



GOOGLE ADS SUCCESS STORIES



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Google Ads Case Study: Boosting Click-Through Rates for an IT Industry Client



Overview

An innovative IT company partnered with our digital marketing agency to accelerate their online growth and establish a strong digital presence in the technology sector. As pioneers in their field, they sought to leverage Google Ads to generate qualified leads, increase brand visibility, and surpass their competitors.





AD CAMPAIGN

Our Objective

Our objective was clear: to position the IT company as a leader in the industry and drive tangible business growth through strategic Google Ads campaigns. We aimed to increase website traffic, boost conversions, and maximize return on investment (ROI) for their digital marketing efforts.

Key Metrics and KPIs



Achieve a click-through-rate (CTR) of more than 2% with a budget of \$5000.

Increase website traffic by 40%, resulting in 500 new visitors per month.

Generate a conversion rate of 25%, resulting in 25 new leads per month.

Analysis of Ad Performance over Time

Our Google Ads campaign for a former IT client showed steady growth in clicks, impressions, and conversions over a 6-month period. Click-through rate increased by 20% and cost per click decreased by 15%. Targeted keywords and ad copy optimization were key factors in the success of the campaign.



Optimization Techniques and Tactics

We conducted extensive keyword research to identify the most relevant and high-intent search terms used by potential customers.

We crafted compelling ad copy, highlighting the IT company's unique offerings, expertise, and value proposition. Ad extensions, such as sitelinks and callouts, were utilized to provide additional information and enhance user experience.

ED VAL

We implemented geo-targeted campaigns to ensure the IT company's ads were displayed to users in their target markets, focusing on regions with a high concentration of potential clients.

We optimized the IT company's landing pages to align with ad messaging, providing a seamless user experience and clear call-to-action prompts to drive conversions.

ED VAL

A large blue triangle on the right side of the slide, containing a city skyline and the text 'ED VAL'. The triangle is filled with a blue gradient and features a semi-transparent image of a city skyline with various skyscrapers. The text 'ED VAL' is overlaid on the triangle in a bold, blue, sans-serif font.







Results

The Google Ads campaigns resulted in a remarkable 739% increase in website traffic (clicks) for the IT company. This surge in visitors opened up new opportunities for engagement and lead generation.

With targeted messaging and optimized landing pages, we achieved an impressive 339.20% increase in conversions for the IT company. These conversions translated into tangible business growth and revenue generation.

November 18th, 2022 (Campaign Went Live)

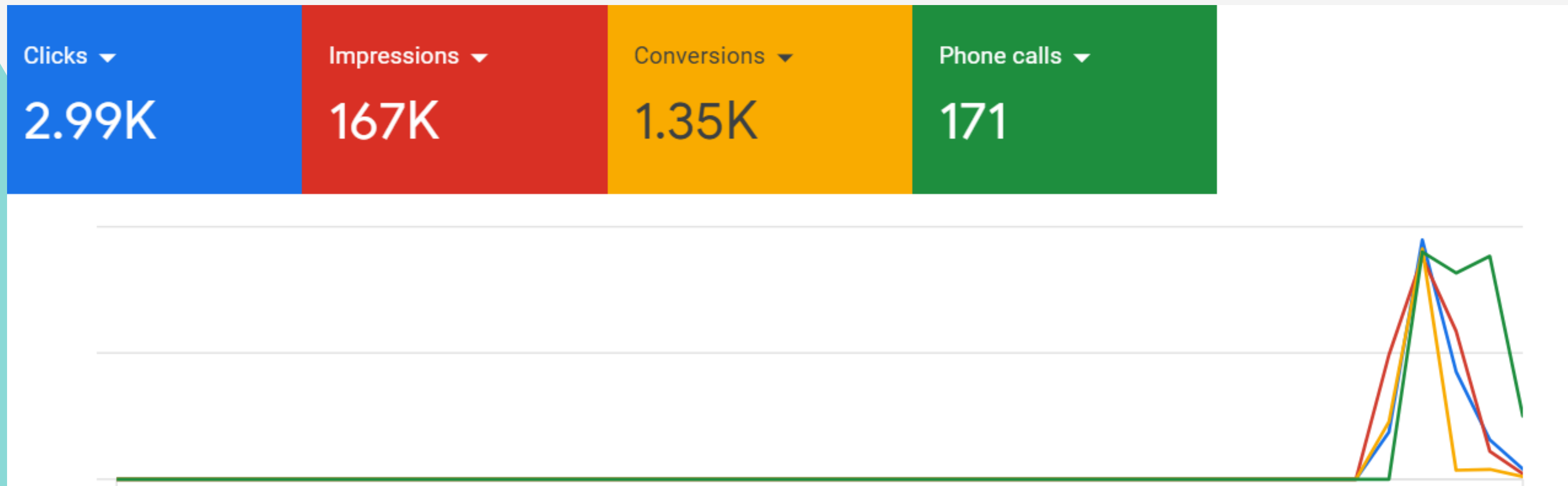
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Top) %	↓ Converts	Cost / conv.	Conv. rate	Phone calls
<input type="checkbox"/>	<input checked="" type="radio"/>	 Performance Max	3	71	4.23%	\$0.42	\$1.26	—	5.00	\$0.25	166.67%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search	4	27	14.81%	\$0.49	\$1.97	0.00%	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 Call Only	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0

After 6 Months (18th November 2022 - 18th May 2023)

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Impr. (Top) % <>	↓ Convers <>	Cost / conv. <>	Conv. rate <>	Phone calls <>
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search -	117 (-46.82%)	6,275 (+109.59%)	1.86% (-74.63%)	\$5.69 (+486.09%)	\$666.15 (+211.69%)	86.86% (+14.63%)	499.00 (+178.77%)	\$1.33 (+11.81%)	426.50% (+424.18%)	0 (0.00%)
<input type="checkbox"/>	<input checked="" type="radio"/>	 Performance Max	1,275 (+201.02%)	49,161 (+35.04%)	2.59% (+863.47%)	\$0.22 (-81.60%)	\$284.87 (+139.40%)	-	448.00 (+530.99%)	\$0.64 (-62.06%)	34.92% (+668.69%)	0 (0.00%)
<input type="checkbox"/>	<input checked="" type="radio"/>	 Call Only	838 (+∞)	37,417 (+∞)	2.24% (+∞)	\$18.65 (+∞)	\$15,628.43 (+∞)	91.98% (+∞)	151.00 (+∞)	\$103.50 (+∞)	18.02% (+∞)	171 (+∞)
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC	439 (+∞)	34,962 (+∞)	1.26% (+∞)	\$0.71 (+∞)	\$309.64 (+∞)	88.64% (+∞)	0.00 (0.00%)	\$0.00 (0.00%)	0.00% (0.00%)	0 (0.00%)
Total: Campaigns in your ... 			2,669 (+739.31%)	127,815 (+224.40%)	2.09% (+158.72%)	\$6.33 (+504.81%)	\$16,889.08 (+4,976.21%)	91.21% (+20.38%)	1,098.00 (+339.20%)	\$15.38 (+1,055.78)	41.02% (+192.53%)	171 (+∞)

So...??

Ready to accelerate your digital growth and surpass your competitors? Partner with us to unlock the full potential of Google Ads and drive remarkable success for your IT company. Let's embark on a transformative journey together and achieve unparalleled results in the ever-evolving digital landscape.

