

UNLOCK YOUR GOOGLEADS POTENTIAL



Remodeling - Kitchens

GEO-TARGETING: Minneapolis MN





CLIENT GOALS

\$75 - 130



HOW WE HELPED

By splitting the top converting keywords into their own campaign and pushing additional budget to those while we continued to improve other targeting.

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

QUICK STATS



IMPRESSIONS

3,526



CLICKS

302



CONV RATE

18.54%



CONVERSIONS

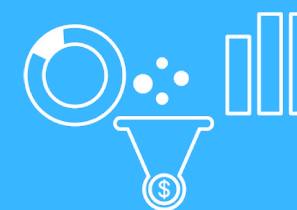
56

180 Days

RESULTS



\$76.78
CPA



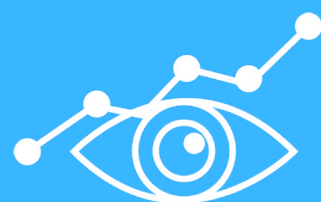
56
NO. OF CONVERSIONS



\$14.24
CPC



1854%
CONVERSION RATE



71.65%
IMPRESSION SHARE



65%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



63%
PHONE CALL CONV



81%
% TOP IMPR SHARE



8.56%
CTR

180 Days

CAMPAIGN REVIEW

With limited budget we created a tightly targeted campaign and utilized as much budget for top converting keywords as possible. We continued to optimize additional targeting to continue to drive more conversions at a lower CPA resulting in the account consistently meeting goal month after month.

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.



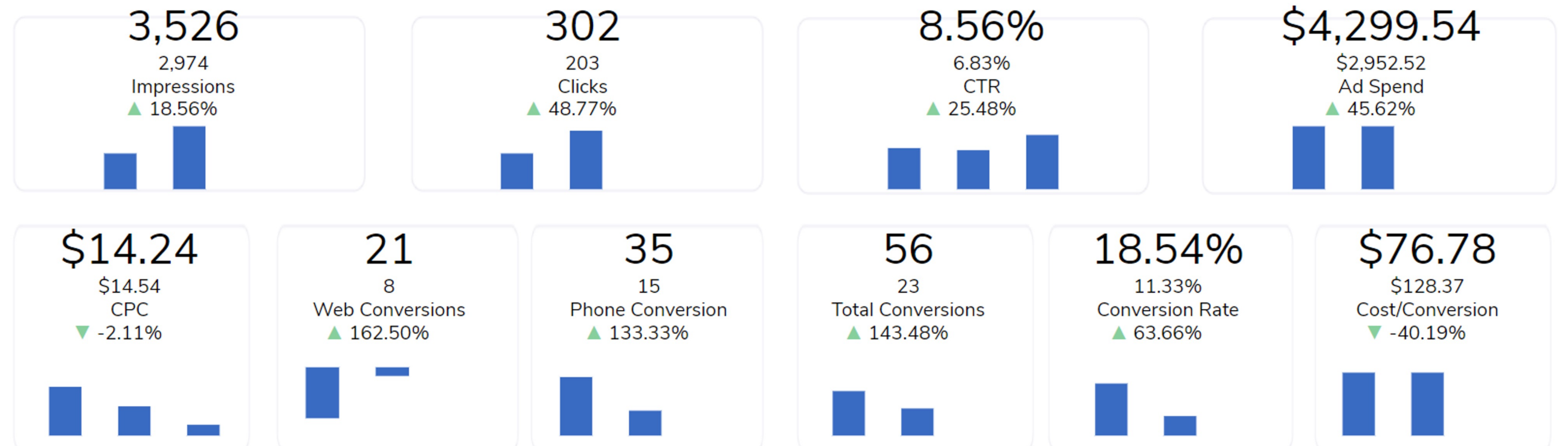
% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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

Account Summary



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHES		Remodeling - Kitchen
MINIMUM BUDGET		\$1,000
ESTIMATE SEARCH CPC		\$7 - 13
ESTIMATE CPA RANGE		\$75 - 150
EST LEADS FOR MIN BUDGET		8 - 13
REMARKETING ELIGIBLE		Yes
RECOMMENDED OFFER	% or \$ New Customer Discount, Free Upgrades	
WHAT YOU NEED TO KNOW	Converting a lead to a customer can take longer than other niches due to the large investment needed and the extremely personal experience	

LET US DO THE SAME FOR YOU

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

