



ANOTHER PPC SUCCESS STORY

MESSAGE COURSES

GEO-TARGETING: MULTIPLE LOCATIONS

HIGHLIGHTS

PREVIOUS 2 MONTHS

- Used the client's website
- The website contained a lead form
- No call to action
- Too many navigation distractions
- Small print
- Testimonials and value propositions hidden in interior pages

HOW WE DID IT

- Used landing page
- Landing page contains lead form and phone number
- Call to action for lead form and phone calls
- No navigation distractions
- Large print
- Testimonials and value propositions highlighted

RESULTS:

165%
INCREASE IN
CONVERSION
RATE

PERFORMANCE DATA

METRIC	PREVIOUS 2 MONTHS	LATEST 2 MONTHS	CHANGE
Clicks	2,744	3,612	31.63%
Impressions	420,621	355,932	-39.15%
Clickthrough Rate	0.65%	1.41%	31.63%
Average Cost Per Click	9.64	9.85	2.19%
Conversions	113	300	165.49%
Conversion Rate	4.12%	8.31%	101.7%
Cost Per Conversion	234.02	118.57	-49%

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

COMMENTS



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