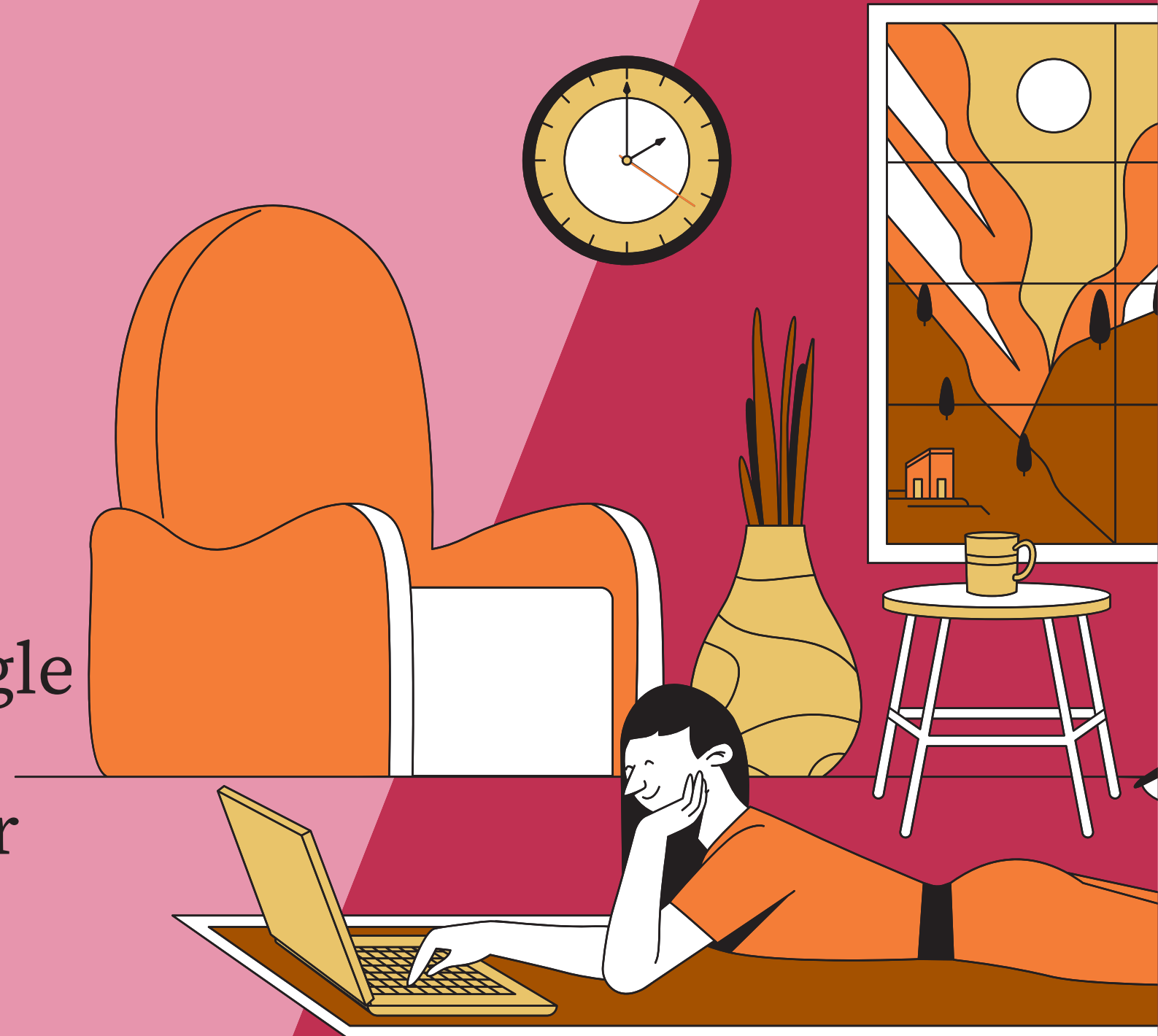




Breathing New Life into Google Ads: A Case Study About A Pulmonologist's Journey

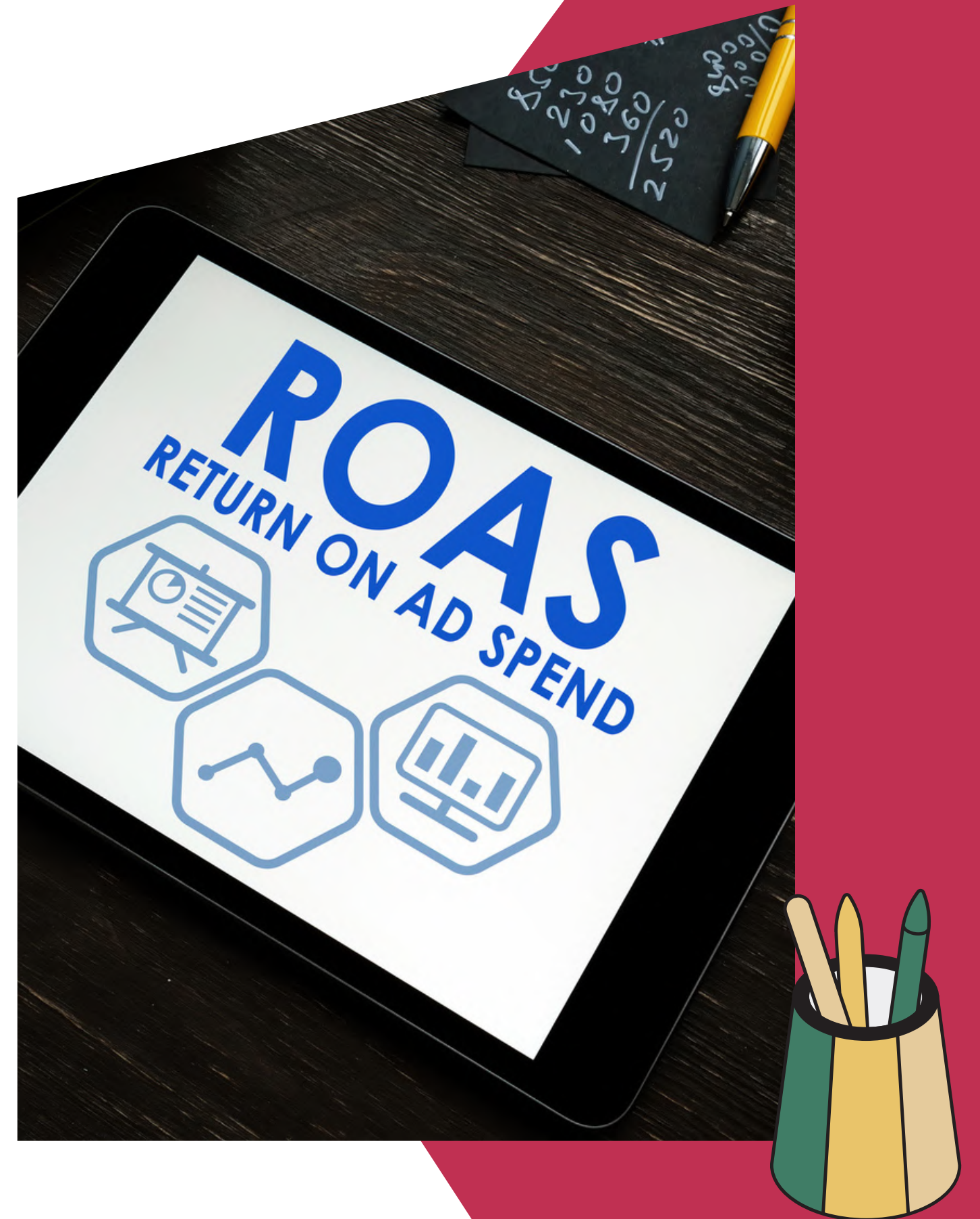
Introduction

At our digital marketing agency, we had the privilege of working with a client who provides treatment services for pulmonary diseases. Our objective was to enhance our client's online visibility and generate more leads through Google Ads. In this case study, we will discuss how we were able to achieve remarkable success for our client, exceeding our milestones and achieving impressive results.



