

UNLOCK YOUR GOOGLEADS POTENTIAL



Water Damage - Mold Remediation

GEO-TARGETING: Grapevine TX Metro Area





CLIENT GOALS

CPA \$75-150



HOW WE HELPED

Tightly Targeted Campaigns, Ad Groups, Keywords & Ad Copy

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

QUICK STATS



IMPRESSIONS

4,686



CLICKS

175



CONV RATE

35.43%

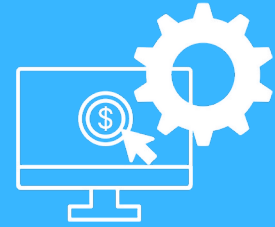


CONVERSIONS

62

-Additional Comments here-

RESULTS



\$117.51
CPA



62
NO. OF CONVERSIONS



\$41.63
CPC



35.43%
CONVERSION RATE



71.37%
IMPRESSION SHARE



89%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



71.37%
SEARCH IMPR SHARE



87.13%
% TOP IMPR SHARE



3.73%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

Highly relevant keywords paired with great ad copy that directs to a landing page proven to convert provided a great conversion rate and CPA for all services for this client, including Mold Remediation.

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.

**LET US DO THE
SAME FOR YOU**

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

