



A PPC SUCCESS STORY

INDUSTRY:

Home Builders

GEO-TARGETING:

Dublin, Ireland

PERFORMANCE HIGHLIGHTS

MEANINGFUL METRICS

- The client's goal is for a CPL of €50 but our CPL has been **below €25** each month, with our best month at **CPL €9.63**
- Conversion Rate has been **above 7%** whilst under our management

CLIENT GOAL:

CPL
€50

OUR RESULTS:

CPL
€9.63

PROVEN RESULTS

- We achieved a **19.39% Conversion Rate** after one month of management
- Our **average CPC has been under €3** since the account has been under our management

PERFORMANCE DATA

GOAL: CPL €50	
MONTH:	CPL
May	10.97
April	20.12
March	13.78
February	17.89
January	24.10
December	9.63
November	20.99

“Very happy with the leads that have come in and are confident of closing a couple of them...”
- Agency