

UNLOCK YOUR GOOGLE ADS POTENTIAL



Chiropractor - General

GEO-TARGETING: Spartanburg & Greenville, SC





CLIENT GOALS

CPA: \$35



HOW WE HELPED

Long-term efforts on campaign management focusing on keywords and bidding strategy have allowed us to launch additional campaigns for new locations to continue to increase conversion. We also focus on updating the bid adjustments where necessary in location, devices and schedules to keep the account within goal.

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

QUICK STATS



IMPRESSIONS

18,847



CLICKS

905



CONV RATE

18.78%



CONVERSIONS

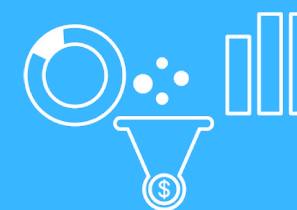
170

180 Day Data

RESULTS



\$32.33
CPA



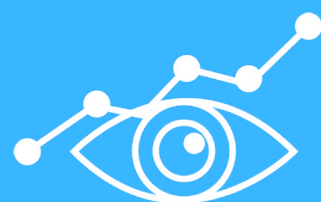
170
NO. OF CONVERSIONS



\$6
CPC



18.78%
CONVERSION RATE



37.59%
IMPRESSION SHARE



69%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



35
PHONE CONV



31.51%
% TOP IMPR SHARE



4.80%
CTR

180 Day Data

CAMPAIGN REVIEW

With the continuous efforts on managing campaigns with the right bidding strategy plus segmenting Spanish campaigns per location and removing non-converting traffic, we were able to increase total conversions by 20% and reduce CPA by another 21%

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.



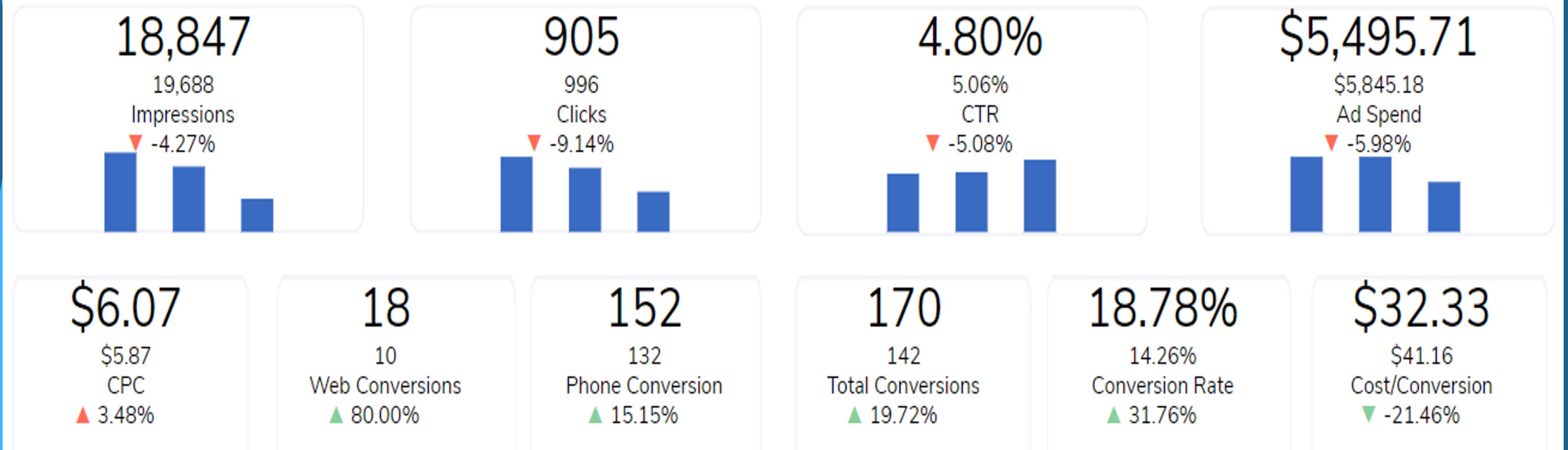
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Chiropractor - General
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	\$6-10
ESTIMATE CPA RANGE	\$35-80
EST LEADS FOR MIN BUDGET	13-29
REMARKETING ELIGIBLE	IFFY
RECOMMENDED OFFER	Free/Discount New Patient Consultation
WHAT YOU NEED TO KNOW	Receptionist needs training on dealing with leads

LET US DO THE SAME FOR YOU

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

