

UNLOCK YOUR GOOGLEADS POTENTIAL



Moving & Storage - Movers

GEO-TARGETING: 25 Miles Around Memphis, TN





CLIENT GOALS

CPA Between \$35-\$55



HOW WE HELPED

Using a broad to narrow keyword strategy, we started with broad keywords and refined our campaigns through negative keywords to capture only the most relevant leads.

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

QUICK STATS



IMPRESSIONS

6,353



CLICKS

170



CONV RATE

42%



CONVERSIONS

72

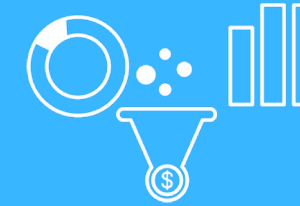
-Additional Comments here-

RESULTS



\$34.81

CPA



72

NO. OF CONVERSIONS



\$14.74

CPC



42%

CONVERSION RATE



55%

IMPRESSION SHARE



75%

MOBILE % OF TOTAL CONV



6/10

QUALITY SCORE



0

REMARKETING CONV



42%

% TOP IMPR SHARE



3%

CTR

-Additional Comments here-

CAMPAIGN REVIEW

The client experienced an immediate response as a result of our paid search campaigns. They were getting calls from prospective customers the day the account launched and for about a quarter of the cost of other marketing channels.

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.

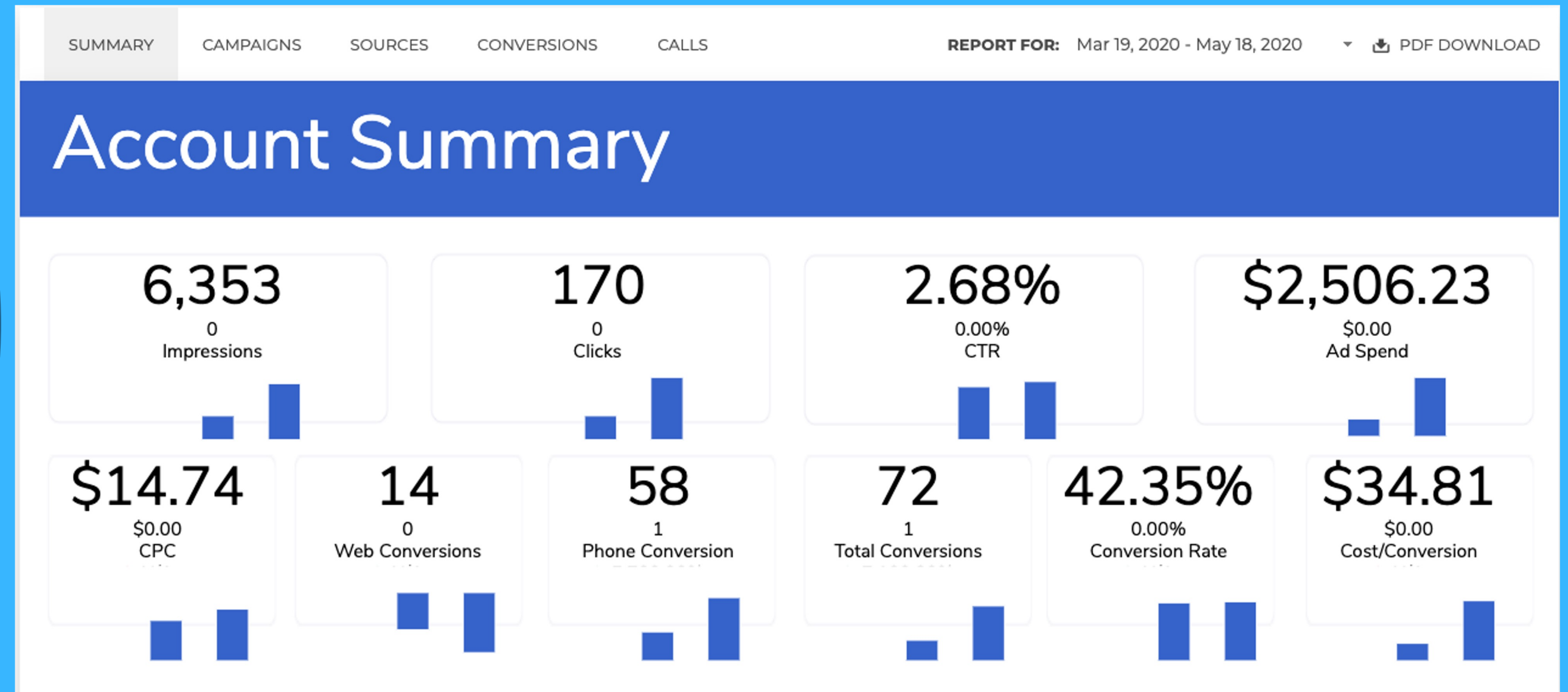


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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	Moving & Storage - Movers
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$8-\$15
ESTIMATE CPA RANGE	\$35-\$55
EST LEADS FOR MIN BUDGET	18-29
REMARKETING ELIGIBLE	Yes
RECOMMENDED OFFER	% Or New Customer Discount
WHAT YOU NEED TO KNOW	Clients may need lead handling training

LET US DO THE SAME FOR YOU

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

