

UNLOCK YOUR GOOGLEADS POTENTIAL



SEPTIC SERVICES

GEO-TARGETING: Greater Indianapolis, IN





CLIENT GOALS

Cost per lead between
\$45-\$100.



HOW WE HELPED

High-converting, custom landing page.
Tightly-structured search campaign that
converts at 38%.

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

QUICK STATS



IMPRESSIONS

3,403



CLICKS

208



CTR

6%



CONVERSIONS

79

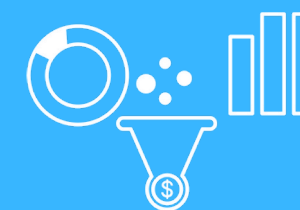
-Additional Comments here-

RESULTS



\$32.76

CPA



79

CONVERSIONS



\$12.44

CPC



6%

CTR



89%

MPRESSION SHARE



76%

CONVERSIONS FROM MOBILE



6/10

Average Quality Score



9000+

REMARKETING IMPR



70%

% TOP OF PAGE IMPR



85%

PHONE CALL % OF TOTAL CONV

-Additional Comments here-

CAMPAIGN REVIEW

Tightly-structured ad groups featuring ads that addressed each service offering and pain point experienced by the customer, matched with a highly-relevant landing page that reinforced the end client's unique selling proposition and position within the targeted market have proved highly effective for this client's campaign.

GLOSSARY



CPA IF IMPROVED - 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 IF IMPROVED - 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.



AD POSITION - PRECISELY WHERE YOUR ADS WILL BE POSITIONED ON THE SEARCH ENGINE RESULTS PAGE IS DETERMINED BY A RELATIVELY SIMPLE PROCESS, BUT THERE'S A LOT YOU CAN DO TO ACHIEVE BETTER AD POSITION.



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.

LET US DO THE SAME FOR YOU

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

