

UNLOCK YOUR GOOGLEDADS POTENTIAL



Roofing - Metal Roofs

GEO-TARGETING: PA, NY, FL, OH





CLIENT GOALS

CPA: \$75-150



HOW WE HELPED

Continuous efforts in setting up the right keywords when we launched the campaigns and after. We extensively managed bid modifiers like devices, locations and schedule to maintain CPA.

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

QUICK STATS



IMPRESSIONS

30,062



CLICKS

1,194



CONV RATE

26%



CONVERSIONS

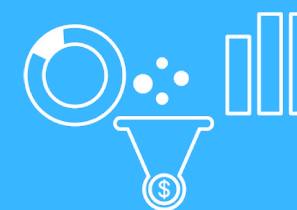
309

60 Days of Data

RESULTS



\$94.28
CPA



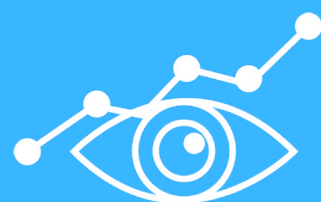
309
NO. OF CONVERSIONS



\$24
CPC



26%
CONVERSION RATE



67%
IMPRESSION SHARE



68.75%
MOBILE % OF TOTAL CONV



4/10
QUALITY SCORE



121
PHONE CONV



93%
% TOP IMPR SHARE



4%
CTR

60 Days of Data

CAMPAIGN REVIEW

We focused our efforts on account management especially new keyword implementation, modifying bids for areas like devices, schedule and locations, and pausing non-performing keywords.

We maintained a high optimization score, targeted relevant audiences and demographics and built out negatives to reduce wasted cost. With this, we were able to hit the target on the first month and even increased the performance for the second month. Overall numbers was a “WOW” for the first 2 months.

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 30062 ▲ 71,476.19%	Clicks : Google Ads 1194 ▲ 59,600%	CTR (%) : Google Ads 4 % ▼ -20%	Average CPC : Google Ads 24 USD ▲ 700%
Conversion Rate : Custom Widqets 25.88 % ▲ 1,712.79%	Total Calls : Calltrackingmetrics 133 ▲ 1,377.78%	Missed Calls : Calltrackingmetrics 8 ▲ 0%	Average Duration : Calltrackingqm... 03:47 ▲ 1,161.11%
Total Conversions : Custom Widq... 309 ▲ 33.33%	Google Ads Forms + Calls : Custo... 309 ▲ 33.33%	Cost Per Lead : Custom Widqets 94.28 USD ▼ -1%	Cost : Google Ads 29132 USD ▲ 485,433.33%

PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE		Roofing - Metal Roofs
MINIMUM BUDGET		\$1,000
ESTIMATE SEARCH CPC		\$9-30
ESTIMATE CPA RANGE		\$75-150
EST LEADS FOR MIN BUDGET		7-13
REMARKETING ELIGIBLE		YES
RECOMMENDED OFFER	Free Inspection, New Gutters w/ Purchase, 0% Financing	
WHAT YOU NEED TO KNOW	Roofer's lead handling skills are typically not the best and they may need coaching	

LET US DO THE SAME FOR YOU

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

