

UNLOCK YOUR GOOGLEADS POTENTIAL



Remodeling - Window Replacement

GEO-TARGETING: South Florida





CLIENT GOALS

CPA \$75-125



HOW WE HELPED

Individual campaigns targeting preferred small locations drive effective conversion at a below target CPA of \$83

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

QUICK STATS



IMPRESSIONS

6,908



CLICKS

249



CONV RATE

12.9%

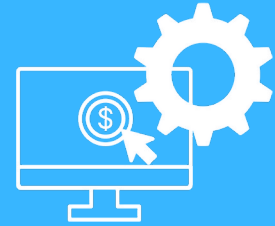


CONVERSIONS

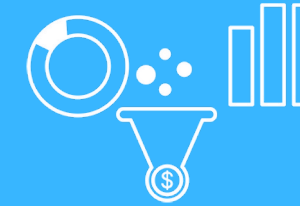
32

-Additional Comments here-

RESULTS



\$83.97
CPA



32
NO. OF CONVERSIONS



\$10.79
CPC



12.9%
CONVERSION RATE



21%
IMPRESSION SHARE



79%
MOBILE % OF TOTAL CONV



8/10
QUALITY SCORE



52%
FORM FILL CONV %



62%
% TOP IMPR SHARE



3.6%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

The client is a small advertiser in a competitive South Florida market, targeting some expensive locations. The campaigns are split to generate leads for both residential and commercial work, both windows and doors.

Since taking over the campaign late 2019 the cost per lead has fallen by 88%

Performance over time

Month ▼	Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Cost ▼	Conversions ▼	Cost / conv. ▼
Feb 2020	249	6,908	3.60%	\$10.79	\$2,687.86	32.00	\$84.00
Jan 2020	167	6,058	2.76%	\$14.13	\$2,358.96	18.00	\$131.05
Dec 2019	166	6,312	2.63%	\$16.21	\$2,691.58	18.00	\$149.53
Nov 2019	133	6,487	2.05%	\$12.85	\$1,709.52	15.00	\$113.97
Oct 2019	198	8,700	2.28%	\$13.49	\$2,670.21	17.00	\$157.07
Sep 2019	243	11,475	2.12%	\$10.16	\$2,469.48	11.00	\$224.50
Aug 2019	298	16,229	1.84%	\$7.91	\$2,357.45	4.00	\$589.36
Jul 2019	441	17,571	2.51%	\$4.91	\$2,165.72	3.00	\$721.91

-Additional Comments here-

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.

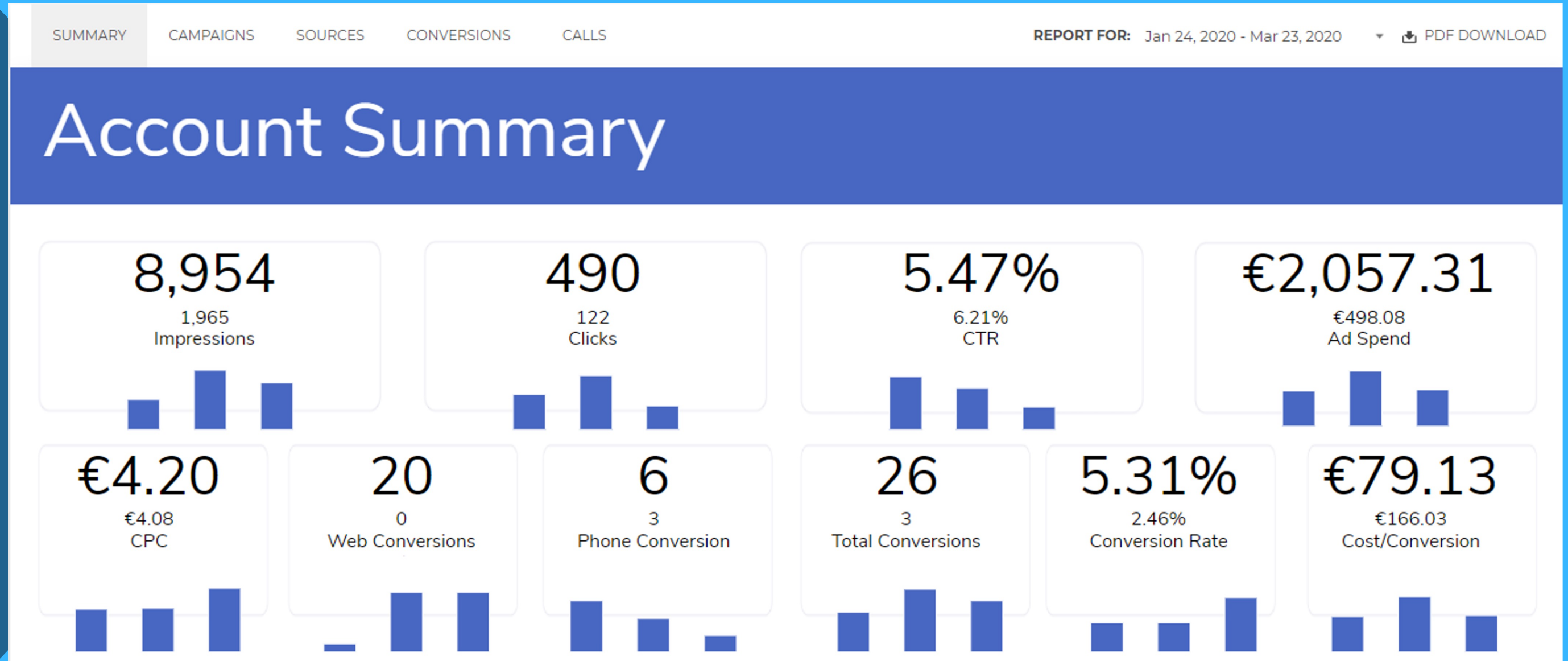


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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 NICHES	Remodeling - Window Replacement
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$7-12
ESTIMATE CPA RANGE	\$65-125
EST LEADS FOR MIN BUDGET	12-23
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% or \$ New Customer Discount, BOGO
WHAT YOU NEED TO KNOW	Competitive Offer is Key

LET US DO THE SAME FOR YOU

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

