

UNLOCK YOUR GOOGLEADS POTENTIAL



Roof Cleaning

GEO-TARGETING: Salem OR Area





CLIENT GOALS

\$50 - 100



HOW WE HELPED

By structuring campaigns based on a hierarchy of ROAS to maximize spend on the most profitable leads.

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

QUICK STATS



IMPRESSIONS

7,984



CLICKS

149



CONV RATE

20.81%

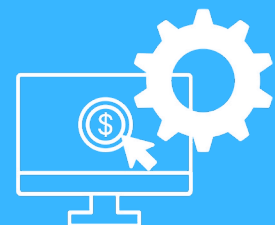


CONVERSIONS

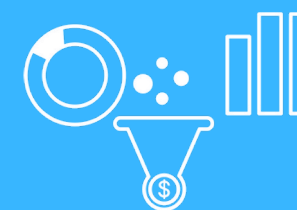
31

90 Days Data

RESULTS



\$95.52
CPA



31
NO. OF CONVERSIONS



\$19.87
CPC



20.81%
CONVERSION RATE



66.10%
IMPRESSION SHARE



53%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



37%
FORM SUBMISSION CONV



73.33%
% TOP IMPR SHARE



1.87%
CTR

90 Days Data

CAMPAIGN REVIEW

As a Beta Program client with no historic Smart Niche data we were able to optimize the account to meet goal within the first 90 days by working with the client to focus on the top revenue driving services, optimizing based on performance and reviewing lead quality to drive only quality conversion.

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

90 Day Performance Review

7,984
Impressions

31
Conversions

31
All conv.

149
Clicks

20.81%
Conv. Rate

1.87%
CTR

\$95.52
Cost / Conv.

20.81%
All conv. rate

\$2,960.98
Cost

39.96%
Search Impr. share

\$19.87
CPC

14.63%
Search Lost IS (budget)

\$95.52
Cost / All Conv.

PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES	Beta Program - Roof Cleaning
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$8-12
ESTIMATE CPA RANGE	\$50-100
EST LEADS FOR MIN BUDGET	10-20
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	TBD
WHAT YOU NEED TO KNOW	TBD

LET US DO THE SAME FOR YOU

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

