

UNLOCK YOUR GOOGLEADS POTENTIAL



Roofing

GEO-TARGETING: Texas, United States





CLIENT GOALS

To drive phone call leads for roofing in Texas.



HOW WE HELPED

We have optimized the campaign for mobile devices.

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

QUICK STATS



IMPRESSIONS

29,056



CLICKS

1.231



CONV RATE

11.37%



CONVERSIONS

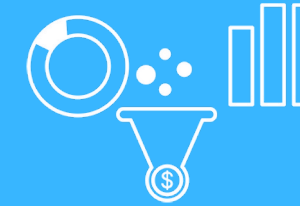
140

Overall, the statewide campaign was successful in driving impressions and engagement.

RESULTS



\$57.31
CPA



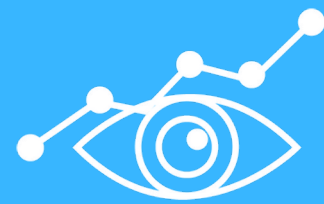
140
NO. OF CONVERSIONS



11.37%
CONVERSION RATE



135
NO. OF PHONE CONVERSIONS



66.67%
IMPRESSION SHARE



55.43%
% TOP IMPR SHARE



63.22%
MOBILE IMPRESSION SHARE



10.19%
SEARCHES LOST TO BUDGET



\$6.52
CPC



4.24%
CTR

The majority of leads over a 180 day period were from phone calls.

CAMPAIGN REVIEW

By optimizing for mobile devices, we ensured the ads would drive an high volume of phone leads.

To accomplish this, we monitored the mobile devices conversion rate and applied bid adjustments as needed. We also ran call extensions to show the phone number within the ad in the Google Search results page. It increased the visibility of the phone number and allowed for users to call immediately.

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.

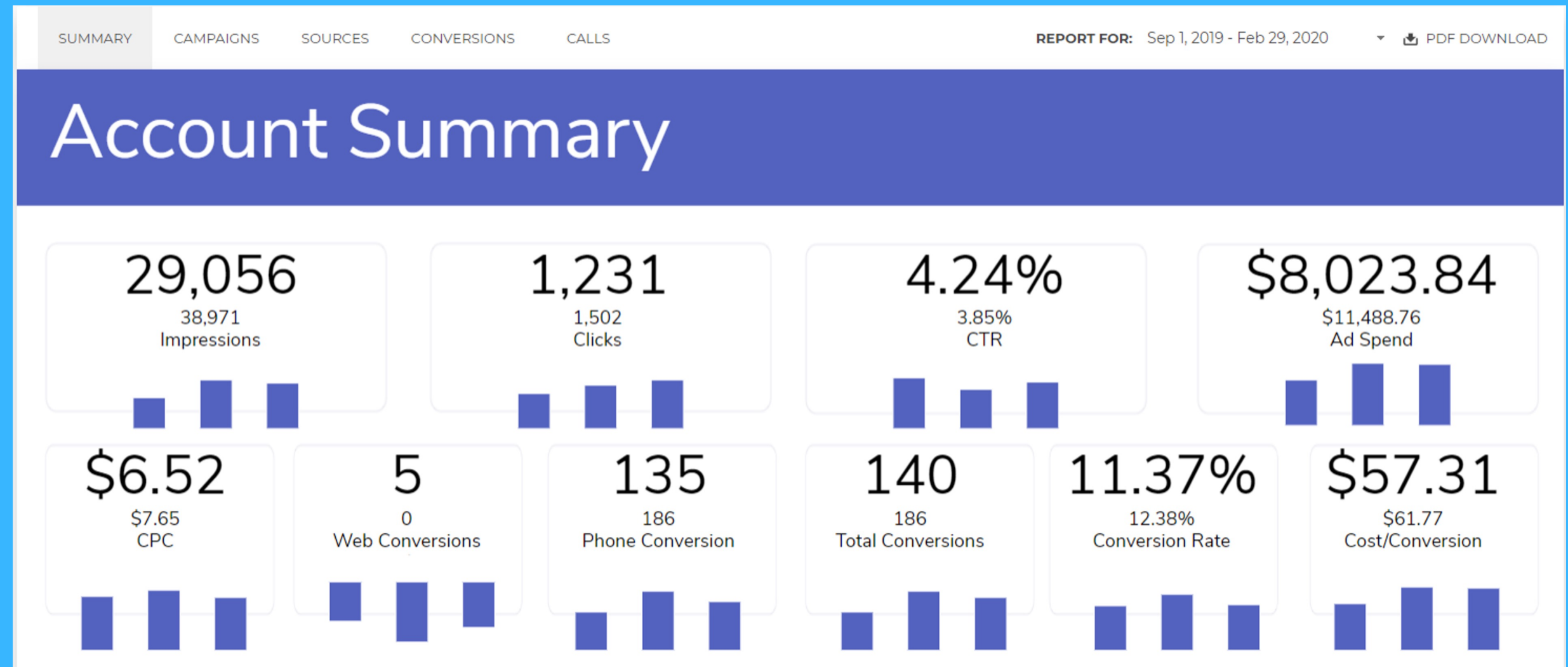


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Roofing (Residential/Commercial)
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	New Customer Discount, BOGO
WHAT YOU NEED TO KNOW	May Need Lead Coaching

LET US DO THE SAME FOR YOU

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