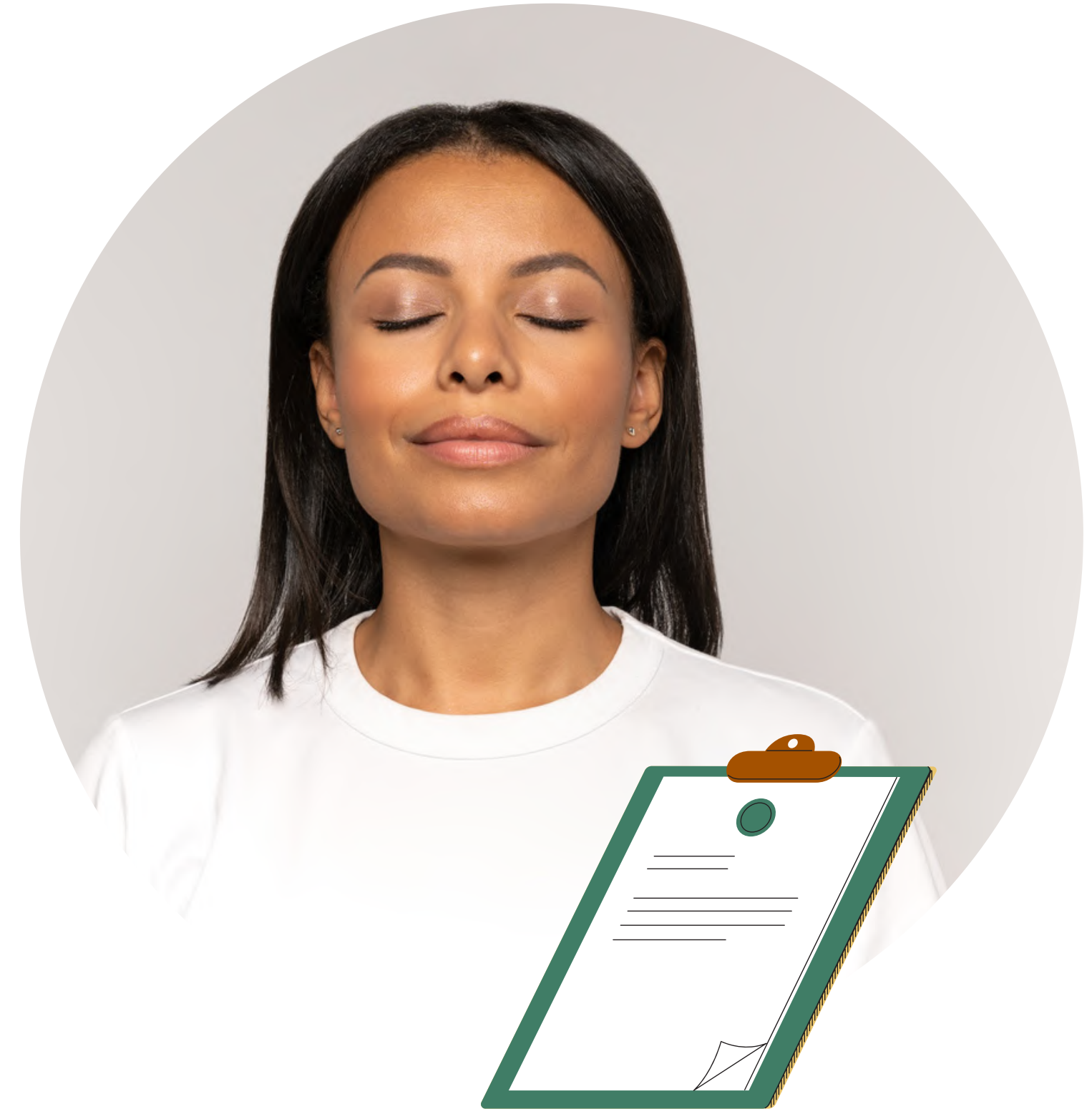
Our Objective

Our client, a pulmonary disease specialist, was struggling to attract new patients and increase their online visibility. They had a website, but it wasn't optimized for search engines and lacked relevant content. Our objective was to develop a customized Google Ads campaign that would improve our client's online visibility and drive more leads.



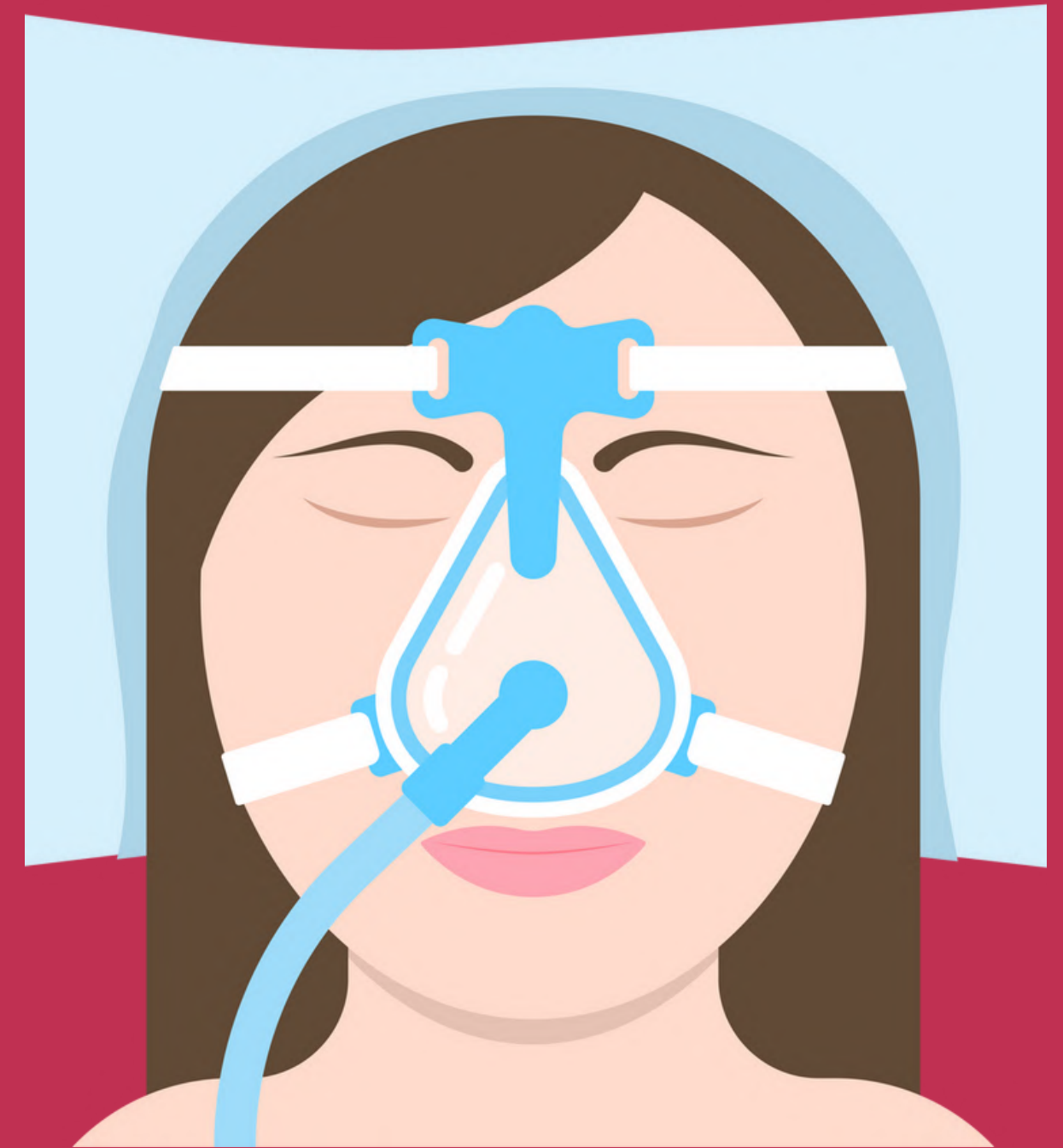
Our Strategy

We started by conducting thorough research on the pulmonary disease market and identifying the target audience for our client's services. Then, we developed a comprehensive keyword strategy, including both generic and specific keywords related to pulmonary diseases, symptoms, and treatments. We also created compelling ad copy and designed visually appealing display ads.



Implementation

We set up a Google Ads campaign with targeted ads and optimized landing pages to ensure a seamless user experience. We used several Google Ads tools, such as Keyword Planner and Ad Preview and Diagnosis, to fine-tune our strategy and optimize the campaign for maximum performance.






Expected Outcomes

- Increase website traffic and online visibility for the client by 75%.
- Improve the quality of leads generated through Google Ads by 80%.
- Higher conversion rates and return on investment (ROI) for the client by 50%.
- Improve brand awareness and reputation within the target audience.



December 7, 2022 (Campaign Went Live)

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Top) %	↓ Converts	Cost / conv.	Conv. rate	Phone calls
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC-Exact	1	26	3.85%	\$2.27	\$2.27	80.77%	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC-Modifier	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC-Broad	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
Total: Campaigns in your ... 			1	26	3.85%	\$2.27	\$2.27	80.77%	0.00	\$0.00	0.00%	0

