

UNLOCK YOUR GOOGLEDADS POTENTIAL

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# Logistics/Storage

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GEO-TARGETING: United States





## CLIENT GOALS

CPA \$40



## HOW WE HELPED

We have create ad groups, keywords and ad copies based on specific types of products/services.

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

# QUICK STATS



IMPRESSIONS

163,362



CLICKS

2763



CONV RATE

7.64%



CONVERSIONS

187

-Additional Comments here-

# RESULTS



**\$36.50**  
CPA



**187**  
NO. OF CONVERSIONS



**\$2.75**  
CPC



**7.64%**  
CONVERSION RATE



**24.8%**  
IMPRESSION SHARE



**55.75%**  
MOBILE % OF TOTAL CONV



**4.48**  
QUALITY SCORE



**2**  
REMARKETING CONV



**16.04%**  
% TOP IMPR SHARE



**1.69%**  
CTR

-Additional Comments here-

# CAMPAIGN REVIEW

By focusing on top converting terms, highly relevant ad copy and improving lead management with the client, we were able to reduce CPA from over \$150 to under \$40. We then expanded efforts into Facebook to continue to drive leads and expand marketing efforts.

# 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.

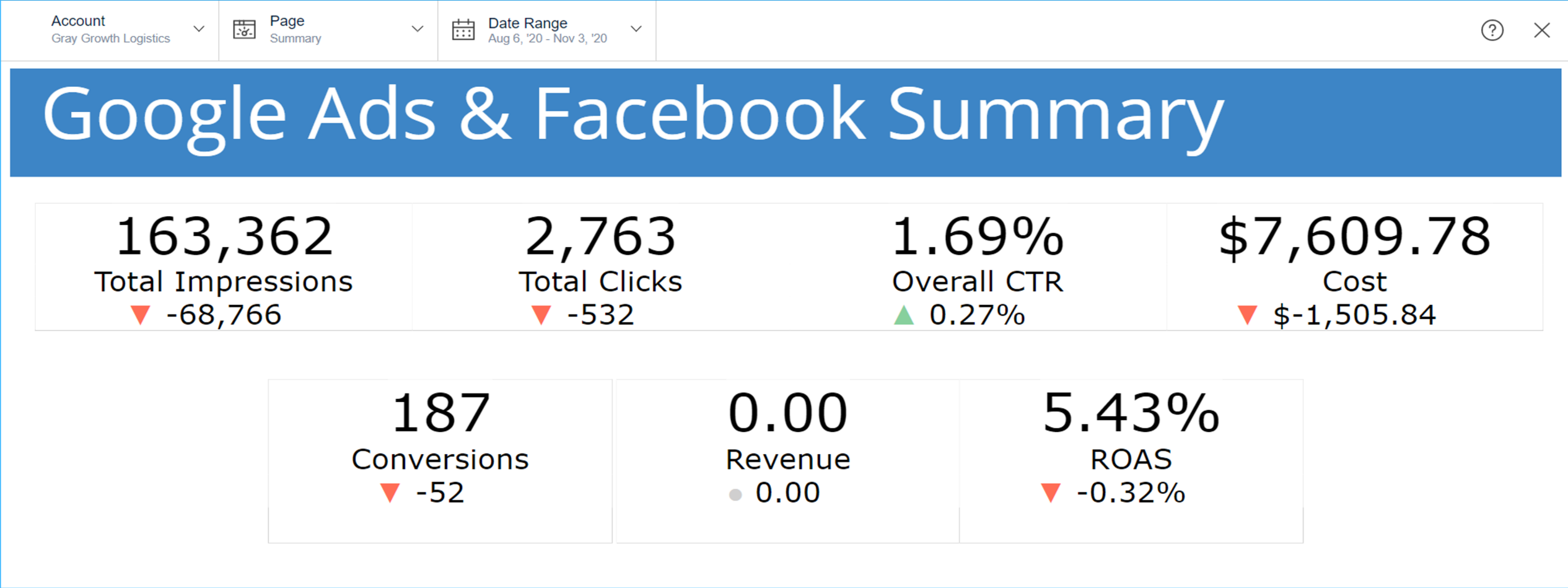


**% TOP OF PAGE IMPR** - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



**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 NICHE	N/A - Smart Niche Beta Program - Logistics/Cold-Storage
MINIMUM BUDGET	\$1000
ESTIMATE SEARCH CPC	\$5 - \$10
ESTIMATE CPA RANGE	\$100 - \$150
EST LEADS FOR MIN BUDGET	7- 10
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% or \$ New Customer Discount
WHAT YOU NEED TO KNOW	May Need Lead Coaching

# LET US DO THE SAME FOR YOU

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

