

UNLOCK YOUR GOOGLEADS POTENTIAL



Doctor - General Practitioner

GEO-TARGETING: Metairie, LA





CLIENT GOALS

To drive leads for medical patients in a large geo-area.



HOW WE HELPED

We have optimized the campaign for specific leads.

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

QUICK STATS



IMPRESSIONS

326,601



CLICKS

4,673



CONV RATE

5.37%



CONVERSIONS

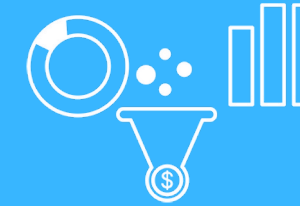
251

Overall, the campaign was successful in driving impressions and engagement.

RESULTS



\$21.57
CPA



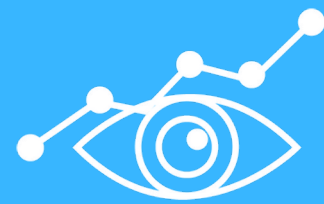
251
NO. OF CONVERSIONS



5.37%
CONVERSION RATE



201
NO. OF PHONE CONVERSIONS



54.79%
IMPRESSION SHARE



55.57%
% TOP IMPR SHARE



53.59%
MOBILE IMPRESSION SHARE



2.63%
SEARCHES LOST TO BUDGET



\$1.16
CPC



1.43%
CTR

The majority of leads over a 180 day period were from phone calls.

CAMPAIGN REVIEW

This campaign has a far-reaching geo-targeted area of 45 miles surrounding Metairie, LA. Location targeting radii were layered onto the map for a better understanding of what locations brought the most clicks and conversions. With that data, we were able to optimize the bid adjustments for each targeted area.

This bidding technique coupled with similar, highly-targeted strategies gives us the opportunity to fine-tune the spending in bids and budget.

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

326,601

321,213
Impressions



4,673

4,482
Clicks



1.43%

1.40%
CTR



\$5,413.02

\$6,461.11
Ad Spend



\$1.16

\$1.44
CPC



50

27
Web Conversions



201

178
Phone Conversion



251

205
Total Conversions



5.37%

4.57%
Conversion Rate



\$21.57

\$31.52
Cost/Conversion



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Doctor
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$7 - \$15
ESTIMATE CPA RANGE	\$45-\$100
EST LEADS FOR MIN BUDGET	10-22
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	Flexible Appointments
WHAT YOU NEED TO KNOW	May Need Lead Coaching

LET US DO THE SAME FOR YOU

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

