

UNLOCK YOUR GOOGLEDADS POTENTIAL



Junk Removal

GEO-TARGETING: Pensacola FL





CLIENT GOALS

\$40-50 CPA



HOW WE HELPED

We employed both Search & Display campaigns for continuous engagement with qualified visitors. We also closely monitored keyword performance by eliminating non performers and testing new match types. We also adjusted necessary bid modifiers on devices, location targets and ad schedule to help control costs.

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

QUICK STATS



IMPRESSIONS

3,851



CLICKS

268



CONV RATE

22.64



CONVERSIONS

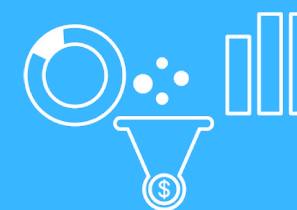
134

90 Days of Data

RESULTS



\$4.34
CPA



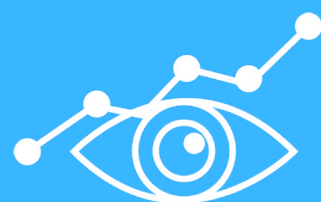
134
NO. OF CONVERSIONS



\$3.27
CPC



22.64%
CONVERSION RATE



56.22%
IMPRESSION SHARE



88%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



118
MOBILE CONV



47.12%
% TOP IMPR SHARE



7.84%
CTR

90 Days of Data

CAMPAIGN REVIEW

As a beta niche, the testing of new keyword variations and adjusting bids via modifiers, we were able to attain the CPA goal and deliver the total expected conversions. Conversion rate and keyword CPC's are within or below the range expected for success in the account.

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

| | | | |
|--|--|---|--|
| Impressions : Google Ads 3,854 ▲ 0% | Clicks : Google Ads 268 ▲ 0% | CTR (%) : Google Ads 6.95 % ▲ 0% | Average CPC : Google Ads USD 3.27 ▲ 0% |
| Conversions : Google Ads 10 Conversion Action: A_Online Lead_Form Submission_LP, Conversion Action: A_Online ▲ 0% | Google Ads: Conversion Action: A_Online Lead_Form Submission_LP, Google Ads: Conversion Action: A_Online Lead_Form Submission_site, 29 ▲ 866.67% | | Average Duration : Calltrackingm... 01:26 ▼ -48.5% |
| Cost : Google Ads USD 876.97 ▲ 0% | Total Calls : Calltrackingmetrics 183 ▲ 325.58% | G Ads Conv Rate : Custom Widgets 72.01 % Google Ads: Conversion Action: A_Online Lead_Form Submission_LP, Google Ads: ▲ 0% | Cost per G Ads Conv : Custom Wi... 4.54 USD Google Ads: Conversion Action: A_Online Lead_Form Submission_LP, Google Ads: ▲ 0% |

PPC SMART NICHE INSIGHT WITH THIS INFO:

| PPC SMART NICHES | | Beta - Junk Removal |
|--------------------------|---|---------------------|
| MINIMUM BUDGET | | \$1,000 |
| ESTIMATE SEARCH CPC | | 20 - 55 |
| ESTIMATE CPA RANGE | | 30 - 75 |
| EST LEADS FOR MIN BUDGET | | 7 - 16 |
| REMARKETING ELIGIBLE | | Yes |
| RECOMMENDED OFFER | 24/7 Service, No Emergency Fee- | |
| WHAT YOU NEED TO KNOW | This niche is very competitive in large cities, which means high CPCs and low impression share- | |

LET US DO THE SAME FOR YOU

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

