



ANOTHER PPC SUCCESS STORY

FAMILY RENTAL APARTMENTS

GEO-TARGETING: NORTHERN CALIFORNIA

HIGHLIGHTS

TALKING POINTS

- The outstanding conversion totals produced a Conversion Rate that was consistently above 19% each month in the review period.
- Regular campaign monitoring and optimization assisted in efforts to keep the average CPC's below \$1 every month.
- The Search CTR has exceeded the desired 2% minimum every month, with an exceptional average monthly CTR of 9%.

- Under IPPC's management, the number of Total Conversions were 100+ every month.

CLIENT GOAL:

\$15
CPL

OUR RESULTS:

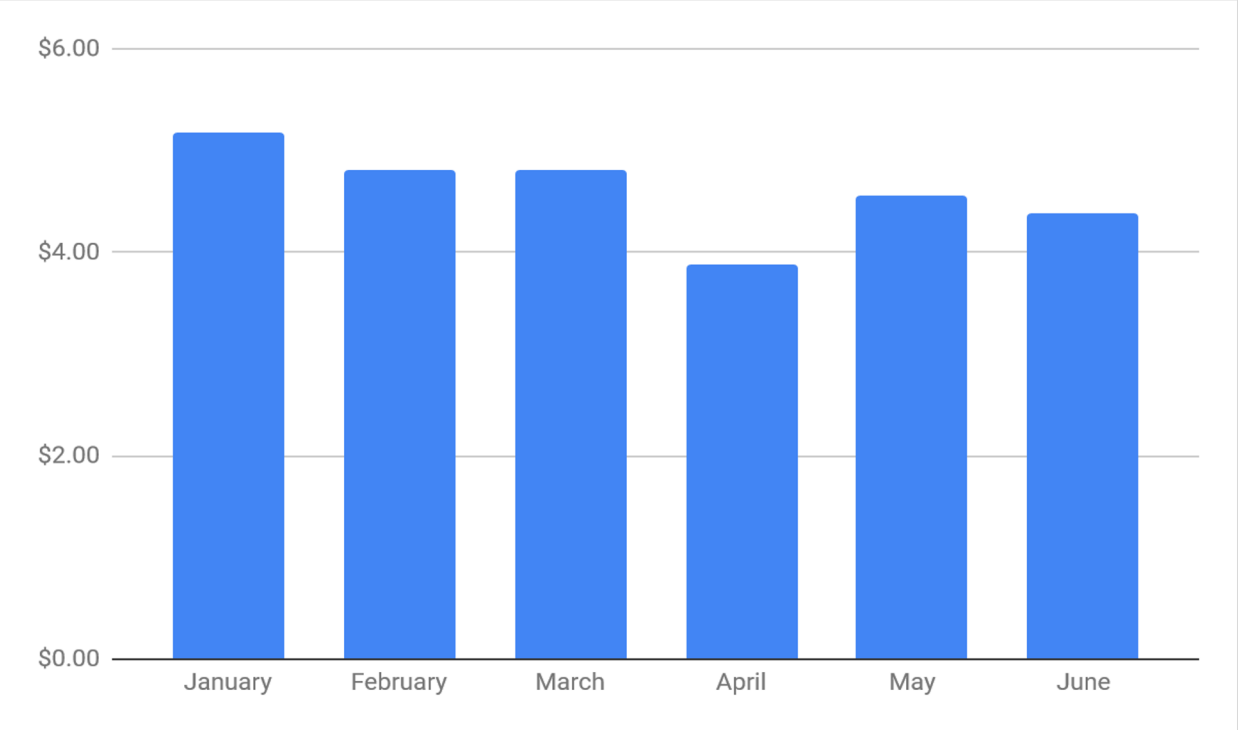
\$3.89
CPL after
4 months

RESULTS

Average CPL is
\$4.60
for 6 months.

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

PERFORMANCE DATA



GOAL:	\$15 Cost Per Lead
MONTH:	CPL
January	\$5.17
February	\$4.81
March	\$4.81
April	\$3.89
May	\$4.56
June	\$4.38

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COMMENTS



Our agency partner appreciates the "Ability to easily see where the campaigns are (performing) at via ninja cat / my ppc reports."

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

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