



ANOTHER PPC SUCCESS STORY

OPHTHALMOLOGIST

GEO-TARGETING: BROWARD COUNTY, FL

HIGHLIGHTS

TALKING POINTS

- The overall Conversion Rate has consistently been above 16% for all month's under IPPC management.
- Diligent optimization efforts resulted in Average CPC's with a low of \$3.85.
- The account CTR climbed to a high of 2.96% during the time period under review.

RESULTS

**Average CPA is
22.87
for 6 months.**

- We have maintained a steady average of 45 Conversions per month.

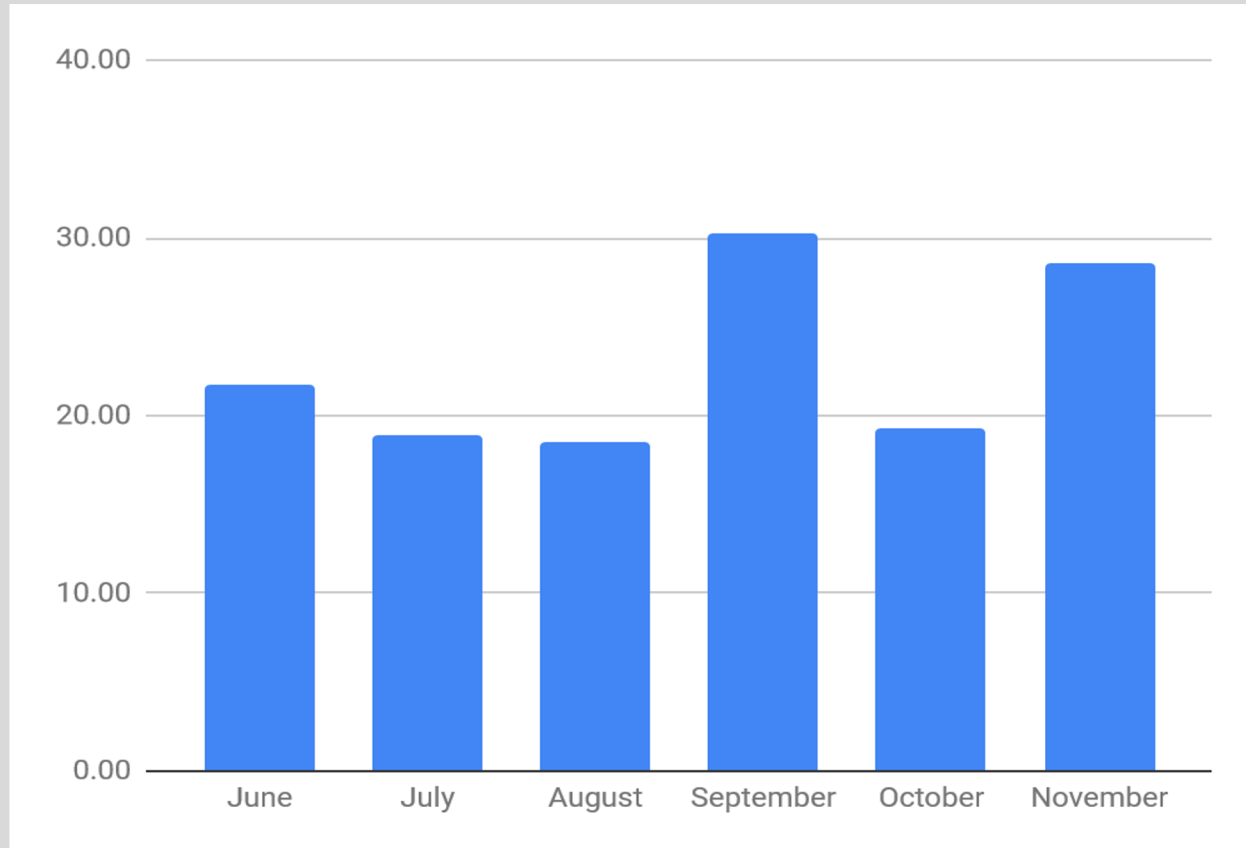
CLIENT GOAL:

**50
CPA**

OUR RESULTS:

**18.87
CPA after 2
months**

PERFORMANCE DATA



GOAL:	50 CPA
MONTH:	CPA
June	21.74
July	18.87
August	18.50
September	30.30
October	19.23
November	28.57

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



Our agency partner remarks *"It's easy to work with you."*

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