

UNLOCK YOUR GOOGLEDADS POTENTIAL



Housing - Employee Apartments

GEO-TARGETING: Lakeport CA





CLIENT GOALS

CPA \$50-80



HOW WE HELPED

Campaigns are built and focused on the individual industries looking for employees and are optimized to meet the goals of each campaign.

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

QUICK STATS



IMPRESSIONS

5,143



CLICKS

141



CONV RATE

48.94%



CONVERSIONS

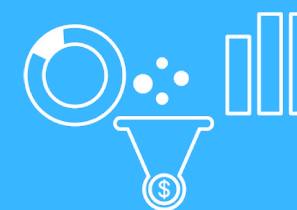
69

90 Days of Data

RESULTS



\$12.87
CPA



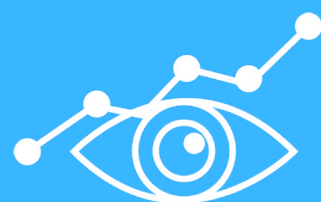
69
TOTAL CONVS



\$6.38
CPC



48.94%
CONVERSION RATE



62.22
IMPR SHARE %



65.21%
MOBILE % OF TOTAL CONV



4/10
QUALITY SCORE



0
REMARKETING CONV



92.73%
% Top Imp Share



2.74%
CTR

90 Days of Data

CAMPAIGN REVIEW

By building campaigns designed to target the market for each industry needing employment; we were able to drive new tenants at an affordable CPA despite low search volumes. As the account continued to grow and improve we are able to shift budget to the industry who needs employees most at the time and continue to maintain CPA within our goal range.

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 5143.00 ▲ 6,022.62% | Clicks : Google Ads 141.00 ▲ 1,310% | CTR (%) : Google Ads 2.74 % ▼ -76.97% | Average CPC : Google Ads 6.30 USD ▼ -42.1% |
| G Ads Conv Rate : Custom Widgets 48.94 % ▲ 1.03% Google Ads Conversion Action: A_Online Lead_Form Submission, | Conversions : Google Ads 8.00 ▲ 300% Google Ads Conversion Action: A_Online Lead_Form Submission, | Total Calls : Calltrackingmetrics 61 ▲ 281.25% | Google Ads Forms + Calls : Custom Widgets 69 ▼ -0.78% Google Ads Conversion Action: A_Online Lead_Form Submission, |
| Cost per G Ads Conv : Custom Widgets 12.87 USD ▲ 4.68% Google Ads Conversion Action: A_Online Lead_Form | Cost : Google Ads 888.37 USD ▲ 716.74% Google Ads Conversion Action: A_Online Lead_Form | Missed Calls : Calltrackingmetrics 3 ▲ 0% | Average Duration : Calltrackingmetrics 00:42 ▼ -54.35% |

PPC SMART NICHE
INSIGHT WITH
THIS INFO:

| PPC SMART NICHES | Super Secret Niche for Certified Agencies Only |
|--------------------------|--|
| MINIMUM BUDGET | \$1,000 |
| ESTIMATE SEARCH CPC | \$7-15 |
| ESTIMATE CPA RANGE | \$50-80 |
| EST LEADS FOR MIN BUDGET | 13-22 |
| REMARKETING ELIGIBLE | TBD |
| RECOMMENDED OFFER | TBD |
| WHAT YOU NEED TO KNOW | TBD |

LET US DO THE SAME FOR YOU

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

