

UNLOCK YOUR GOOGLEDADS POTENTIAL



Plastic Surgeon Cosmetic Surgery

GEO-TARGETING: Englewood, NJ





CLIENT GOALS

CPA \$55-100



HOW WE HELPED

By focusing on the best converting demographic markets and devices.

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

QUICK STATS



IMPRESSIONS

47,104



CLICKS

1,018



CONV RATE

7.27%

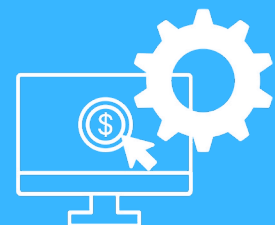


CONVERSIONS

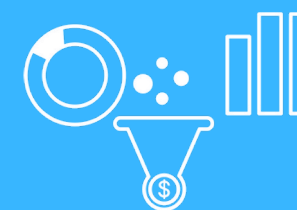
74

-Additional Comments here-

RESULTS



\$81.37
CPA



74
NO OF CONVERSIONS



\$5.91
CPC



7.27%
CONV RATE



< 10%
IMPRESSION SHARE



62%
MOBILE % OF TOTAL CONV



2.41%
QUALITY SCORE



N/A
REMARKETING CONV



8.50%
% TOP IMPR SHARE



2.15%
CTR

CAMPAIGN REVIEW

Since launch the campaign strategy had been focused on demographic targeting, primarily on female audiences ages 25 and above. From there we continued to optimize based on performance including keyword adjustments and focusing on mobile devices over others to continue to drive leads from the sources with the lowest CPA and highest quality.

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.



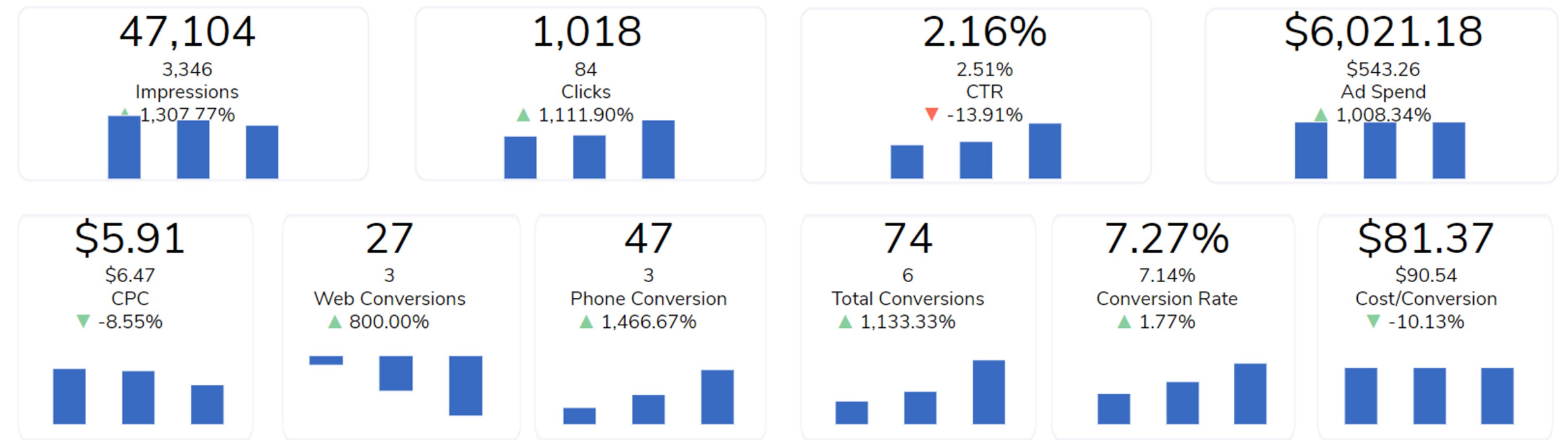
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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 NICHES	Beta - Plastic Surgery	
MINIMUM BUDGET	\$1000	
ESTIMATE SEARCH CPC	tbd	
ESTIMATE CPA RANGE	tbd	
EST LEADS FOR MIN BUDGET	tbd	
REMARKETING ELIGIBLE	No	
RECOMMENDED OFFER		n/a
WHAT YOU NEED TO KNOW		n/a

LET US DO THE SAME FOR YOU

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

