

UNLOCK YOUR GOOGLEADS POTENTIAL

---



# ACCOUNTING/ CPA

---

GEO-TARGETING: MAUI COUNTY, HAWAII





## CLIENT GOALS

\$25 Cost Per Lead



## HOW WE HELPED

Highly Effective Ad and Landing Page Copy

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

# QUICK STATS



IMPRESSIONS

36,542



CLICKS

740



CR

22%



CONVERSIONS

94

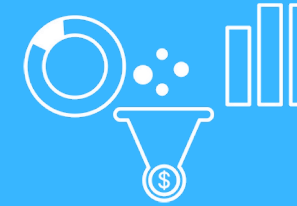
-Additional Comments here-

# RESULTS



**\$22.87**

CPA (Below Goal)



**94**

CONV IN 90 DAYS



**\$2.90**

CPC (50% Less Than Average)



**19%**

INCREASE IN CONVERSION RATE



**41%**

IMPRESSION SHARE



**22%**

CONV RATE (Using our landing page)



**59%**

% OF CONVS ON MOBILE



**60%+**

CONV RATE FOR CPA SEARCHES



**37%**

% ABSOLUTE TOP IMPR SHARE



**46%**

INCREASED TRAFFIC FROM DAY 1 TO  
DAY 90

-Additional Comments here-

# CAMPAIGN REVIEW

Campaigns were built to be tightly targeting for the highest converting terms with very relevant ad copy and driven to an easy to use, easy to convert landing page. We utilized the Maximize Clicks bid strategy and a Call Only campaign to drive even more ready to convert searchers.

# 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.

# LET US DO THE SAME FOR YOU

---

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

