

UNLOCK YOUR GOOGLEADS POTENTIAL

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# Plumbing & Water Heaters

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GEO-TARGETING: 25 Miles Around Memphis, TN





#### CLIENT GOALS

Plumbing & Water Heater Leads Between \$100-\$175 Per Lead



#### HOW WE HELPED

Implemented High Converting Call-Only Plumbing Campaigns And Focused On Earning The Highest Share of Impressions Possible For Water Heater Keywords.

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

# QUICK STATS



IMPRESSIONS

37,712



CLICKS

787



CONV RATE

35%



CONVERSIONS

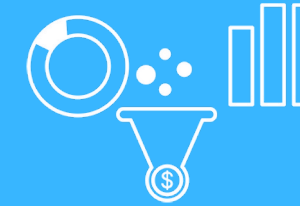
275

-Additional Comments here-

# RESULTS



**\$70.87**  
CPA



**275**  
NO. OF CONVERSIONS



**\$24.76**  
CPC



**35%**  
CONVERSION RATE



**81%**  
IMPRESSION SHARE



**82%**  
MOBILE % OF TOTAL CONV



**7/10**  
QUALITY SCORE



**3**  
REMARKETING CONV



**47%**  
% TOP IMPR SHARE



**2%**  
CTR

-Additional Comments here-

# CAMPAIGN REVIEW

Since the client is targeting a highly competitive location, we focused on achieving the highest possible share of impressions for our targeted keywords for our budget. Paired with a highly competitive offer, we've managed to steadily increase the number of leads earned month over month without increasing our cost per lead.

# 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.

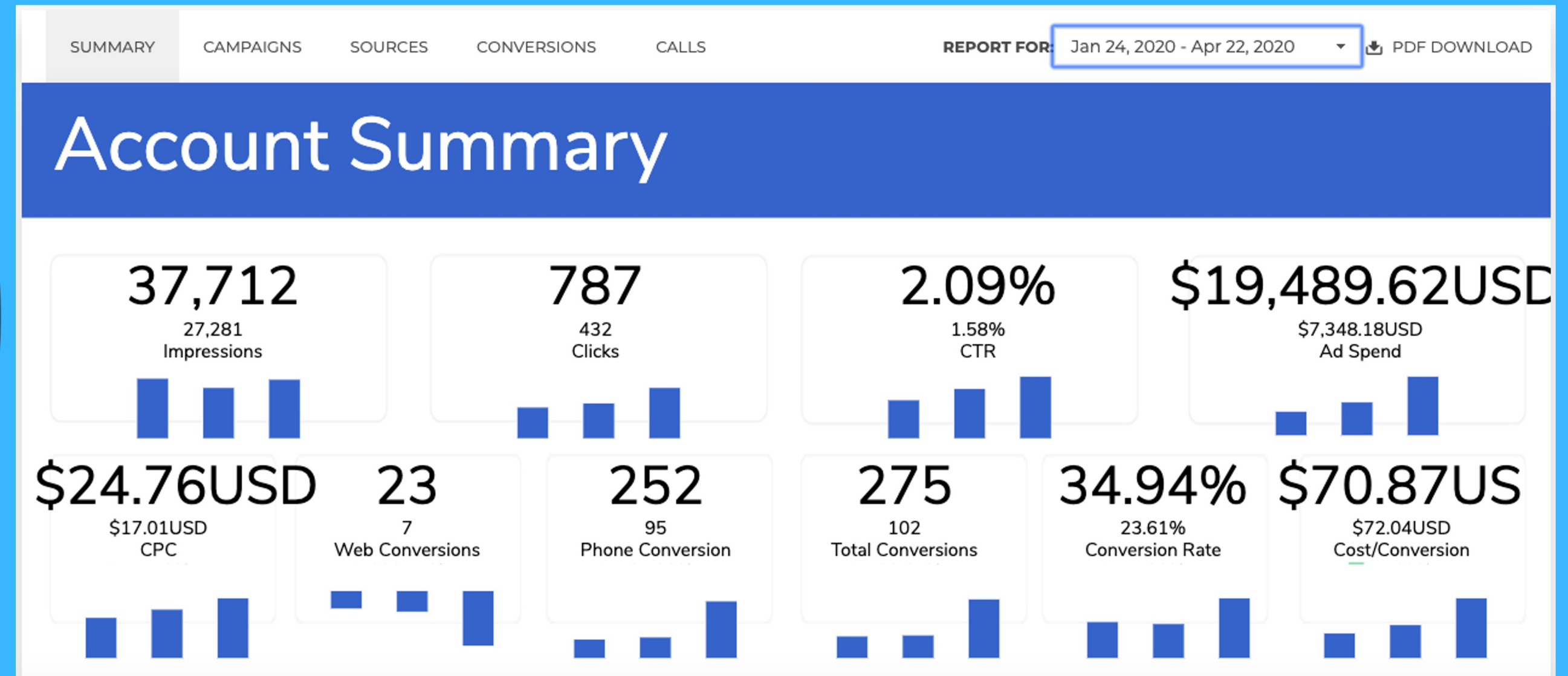


**% TOP OF PAGE IMPR** - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



**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





# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Plumbing - Water Heaters
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$9-\$25
ESTIMATE CPA RANGE	\$25-\$175
EST LEADS FOR MIN BUDGET	20-40
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% Off or New Customer Discount
WHAT YOU NEED TO KNOW	A Competitive Offer Is Key

# LET US DO THE SAME FOR YOU

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

