

UNLOCK YOUR GOOGLEADS POTENTIAL



Lipo Laser Machines

GEO-TARGETING: CA, CT, DE, FL, GA, IL, ME, MD, MA, NV,
NH, NJ, NY, PA, TX, VT, VA, WA, DC





CLIENT GOALS

CPA: \$60-120



HOW WE HELPED

Campaign built to tightly focus on keywords by using Phrase and Exact match type. We added more converting keywords through search query review and paused non-performing terms. We also made bid adjustment updates with the application of location, schedule and device modifiers to focus on top converting items.

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

QUICK STATS



IMPRESSIONS

36029



CLICKS

1537



CONV RATE

4.23%



CONVERSIONS

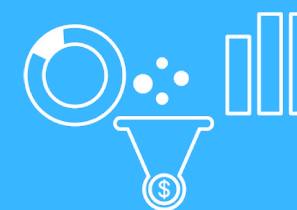
65

60 Days Data

RESULTS



\$32
CPA



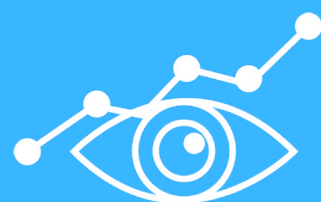
65
NO. OF CONVERSIONS



\$1.37
CPC



4.23%
CONVERSION RATE



18.12%
IMPRESSION SHARE



87%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



52
MOBILE CONV



13.24%
% TOP IMPR SHARE



4.27%
CTR

60 Days Data

CAMPAIGN REVIEW

Campaigns were structured and launched by tightly targeting keywords and pairing it with highly relevant ad copy. With ongoing efforts in campaign management focusing mostly on keywords, modifiers and bid strategy, we were able to hit a total of 65 conversions, with over 36k impressions, more than 1.5k clicks and an overall CPA of \$32.

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.



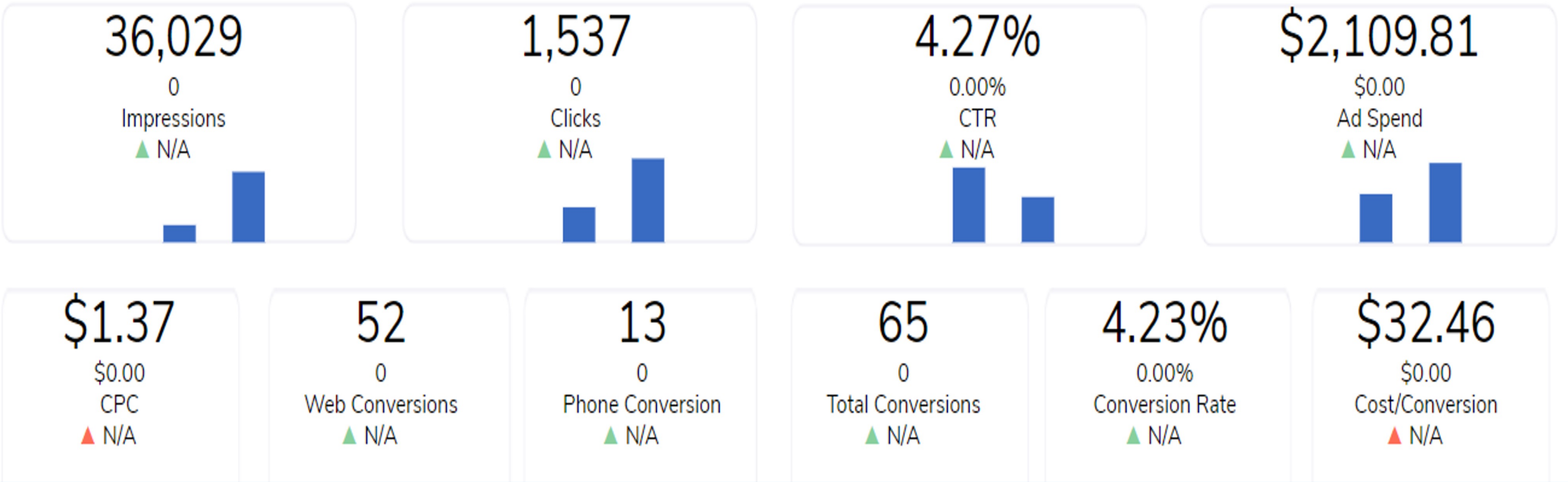
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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 NICHE	Beta - Lipo Laser Machines
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	TBD
ESTIMATE CPA RANGE	TBD
EST LEADS FOR MIN BUDGET	TBD
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	TBD
WHAT YOU NEED TO KNOW	TBD

LET US DO THE SAME FOR YOU

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

