

UNLOCK YOUR GOOGLEADS POTENTIAL



Personal Injury/Auto Accident

GEO-TARGETING: Miami, Florida





CLIENT GOALS

\$165 CPA



HOW WE HELPED

We employed various campaign-level optimizations aimed at attaining the specific client CPA goal.

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

QUICK STATS



IMPRESSIONS

16,495



CLICKS

621



CONV RATE

21.58%



CONVERSIONS

134

-The Spanish campaign has performed well in this geo-target.-

RESULTS



RESULT
\$144.52 CPA



RESULT
134 CONVERSIONS



RESULT
\$31.19 CPC



RESULT
21.58% CONVERSION RATE



RESULT
19.42% IMPRESSION SHARE



RESULT
MOBILE 95% OF TOTAL CONV



RESULT
QUALITY SCORE 7/10



RESULT
50.19% TOP IMPR SHARE



RESULT
11.37% ABS TOP IMPR SHARE



RESULT
3.76% CTR

-Additional Comments here-

CAMPAIGN REVIEW

The application of an automated Target Impression Share bid strategy helped the campaigns to continue earning click volume and leads. This resulted in the attainment of the desired CPA goal, even with a reduction in the monthly budget. Identification of the targeting demographics helped to tailor the campaigns and ad messaging to maintain relevancy which is a driver behind the higher Quality Score.

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.

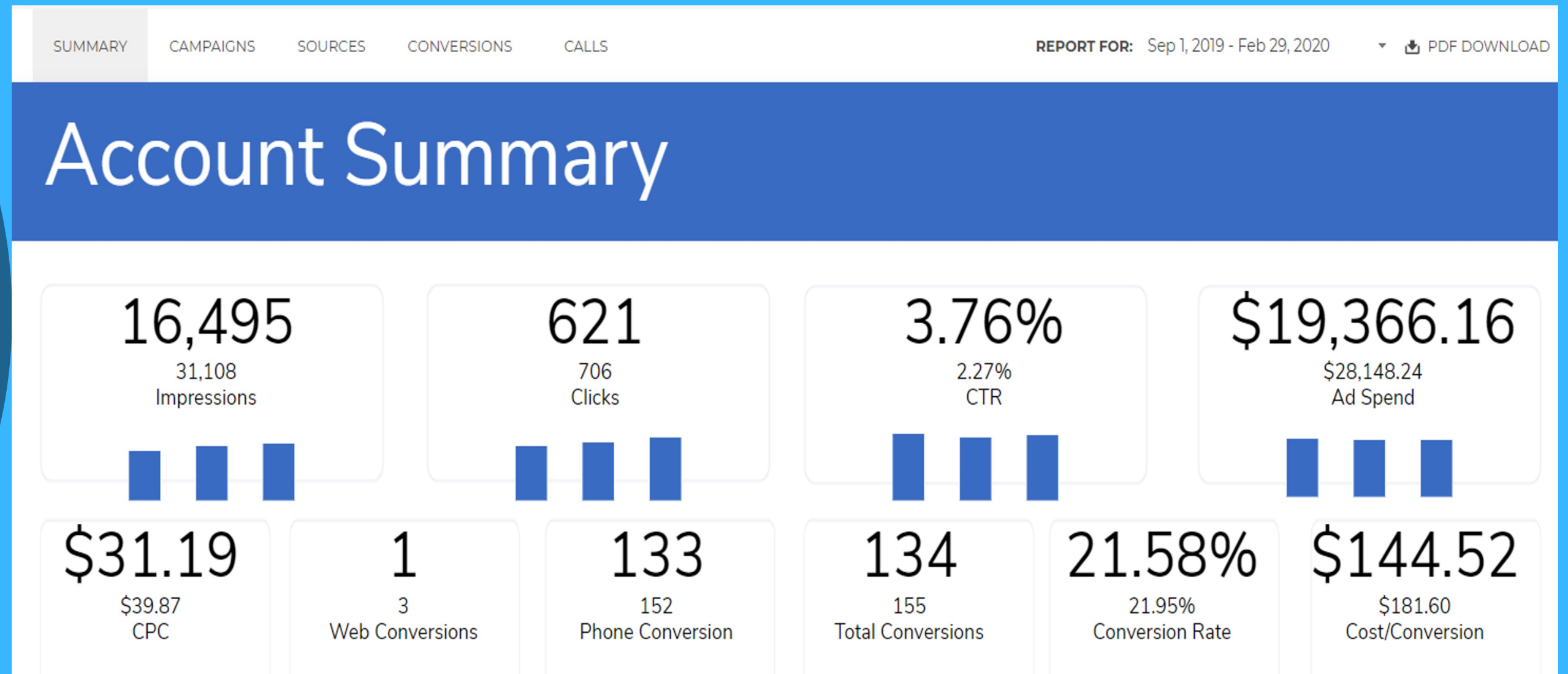


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Legal - Personal Injury - General & Vehicle Accident
MINIMUM BUDGET	\$2000
ESTIMATE SEARCH CPC	\$45 - 125
ESTIMATE CPA RANGE	\$200 - 700
EST LEADS FOR MIN BUDGET	3- 10
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	No Win, No Fee; Free Case Consultation
WHAT YOU NEED TO KNOW	Staff needs to be aware of how to deal with leads coming from various forms of advertising as they are substantially different than a referral.

LET US DO THE SAME FOR YOU

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

