

UNLOCK YOUR GOOGLEADS POTENTIAL



Water Damage - General

GEO-TARGETING: Multiple cities in Florida





CLIENT GOALS

\$125 - 300



HOW WE HELPED

By launching this client with a focus on keywords we knew generated conversion we were able to meet goal from day 1. We continue to improve performance by optimizing for each location separately and driving high converting phone calls

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

QUICK STATS



IMPRESSIONS

31.736



CLICKS

825



CONV RATE

2.60%

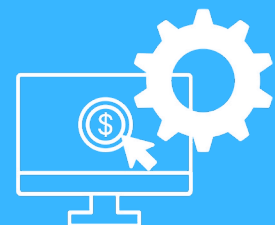


CONVERSIONS

161

-Additional Comments here-

RESULTS



\$154.89
CPA



161
NO. OF CONVERSIONS



\$30.23
CPC



19.52%
CONVERSION RATE



74%
IMPRESSION SHARE



92%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



88%
PHONE CONV



70%
% TOP IMPR SHARE



2.60%
CTR

CAMPAIGN REVIEW

The account was launched using our Smart Niche collected data and utilized only keywords we knew would convert. We structured the campaign to focus on each location individually and optimized for the best converting data for each. We were able to double leads, reduce CPA and improve conversion quality.

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.

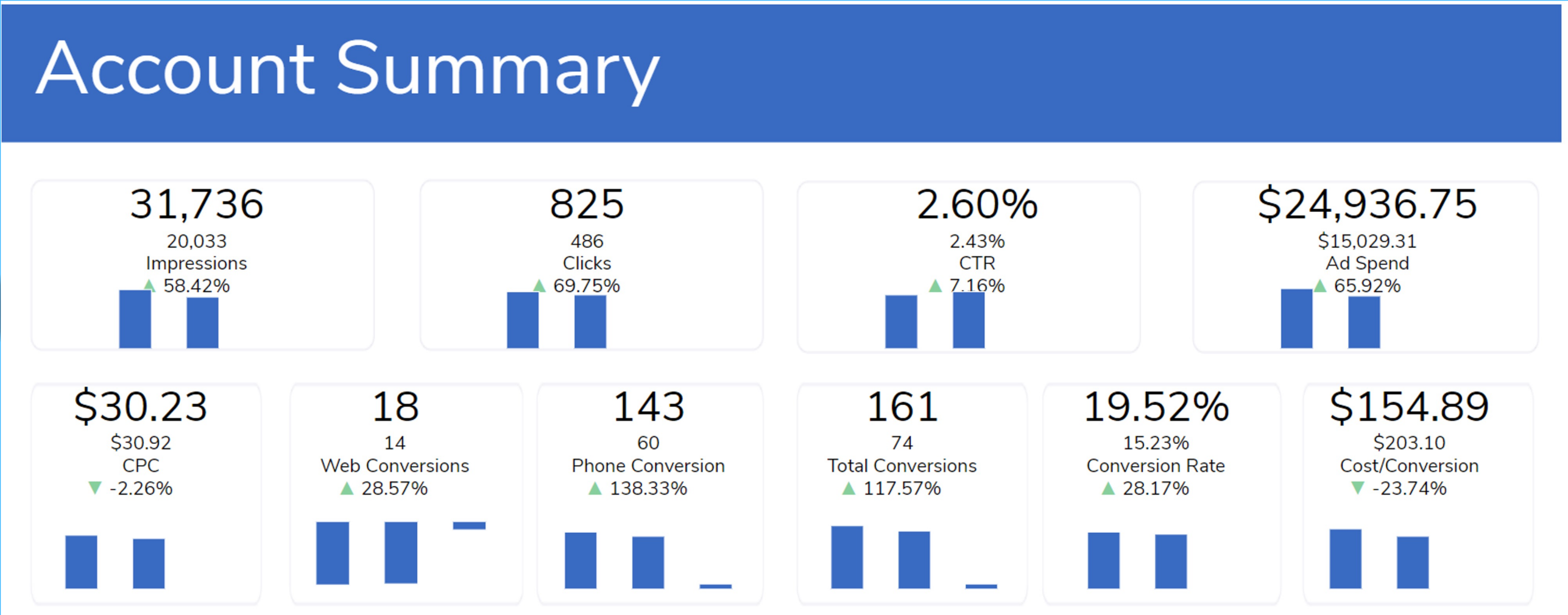


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Water Damage - General
MINIMUM BUDGET	\$2,000
ESTIMATE SEARCH CPC	\$20 - 55
ESTIMATE CPA RANGE	\$125 - 300
EST LEADS FOR MIN BUDGET	7 - 16
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	24/7 Service, No Emergency Fee
WHAT YOU NEED TO KNOW	Very Competitive in large cities, which drives up CPC, CPA and decreased impression share

LET US DO THE SAME FOR YOU

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

