



ANOTHER PPC SUCCESS STORY

ONLINE UNIVERSITY COURSES

GEO-TARGETING: UK AND ASIA

HIGHLIGHTS

METRICS

- We have been flexible with our approach, and have successfully run campaigns in this account targeted to multiple countries/regions: UK, Qatar, Hongkong, UAE, etc.
- The spend is likely to increase substantially as the client brings on more courses and we can **continue to grow the account.**

RESULTS

We have **outperformed the goal** in at least **five or seven months of management.**

Prior to our management, **CPA was £116.43**, well underperforming the goal.

We have **achieved a CPA as low as £60.08**, which is almost 20% better than goal.

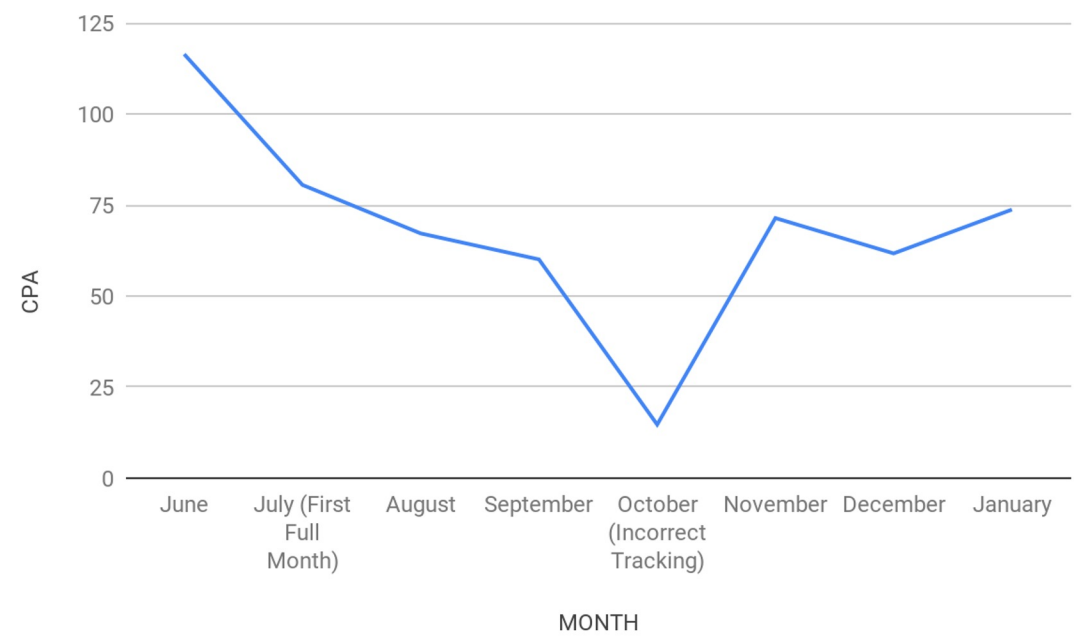
CLIENT GOAL:

CPA
£75.00

OUR RESULTS:

CPA
£60.08

PERFORMANCE DATA



GOAL: £75.00 CPA	
MONTH	CPA
June	£116.43
July (First Full Month)	£80.53
August	£67.21
September	£60.08
October (Incorrect Tracking)	£14.72
November	£71.42
December	£61.72
January	£73.75

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.

COMMENTS



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

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