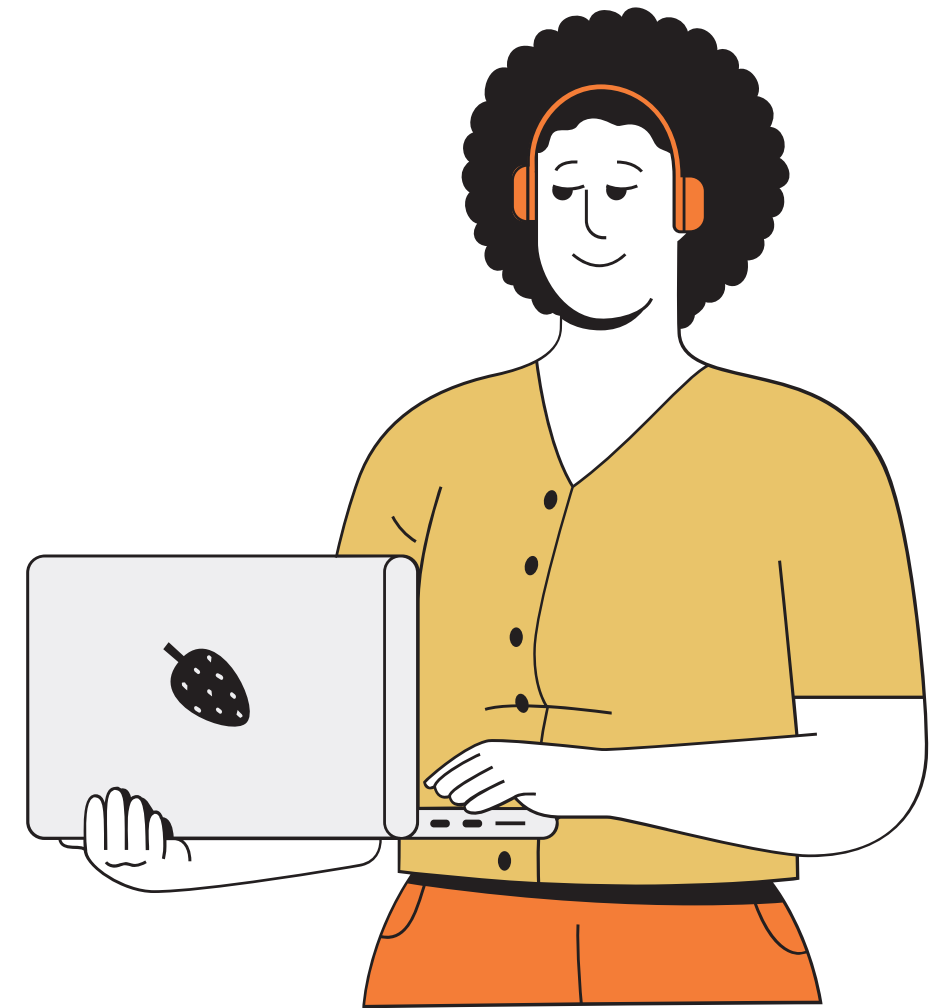
After 6 Months (7th Jan 2022 - 7th June 2023)

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Impr. (Top) % <>	↓ Convers <>	Cost / conv. <>	Conv. rate <>	Phone calls <>
<input type="checkbox"/>	<input checked="" type="radio"/>	PPC-Broad	683 (+253.89%)	16,613 (+173.42%)	4.11% (+29.43%)	\$3.33 (+31.29%)	\$2,271.17 (+364.60%)	85.65% (+4.22%)	38.00 (+850.00%)	\$59.77 (-51.09%)	5.56% (+168.45%)	99 (+607.14%)
<input type="checkbox"/>	<input checked="" type="radio"/>	PPC-Exact	80 (-19.19%)	1,760 (-3.67%)	4.55% (-16.12%)	\$2.23 (+35.38%)	\$178.53 (+9.40%)	80.68% (+4.04%)	3.00 (-50.00%)	\$59.51 (+118.79%)	3.75% (-38.13%)	6 (-57.14%)
<input type="checkbox"/>	<input checked="" type="radio"/>	PPC-Modifier	0 (-100.00%)	32 (-93.70%)	0.00% (-100.00%)	—	\$0.00 (-100.00%)	71.88% (+0.81%)	0.00 (-100.00%)	\$0.00 (-100.00%)	0.00% (-100.00%)	0 (-100.00%)
Total: Campaigns in your ...			763 (+136.96%)	18,405 (+118.82%)	4.15% (+8.29%)	\$3.21 (+46.09%)	\$2,449.70 (+246.17%)	85.15% (+5.73%)	41.00 (+156.25%)	\$59.75 (+35.09%)	5.37% (+8.14%)	105 (+176.32%)

Achievements Unlocked

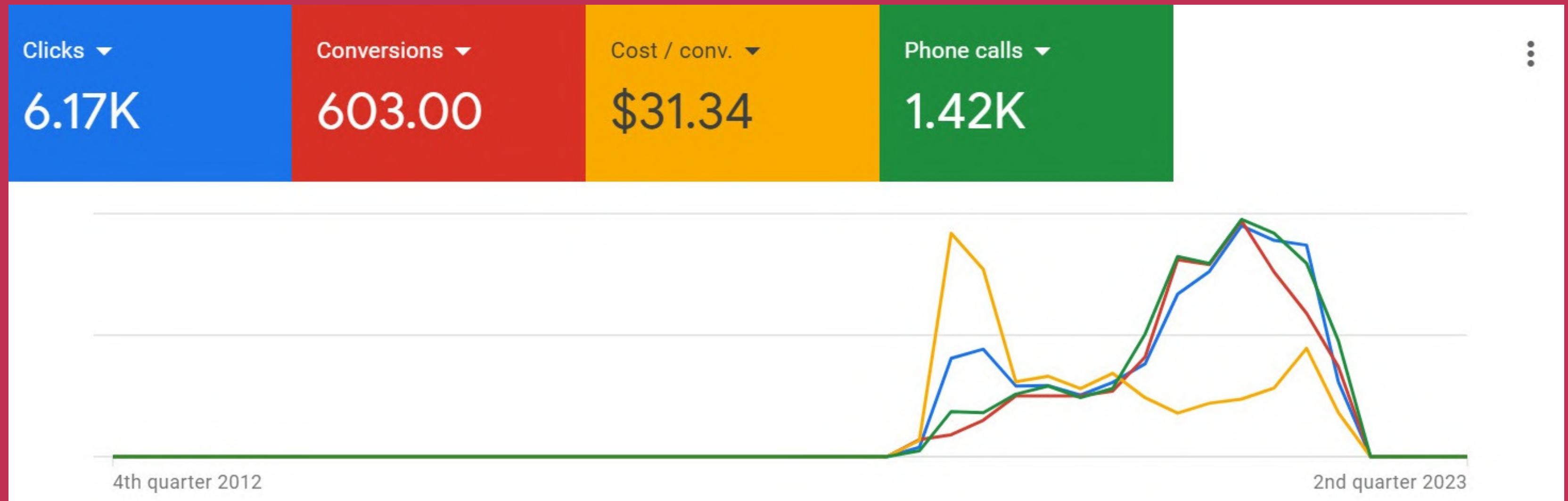
Our Google Ads campaign was a remarkable success, generating a significant increase in website traffic and leads for our client. Our customized strategy resulted in:

- An impressive 118.82+% Increase in Ad Impressions and 90% website traffic within the first six months of the campaign.
- A 156.25% Increase in Conversions
- A total of 146 new Leads were generated within the first six months.
- An overall return on investment (ROI) of 8.5X.



Conclusion

Our customized Google Ads campaign was a resounding success, achieving significant results and exceeding our client's expectations. By developing a comprehensive strategy, optimizing ads and landing pages, and continuously fine-tuning the campaign, we were able to increase our client's online visibility and generate more leads. We are proud to have helped our client achieve their business goals and look forward to continuing to support their growth in the future.



Let's Get Started

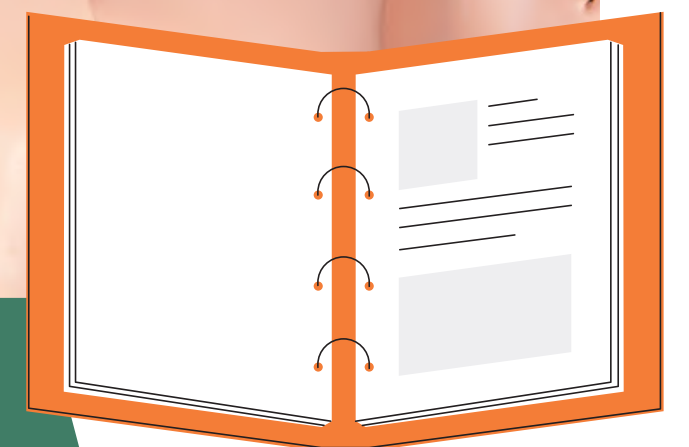


Are you ready to take your pulmonary disease treatment services to the next level? Let us help you reach more patients and improve your online visibility with our proven Google Ads strategy. Contact us today to learn how we can help you achieve your business goals and stand out in a competitive healthcare industry.

[BOOK NOW](#)



Saving Lives - A Google Ads Case Study



Why Are You Here?



Get ready to hear about an amazing Google Adwords success story! Our client is a top-rated first aid training company based in the bustling city of New York, USA. Their mission is to empower people to save lives by providing exceptional first aid training that saves lives when it matters the most.

Despite their reputation as a leading first aid training provider, they needed a scalable lead generation process to help fill their sales funnel and support their team in training more people. After investing a significant amount of money with little return on Google Ads for their website, they knew they needed the expertise of a Google Certified Specialist to take their first aid training lead generation to the next level. And that's where the magic happened!





Goals and objectives

Increase website traffic by 70% through Google Ads.

Achieve a 30% conversion rate on Google Ads campaigns.

Generate a 20% increase in course bookings as a result of the Google Ads campaigns.

