

UNLOCK YOUR GOOGLE ADS POTENTIAL



Roofing - General Residential/Commercial

Case Study

180 Days

GEO-TARGETING: Spartanburg, SC





CLIENT GOALS

\$75-\$150 CPA



HOW WE HELPED

Paired automated bid rules with tightly targeted ad groups and ad copy to drive CPA down in a very competitive location

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

QUICK STATS



IMPRESSIONS

21,583



CLICKS

467



CONV RATE

11%



CONVERSIONS

53

RESULTS



\$99.72
CPA



53
NO. OF CONVERSIONS



\$11.32
CPC



11%
CONVERSION RATE



58%
IMPRESSION SHARE



75%
MOBILE % OF TOTAL CONV



6/10
QUALITY SCORE



1
REMARKETING CONVERSION



43%
% TOP IMPR SHARE



3%
CTR

CAMPAIGN REVIEW

We applied automated rules based on ad schedule performance to optimize bids for the best performing times of day, devices and locations. We maximized the available budget within an expensive niche by pairing this with tightly targeted ad groups with highly relevant ad copy. And were able to bring CPAs in an expensive niche advertising in a highly competitive location.

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.

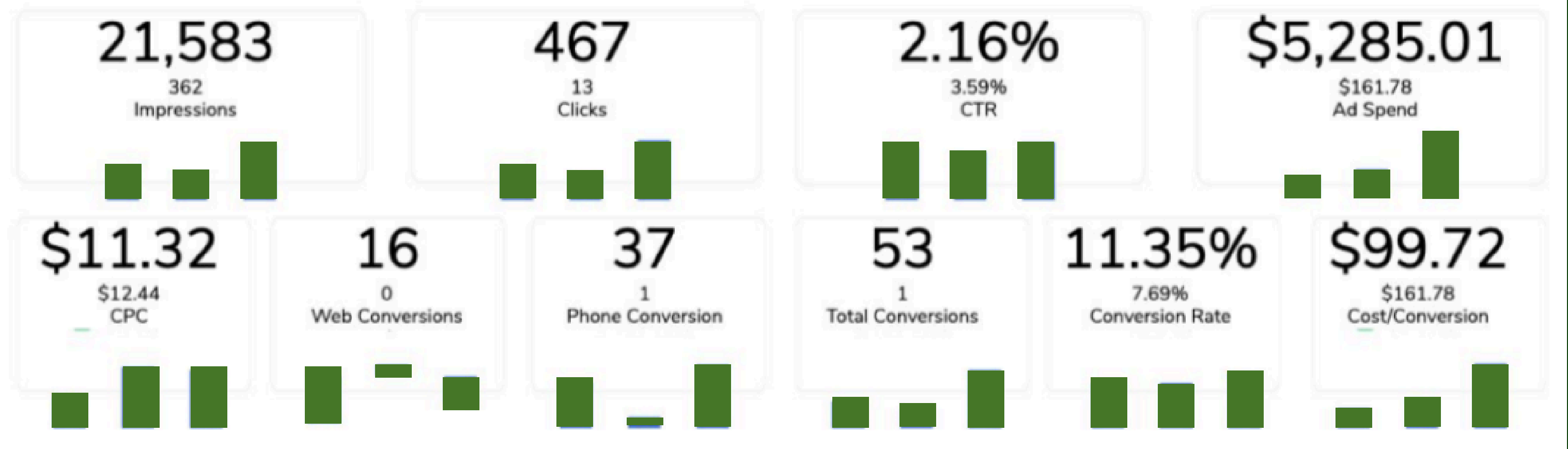


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



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.

Account Summary



PPC SMART NICHE INSIGHT WITH THIS INFO:

Roofing - Residential

MINIMUM BUDGET

\$2,500

ESTIMATE CPA RANGE

\$75-150

EST LEADS FOR MIN BUDGET

7-15

REMARKETING ELIGIBLE

Yes

RECOMMENDED OFFER

Free Inspection, 0% Financing

**LET US DO THE
SAME FOR YOU**

