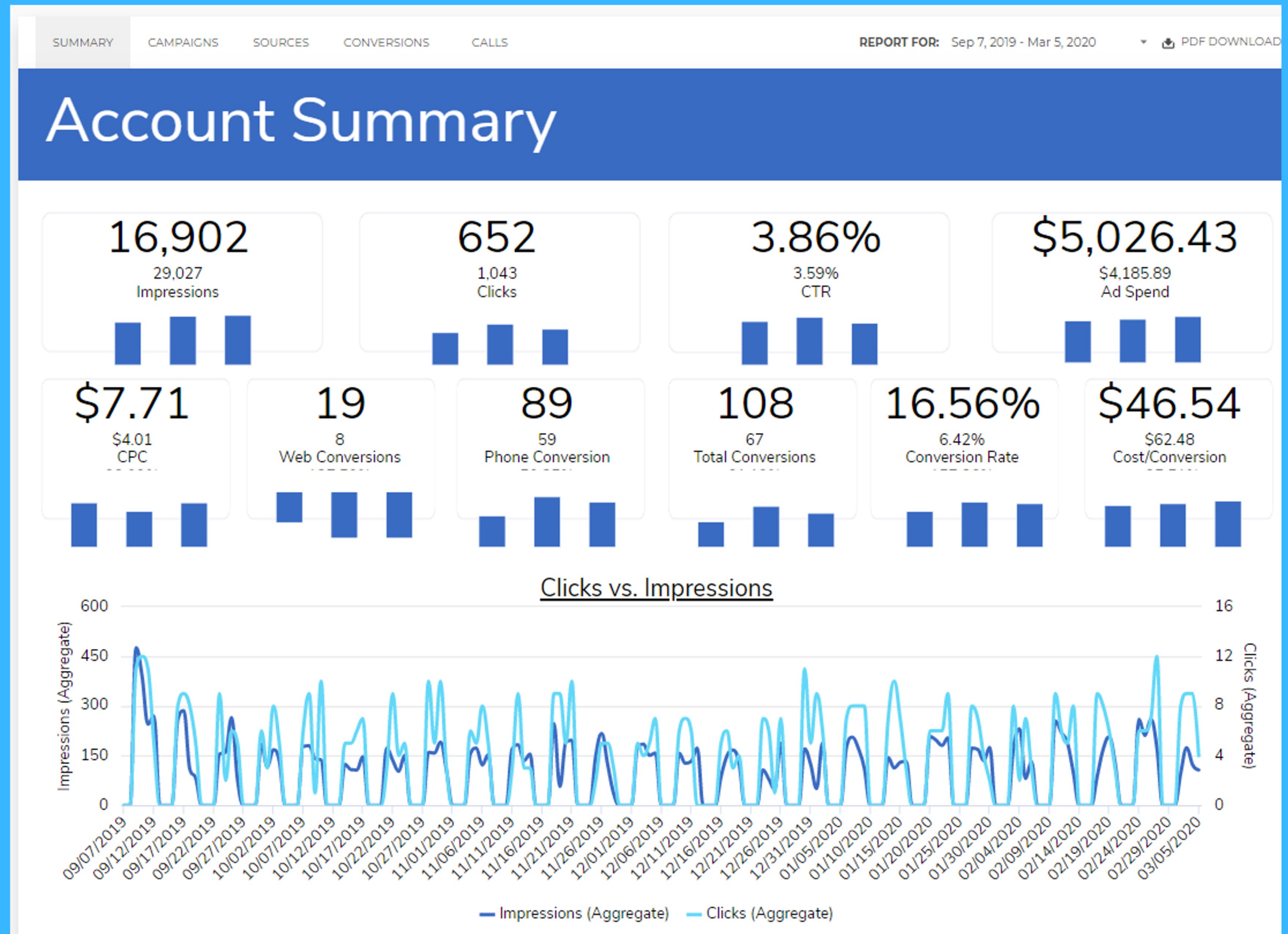


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Dental Implants
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$7-\$15
ESTIMATE CPA RANGE	\$45-\$100
EST LEADS FOR MIN BUDGET	10-22
REMARKETING ELIGIBLE	No/Not Likely
RECOMMENDED OFFER	% or Patient Discount
WHAT YOU NEED TO KNOW	Client may need lead coaching

LET US DO THE SAME FOR YOU

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