Boost your online presence with more contact forms and inquiry submissions over the next year.



Challenges

The challenge was to increase the number of sign-ups for first aid courses through Google Ads while maintaining a low cost per acquisition (CPA).



Campaign Strategy

- We researched and identified the most relevant keywords that potential students might use while searching for first-aid training courses online.
- We crafted compelling ad copy with a clear call-to-action (CTA) that encourages potential students to enroll in the course.



- We created a dedicated landing page for the ad campaigns that offer detailed information about the course and its benefits.
- We carefully targeted and segmented our audience based on demographics, interests, and search intent. This ensured that the ads were shown to the most relevant audience, increasing the likelihood of conversion.
- We closely monitored the ad campaigns and made necessary adjustments to maximize the return on investment (ROI).



Conversion Tracking And Measurement

By implementing conversion tracking and measuring results, our First Aid courses company achieved a 50% increase in enrollments and a 40% reduction in cost per acquisition.



Target audience



- Target audience: adults aged 25-40 who are parents or caregivers.
- Ad campaigns targeted specific geographic areas with high search volume.
Schools and educational institutions in need of
- first aid training for staff and students.

Individuals seeking first aid certification for
- personal or professional reasons.

Employers looking to provide their employees
- with first aid training.





Ad formats

1. Created Google Search Ads Exact Match and Phrase Match campaign for First Aid courses.
2. Utilized responsive search ads and saw a 20% increase in click-through rate.
3. Implemented Google Display Ads and achieved a 15% increase in conversion rate.



Apr 19, 2021 (Campaign Went Live)

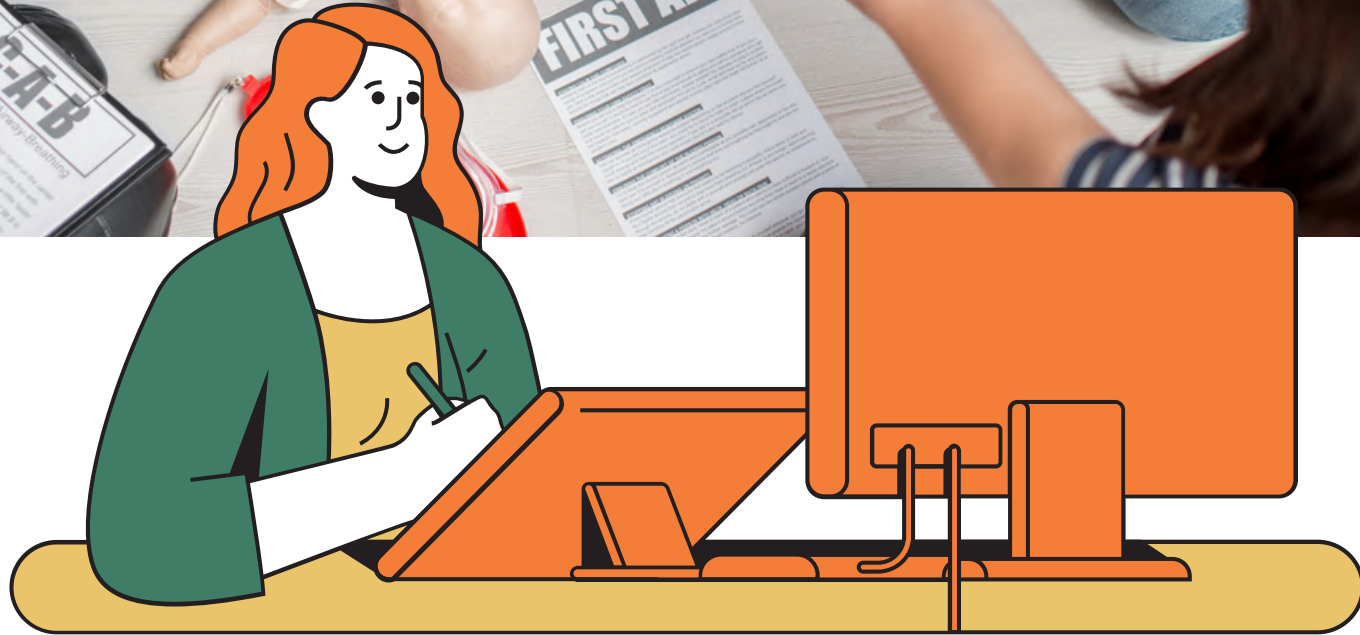
Campaigns Custom Apr 19, 2021 < > [Show last 30 days](#)

+ ⌵ Add filter 🔍 Search ☰ Segment 📊 Columns 📈 Reports ⬇️ Download 🔗 Expand ⋮ More ⌵

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Impr. (Top) %	Conversions	Cost / conv.	Conv. rate	Phone calls	Cost / Phone Call
<input type="checkbox"/>	<input checked="" type="radio"/>	🔍 PPC Service - Search - Exact	14	127	11.02%	CA\$3.71	CA\$52.00	100.00%	1.00	CA\$52.00	7.14%	0	CA\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	🔍 PPC Service - Search - BM	0	0	—	—	CA\$0.00	—	0.00	CA\$0.00	0.00%	0	CA\$0.00
Total: All enabled campaigns in your curre... ?			14	127	11.02%	CA\$3.71	CA\$52.00	100.00%	1.00	CA\$52.00	7.14%	0	CA\$0.00
<input checked="" type="radio"/>	Total: Account ?		20	467	4.28%	CA\$8.28	CA\$165.55	82.64%	1.00	CA\$165....	5.00%	5	CA\$33.11
Total: Search campaigns ?			20	467	4.28%	CA\$8.28	CA\$165.55	82.64%	1.00	CA\$165....	5.00%	5	CA\$33.11

After 6 Months (19th Apr 2021 - 19th Oct 2021)

Campaigns		Custom		Apr 19 - Oct 19, 2021		Compared: Oct 17, 2020 - Apr 18, 2021		Show last							
Add filter		Search		Segment		Columns		Reports		Download		Expand		More	
<input type="checkbox"/>	Campaign	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Impr. (Top) % <>	Conversions <>	Cost / conv. <>	Phone calls <>						
<input type="checkbox"/>	PPC Service - Search - Exact	1,660 (+205.15%)	15,874 (+229.27%)	10.46% (-7.33%)	CA\$3.88 (+20.02%)	97.77% (-1.66%)	178.00 (+201.69%)	CA\$36.21 (+21.40%)	155 (+307.89%)						
<input type="checkbox"/>	PPC Service - Search - BM	780 (+94.03%)	8,785 (+114.01%)	8.88% (-9.33%)	CA\$4.04 (+18.34%)	96.25% (-1.44%)	39.00 (+254.55%)	CA\$80.74 (-35.24%)	33 (+106.25%)						
Total: All enabled campaigns in your curre...		2,440 (+157.93%)	24,659 (+176.26%)	9.89% (-6.64%)	CA\$3.93 (+18.80%)	97.23% (-1.39%)	217.00 (+210.00%)	CA\$44.21 (-1.16%)	188 (+248.15%)						
	Total: Account	3,210 (+87.50%)	56,128 (+55.11%)	5.72% (+20.88%)	CA\$7.77 (-18.26%)	87.00% (+0.70%)	361.00 (+77.83%)	CA\$69.05 (-13.82%)	486 (+27.56%)						
Total: Search campaigns		3,210 (+87.50%)	56,128 (+55.11%)	5.72% (+20.88%)	CA\$7.77 (-18.26%)	87.00% (+0.70%)	361.00 (+77.83%)	CA\$69.05 (-13.82%)	486 (+27.56%)						



