

UNLOCK YOUR GOOGLEADS POTENTIAL

Legal - Bankruptcy

GEO-TARGETING: Fort Worth, Texas





CLIENT GOALS

\$250 CPA



HOW WE HELPED

Optimizations focused on driving quality leads resulted in consistent delivery of a CPA below the desired goal.

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

QUICK STATS



IMPRESSIONS

5,282



CLICKS

264



CONV RATE

20.83%



CONVERSIONS

55

-Additional Comments here-

RESULTS



\$144.61
CPA



55
CONVERSIONS



\$30.13
CPC



20.83%
CONVERSION RATE



59.68%
IMPRESSION SHARE



65%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



+bankruptcy +attorney
HIGHEST CONVERTING KW



46.94%
TOP IMPRESSION SHARE



5%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

The applied budgeting strategy and regular optimization efforts have produced success in attaining the designated account CPA goal. We delivered a satisfactory CPA that decreased month after month over the time period in review. The positive results led to a 50% increase in the monthly ad spend.

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.

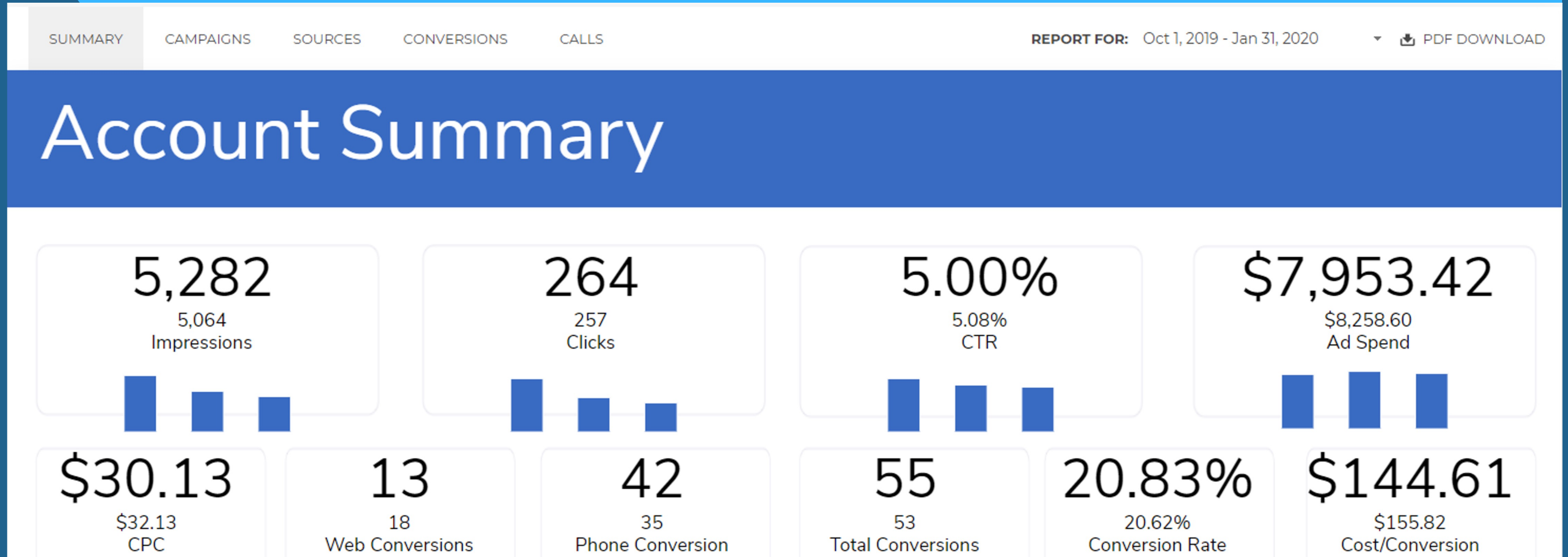


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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 - Bankruptcy
MINIMUM BUDGET	1000
ESTIMATE SEARCH CPC	40-60
ESTIMATE CPA RANGE	150-220
EST LEADS FOR MIN BUDGET	5 - 7
REMARKETING ELIGIBLE	NO
RECOMMENDED OFFER	No Win, No Fee Free Case Evaluation
WHAT YOU NEED TO KNOW	Staff needs to know how to deal with leads coming from advertising as they are substantially different than a referral. Additionally, they need to expect that they will get leads for cases they do not want due to value or other reason

**LET US DO THE
SAME FOR YOU**

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

