

UNLOCK YOUR GOOGLEADS POTENTIAL

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# Fencing

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GEO-TARGETING: Greater Menomonee Falls WI Area





## CLIENT GOALS

\$35-60



## HOW WE HELPED

We target location focused traffic with advanced bid adjusting and heavy use of negatives.

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

# QUICK STATS



IMPRESSIONS

42,951



CLICKS

2,649



CONV RATE

20.31%



CONVERSIONS

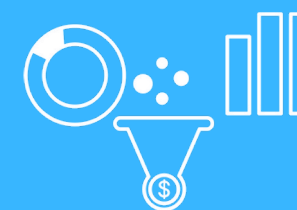
538

180 Days of Data

# RESULTS



**\$8.22**  
CPA



**538**  
NO. OF CONVERSIONS



**\$1.67**  
CPC



**20.31%**  
CONVERSION RATE



**41.89%**  
IMPRESSION SHARE



**63%**  
MOBILE % OF TOTAL CONV



**8/10**  
QUALITY SCORE



**1**  
REMARKETING CONV



**74.10%**  
% TOP IMPR SHARE



**6.17%**  
CTR

180 Days of Data

# CAMPAIGN REVIEW

As a seasonal account we focus all spend on the most profitable months through the building season. By targeting location specific searches and optimizing for the best performing settings we have been able to keep CPA well under goal year after year even with the ever changing Google landscape.

# 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 42951 ▲ 289.58%	Clicks : Google Ads 2649 ▲ 148.73%	CTR (%) : Google Ads 6.17 ▼ -36.13%	Average CPC : Google Ads 1.67 USD ▼ -30.99%
Conversions : Google Ads 36 ▼ -18.18% Google Ads Conversion Action: Free Estimate Form Website,	Total Calls : Calltrackingmetrics 502 ▲ 649.25%	Google Ads Forms + Calls : Custom Widgets 538 ▲ 5.32% Google Ads Conversion Action: Free Estimate Form Website,	G Ads Conv Rate : Custom Widgets 20.31 % ▼ -0.65% Google Ads Conversion Action: Free Estimate Form Website,
Cost per G Ads Conv : Custom Widgets 8.22 USD ▲ 8.82% Google Ads Conversion Action: Free	Cost : Google Ads 4421 USD ▲ 71.29%	Missed Calls : Calltrackingmetrics 17 ▲ 240%	Average Duration : Calltrackingmetrics 00:19 ▼ -71.21%



# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Outdoor Structures - Fencing
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$6-15
ESTIMATE CPA RANGE	\$35-80
EST LEADS FOR MIN BUDGET	17-29
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% or \$ New Customer Discount
WHAT YOU NEED TO KNOW	Clients may need lead handling training

# LET US DO THE SAME FOR YOU

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For more information, please visit [www.OnlineSalesConsultancy.com](http://www.OnlineSalesConsultancy.com).