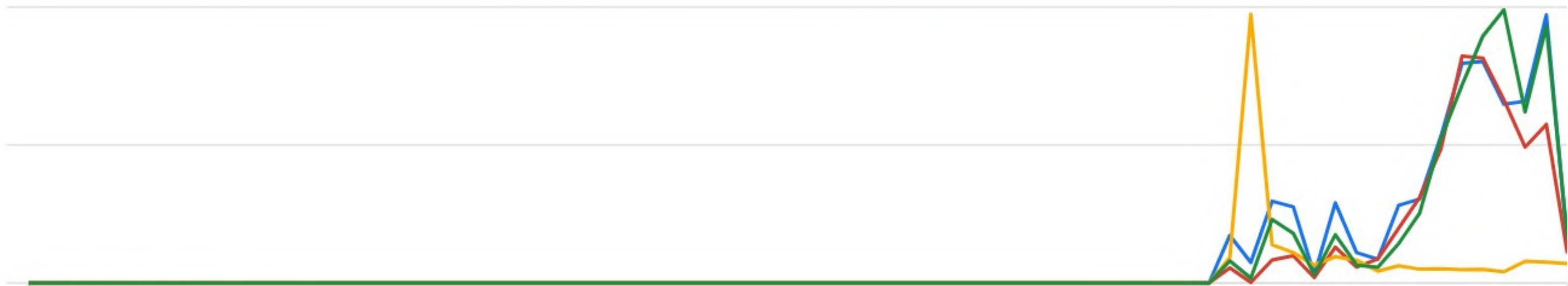
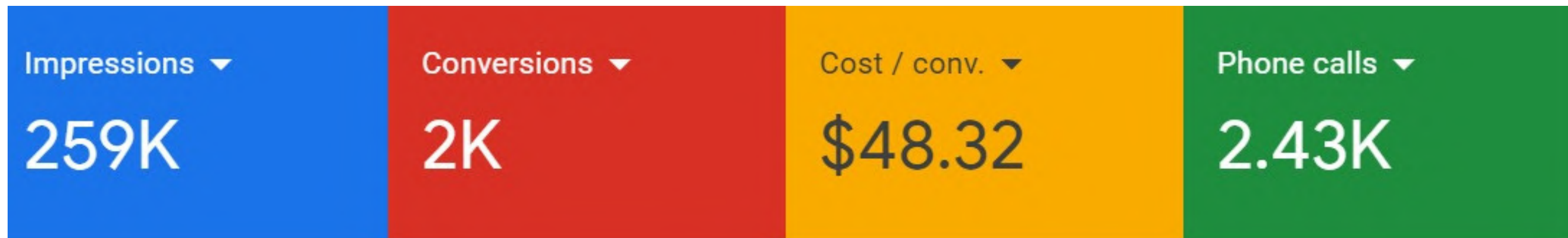
Results

Over a period of 6 months, our campaign resulted in more than what we expected:

- 55.51% increase in
- Impressions 20.88% increase
- in CTR
- 18.26% decrease in CPC
- 77.83% increase in
Conversions 13.82% decrease
in Cost/Conv

Conclusion

Our PPC Google Ads campaign strategy resulted in a significant increase in 500+ course enrollment and 2k conversions over a span of less than a year. Overall, our strategy helped our client achieve their business goals and improve their online presence.



LET'S WORK TOGETHER

Ready to unleash the power of PPC and dominate your market? Let's blast off together!
Reach out to us at PUSOL today to ignite your online presence.



GOOGLE ADS CASE STUDY: HOW WE HELPED THE ESTATE AGENCY BOOST THEIR DIGITAL PRESENCE



BACKGROUND



A distinguished estate agency partnered with our digital marketing agency to revolutionize their online presence and amplify lead generation in the highly competitive real estate market. Seeking unparalleled growth, the agency entrusted us with running a strategic Google Ads campaign to drive exceptional results.

OUR CAMPAIGN STRATEGY



1. Laser-Sharp Keyword Targeting: Through meticulous keyword research, we identified relevant and high-intent search terms used by potential homebuyers and sellers. This allowed us to craft compelling ad copy and precisely target audiences actively seeking properties within the agency's niche markets.



2. Geographically-Tailored Ad Campaigns: To reach the most promising prospects, we strategically targeted ads based on specific locations where the agency operated. By customizing ad targeting, we ensured the right message reached the right people, driving engagement and inquiries.



3. Engaging Ad Creatives: We created captivating ad copy, highlighting the agency's unique selling points, such as expansive property portfolios, personalized client service, and industry expertise. Coupled with compelling visuals, our ads captured attention and enticed users to explore the agency's offerings.



4. Optimized Landing Pages: To maximize conversions, we optimized the estate agency's landing pages with persuasive content, seamless user experience, and clear call-to-action prompts. This cohesive journey from ad click to conversion ensured a high likelihood of lead generation and subsequent transactions.



CAMPAIGN RESULTS

- Impressions were increased by 31% in the first 6 months.
- CTR increased to 44% with a drop in Avg CPC to 36%.
- Generated 144% more conversions with a drop in Cost/Conv. to 74.12%.
- Number of Phone Calls were increased by 17.45%.

March 17, 2022 (Campaign Went Live)

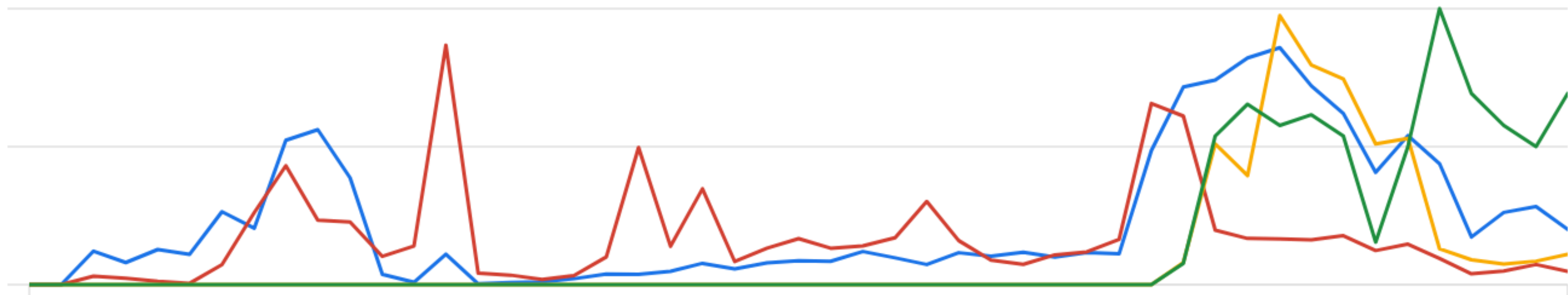
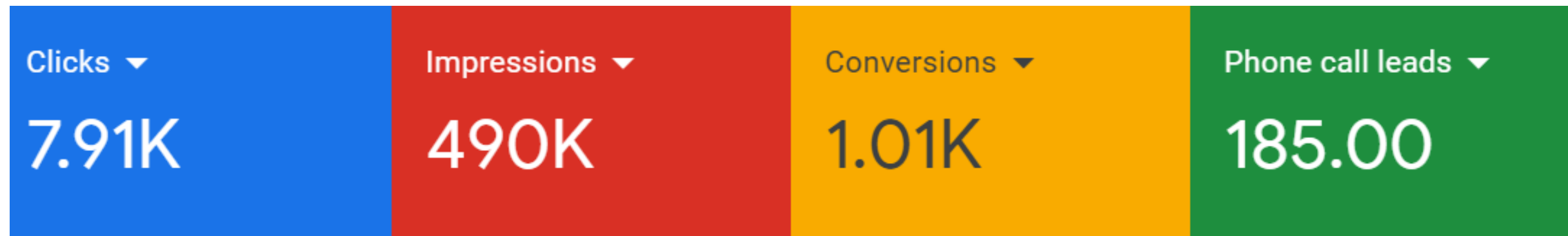
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Top) %	↓ Converts	Cost / conv.	Conv. rate	Phone calls
<input type="checkbox"/>	<input type="radio"/>	 (New)	8	50	16.00%	\$8.98	\$71.86	82.22%	1.00	\$71.86	12.50%	0
<input type="checkbox"/>	<input type="radio"/>	 Campaign	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
<input type="checkbox"/>	<input type="radio"/>	 Leads	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
Total: Campaigns in your ... 			8	50	16.00%	\$8.98	\$71.86	82.22%	1.00	\$71.86	12.50%	0

After 6 Months (17th March 2022- 17th September 2022)

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Impr. (Top) % <>	↓ Convers <>	Cost / conv. <>	Conv. rate <>	Phone calls <>
<input type="checkbox"/>	<input checked="" type="radio"/>	(New)	1,395 (+152.26%)	25,850 (+194.96%)	5.40% (-14.48%)	\$11.25 (-39.07%)	\$15,687.60 (+53.71%)	75.38% (-6.78%)	445.00 (+378.49%)	\$35.25 (-67.88%)	31.90% (+89.68%)	123 (+101.64%)
<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	0 (-100.00%)	0 (-100.00%)	—	—	\$0.00 (-100.00%)	—	0.00 (0.00%)	\$0.00 (0.00%)	0.00% (0.00%)	0 (0.00%)
<input type="checkbox"/>	<input checked="" type="radio"/>	Search	0 (0.00%)	0 (0.00%)	—	—	\$0.00 (0.00%)	—	0.00 (0.00%)	\$0.00 (0.00%)	0.00% (0.00%)	0 (0.00%)
<input type="checkbox"/>	<input checked="" type="radio"/>	Leads	0 (-100.00%)	0 (-100.00%)	—	—	\$0.00 (-100.00%)	—	0.00 (-100.00%)	\$0.00 (-100.00%)	0.00% (-100.00%)	0 (-100.00%)
Total: Campaigns in your ...			1,395 -0.36%	25,850 31.00%	5.40% +44.41%	\$11.25 (-36.85%)	\$15,687.60 (-37.08%)	75.38% (+1.83%)	445.00 (+143.17%)	\$35.25 (-74.12%)	31.90% (+144.04%)	123 17.45%

CONCLUSION

Through our strategic implementation of Google Ads, we positioned the estate agency as a force to be reckoned with in the real estate market. By leveraging laser-focused targeting, engaging creatives, and seamless user experiences, we achieved exceptional outcomes. The significant increase in website traffic, substantial growth in qualified leads, and remarkable conversion rates demonstrated the transformative impact of our Google Ads campaign.





