

UNLOCK YOUR GOOGLEADS POTENTIAL



HVAC SERVICES

GEO-TARGETING: Las Vegas, NV





CLIENT GOALS

\$25-\$175 Cost Per Lead



HOW WE HELPED

Customized Landing Page
High Impression Share on Geo-targeted Keywords

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

QUICK STATS



IMPRESSIONS

15,102



CLICKS

276



CTR

2%



CONVERSIONS

88

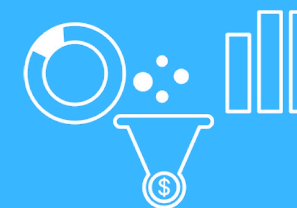
We also achieved a 32% conversion rate in the first 90 days

RESULTS



\$157

CPA



88

CONVS IN 90 DAYS



\$49.96

CPC



32%

CONVERSION RATE



60%

IMPRESSION SHARE



65%

MOBILE % OF TOTAL CONV



6/10

AVERAGE QUALITY SCORE



250+

VISITORS TO THE PAGE



40%

TOP OF PAGE IMPR. SHARE



85%

CALL CONVS % OF TOTAL CONV

-Additional Comments here-

CAMPAIGN REVIEW

By focusing on the highest converting traffic with the best quality of leads we were able to generate a 32% Conversion Rate and drive over 88 conversions in our first 3 months of management. By testing bid strategies we were able to bring these conversions in within our CPA goal and bring a profitable ROI for the client.

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.



AD POSITION - PRECISELY WHERE YOUR ADS WILL BE POSITIONED ON THE SEARCH ENGINE RESULTS PAGE IS DETERMINED BY A RELATIVELY SIMPLE PROCESS, BUT THERE'S A LOT YOU CAN DO TO ACHIEVE BETTER AD POSITION.



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.

LET US DO THE SAME FOR YOU

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

