

UNLOCK YOUR GOOGLEADS POTENTIAL

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# Electrical - General Electrician

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GEO-TARGETING: Sacramento CA





## CLIENT GOALS

\$60 - 120



## HOW WE HELPED

By focusing budget on our top performing campaigns and optimizing them to continue to drive quality leads.

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

# QUICK STATS



IMPRESSIONS

21,361



CLICKS

232



CONV RATE

34.48%

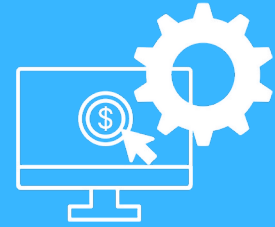


CONVERSIONS

80

90 Days Data

# RESULTS



**\$30.17**  
CPA



**80**  
NO. OF CONVERSIONS



**\$10.40**  
CPC



**34.48%**  
CONVERSION RATE



**45.64%**  
IMPRESSION SHARE



**46%**  
MOBILE % OF TOTAL CONV



**5/10**  
QUALITY SCORE



**97%**  
PHONE CALL CONVS



**73.50%**  
% TOP IMPR SHARE



**1.1%**  
CTR

90 Days Data

# CAMPAIGN REVIEW

By focusing efforts on the higher converting campaigns and driving quality phone call leads we were able to not only meet our CPA goals but exceed them at \$30.17. Continued optimization efforts and ongoing ad copy split testing allowed us to drive the Conv Rate to an amazing 34.48%!

# 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

## Executive Summary

### Last Month Compared to Previous Month

**5,718**

6,712  
Impressions

▼ -14.81%

**3**

1  
Web Conversions

▲ 200.00%

**80**

70  
Clicks

▲ 14.29%

**32**

22  
Phone Conversions

▲ 45.45%

**1.40%**

1.04%  
CTR

▲ 34.15%

**35**

23  
Total Conversions

▲ 52.17%

**\$17.92**

\$12.97  
CPC

▲ 38.11%

**43.75%**

32.86%  
Conversion Rate

▲ 33.15%

**\$1,433.60**

\$908.25  
Ad Spend

▲ 57.84%

**\$40.96**

\$39.49  
Cost/Conversion

▲ 3.72%



# PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Electrical - General Electrician
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	\$12 - 20
ESTIMATE CPA RANGE	\$60 - 120
EST LEADS FOR MIN BUDGET	8 - 17
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% or \$ New Customer Discount
WHAT YOU NEED TO KNOW	Clients often need lead-handling training

**LET US DO THE  
SAME FOR YOU**

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For more information, please visit [www.OnlineSalesConsultancy.com](http://www.OnlineSalesConsultancy.com).