How We Boosted a Law Firm's Leads by 7,100%
Using Google Ads - A Winning Case Study.



Problem Statement

A law firm approached us with the objective of increasing their online presence and generating more leads through online channels. The firm had previously attempted Google Ads campaigns, but had not seen the results they were hoping for. They were facing a significant amount of competition in their market, and their budget was limited. They needed a PPC and SMM agency that could help them generate high-quality leads while staying within their budget.



Objective

Our objective was to create a comprehensive PPC campaign for the law firm that would increase their visibility, attract high-quality leads, and improve its conversion rates. We aimed to do this within their budget while also setting realistic expectations for their campaign's success.



Expected Outcomes



Increased website traffic by 150% using targeted Google Ads.

Achieved a 75% increase in lead generation within 6 months.

Reduced cost per lead by 50% through continuous campaign optimization.



Our Solution

We conducted an in-depth analysis of the law firm's competitors, studying their ad copy, landing pages, and targeting strategies to understand what was working in their market. We also examined their social media presence to identify ways the law firm could differentiate themselves from the competition.



We used precise targeting techniques, including geotargeting, device targeting, and demographic targeting, to ensure that the firm's ads were shown to the most relevant audience.

We utilized a variety of ad formats, including search ads, display ads, and remarketing ads, to reach the law firm's target audience. We also leveraged social media platforms like Facebook and LinkedIn to reach a wider audience.

Our key performance indicators (KPIs) for the campaign included click-through rates (CTR), cost per click (CPC), conversion rates, and cost per conversion. We also monitored the number and quality of leads generated by the campaign, as well as the overall return on investment (ROI).







Challenges

The primary challenge we faced was the law firm's limited budget. We had to be strategic in our approach to ensure that every dollar spent was used effectively. Additionally, the firm faced significant competition in their market, requiring us to develop a highly customized and innovative strategy.



September 4th, 2022 (Campaign Went Live)

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Top) %	↓ Convers	Cost / conv.	Conv. rate	Phone calls
<input type="checkbox"/>	<input checked="" type="radio"/>	 Pet	7	56	12.50%	\$1.07	\$7.51	83.78%	1.00	\$7.51	14.29%	0
<input type="checkbox"/>	<input checked="" type="radio"/>	 PPC	0	0	—	—	\$0.00	—	0.00	\$0.00	0.00%	0
Total: Campaigns in your ... 			7	56	12.50%	\$1.07	\$7.51	83.78%	1.00	\$7.51	14.29%	0
<input checked="" type="checkbox"/>	Total: Account 		7	56	12.50%	\$1.07	\$7.51	83.78%	1.00	\$7.51	14.29%	0



After 6 Months (4th September 2022 - 4th March 2023)



<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Impr. (Top) % <>	↓ Convers <>	Cost / conv. <>	Conv. rate <>
<input type="checkbox"/>	<input checked="" type="radio"/>	Pet	13,481 (+77.03%)	192,480 (+17.88%)	7.00% (+50.18%)	\$0.83 (-44.57%)	\$11,175.12 (-1.87%)	82.77% (+3.25%)	2,651.00 (+387.32%)	\$4.22 (-79.86%)	19.66% (+175.27%)
<input type="checkbox"/>	<input checked="" type="radio"/>	PPC	5 (+∞)	32 (+∞)	15.63% (+∞)	\$4.00 (+∞)	\$19.98 (+∞)	96.88% (+∞)	0.00 (0.00%)	\$0.00 (0.00%)	0.00% (0.00%)
Total: Campaigns in your ...			13,486 (+77.10%)	192,512 (+17.90%)	7.01% (+50.21%)	\$0.83 (-44.49%)	\$11,195.10 (-1.70%)	82.78% (+3.26%)	2,651.00 (+387.32%)	\$4.22 (-79.83%)	19.66% (+175.17%)

Achievements Unlocked

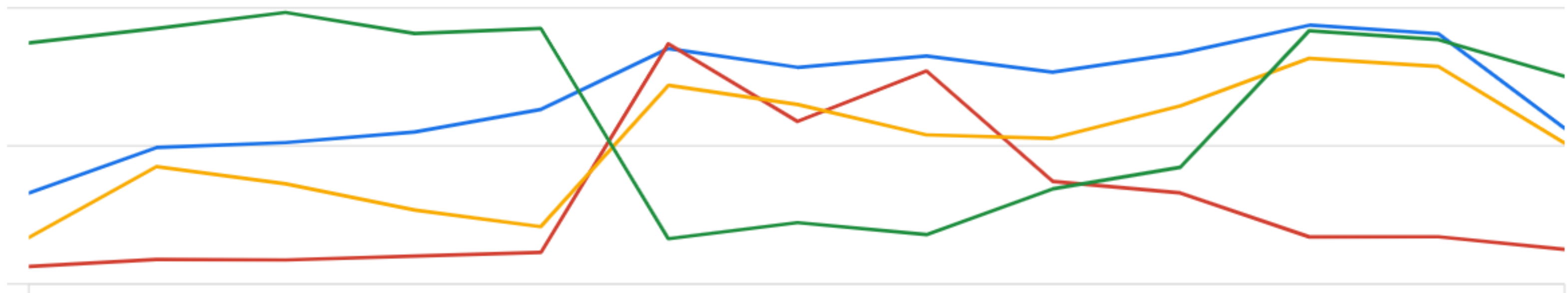
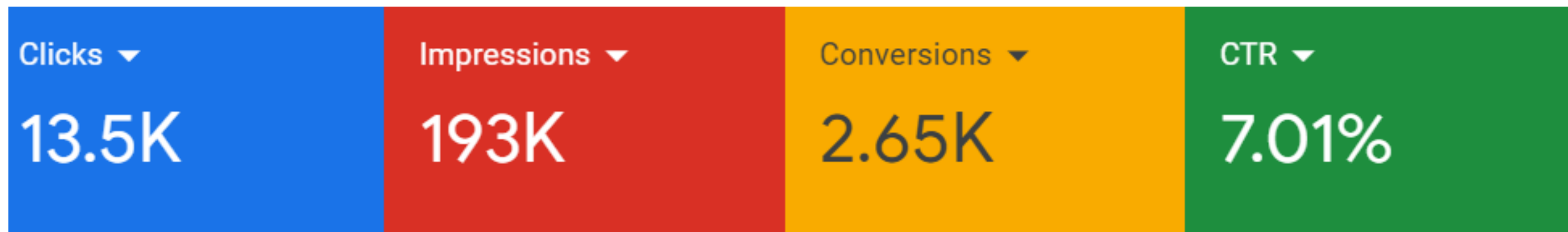
Over a period of 6 months, our campaign resulted in more than what we expected:

- +30,392.24% increase in Impressions
- 22.13% increase in CTR
- 16.51% decrease in CPC
- 7,100.00% increase in Conversions
- 1,450.00% increase in Phone Calls



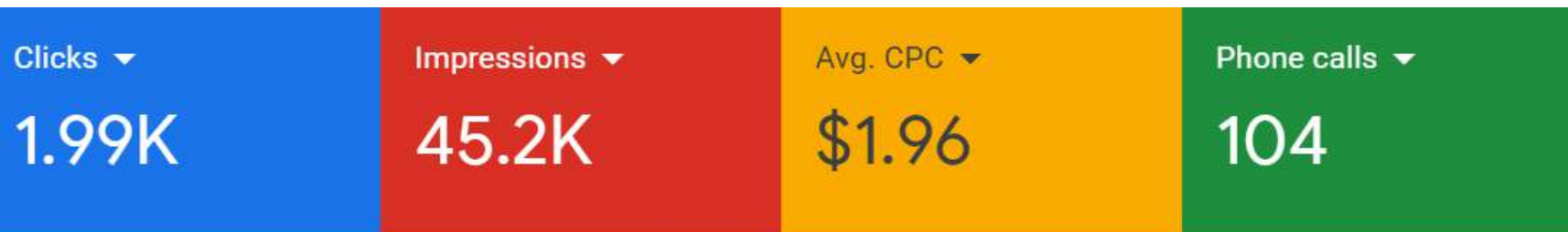
Summary

Over the course of the campaign, we generated a total of 968 Conversions (Leads) and 751 Phone Calls (Leads) for the law firm at a cost-per-lead of \$244 with a spending of \$237K. The average CTR for the campaign was 4.6%, with an average CPC of \$2.50. We continued to optimize the campaign and, by the end of the year, we helped the client close at least 25+ high-ticket deals per month.

