



ANOTHER PPC SUCCESS STORY

# QUANTITY SURVEYORS

GEO-TARGETING: LONDON & NORTHWEST ENGLAND (UK)

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# HIGHLIGHTS

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## METRICS

- Monthly average Conversion Rate in Dec 2016 was 3%. We incorporated dedicated Call Only campaigns, and these performed very well.
- Since taking over we have seen the monthly **Conversion Rate increase as high as 14%**.
- Total monthly conversions have climbed from 8 in December to as high as 52 in September.

## HOW WE DID IT

We incorporated dedicated **Call Only campaigns**, and these performed very well.

## RESULTS

- Under our management, CPA has consistently improved, and has gone **as low as £30.00**, nearly half of the goal.
- Since inception, the Call Only campaigns demonstrated an average **Conversion Rate of 29%**, which is well beyond industry standards.

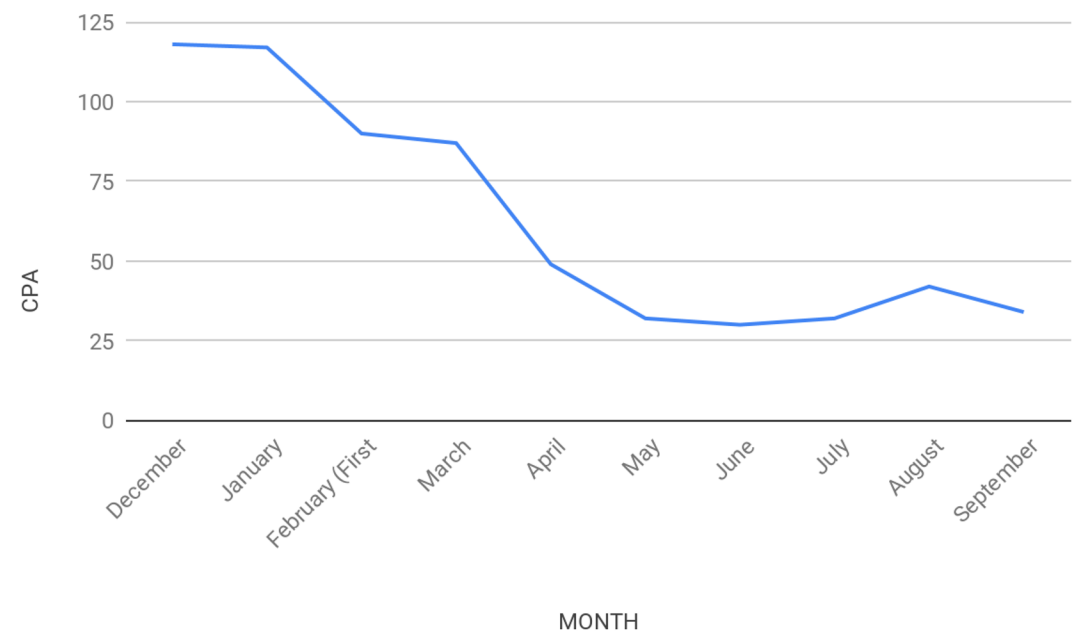
### CLIENT GOAL:

CPA  
£50.00

### OUR RESULTS:

CPA  
**£30.00**

# PERFORMANCE DATA



| GOAL: £50.00 CPA               |         |
|--------------------------------|---------|
| MONTH                          | CPA     |
| December                       | £118.00 |
| January                        | £117.00 |
| February (First Month With Us) | £90.00  |
| March                          | £87.00  |
| April                          | £49.00  |
| May                            | £32.00  |
| June                           | £30.00  |
| July                           | £32.00  |
| August                         | £42.00  |
| September                      | £34.00  |

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

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

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