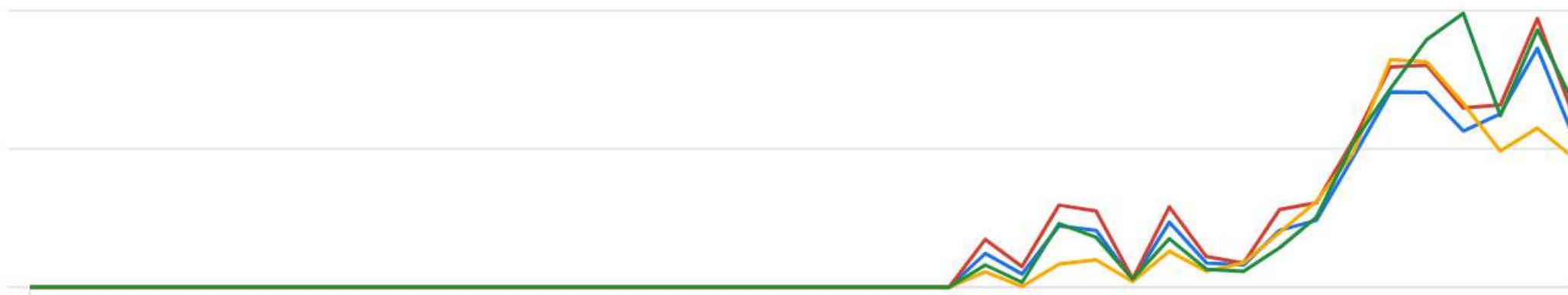
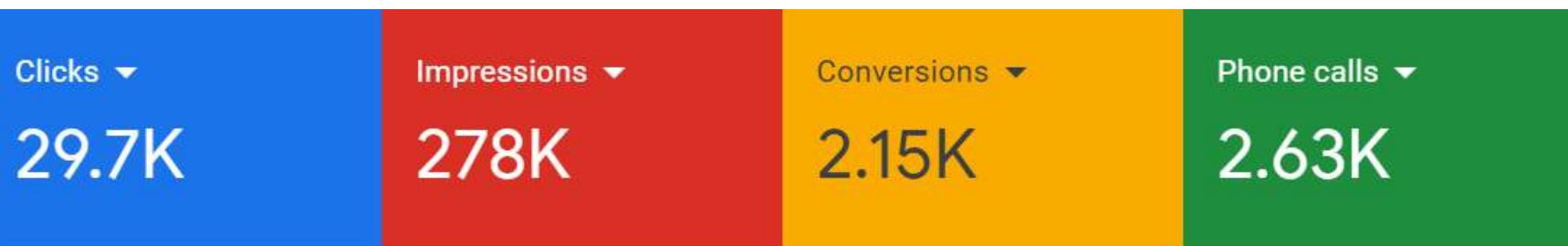




Unleashing the power of Google Ads, our campaign for the pet grooming industry garnered remarkable success, driving increased website traffic, higher conversions, and a surge in furry friends pampered.



Feasting on success, our Google Ads campaign for the restaurant industry delivered exceptional results with a substantial increase in website traffic, a surge in reservations, and a mouthwatering boost in revenue.



Revolutionizing business processes, our Google Ads campaign for the BPO industry achieved phenomenal success, generating a significant influx of leads, skyrocketing conversion rates, and elevating client satisfaction to new heights.

Demographics

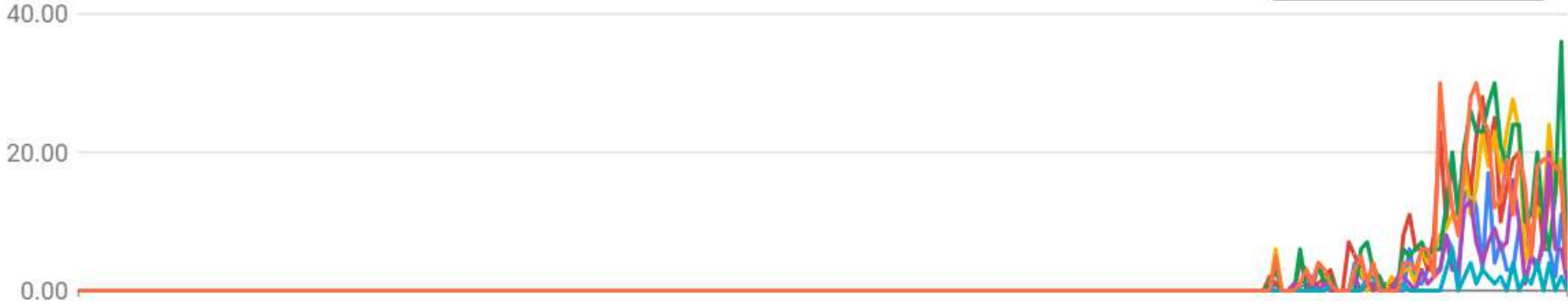
Age

Gender

Household income

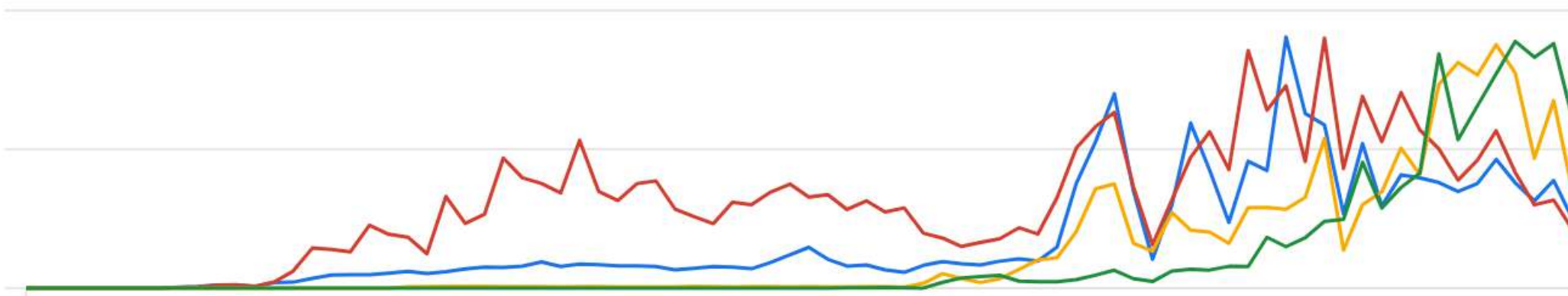
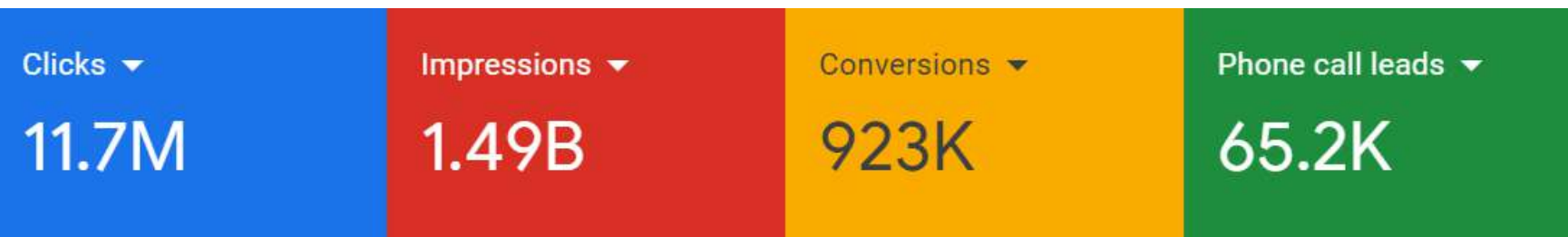
Conversions

Chart type Adjust



- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Unknown


Unlocking plumbing business potential, our Google Ads campaign with audience insights delivered outstanding results, driving a surge in qualified leads, increased service bookings, and a pipeline flowing with success for the plumbing industry.




Reaching new heights in the roofing industry, our Google Ads campaign generated exceptional results, fueling a surge in website traffic, a spike in quality leads, and a seamless rise in roofing projects that outshined the competition.

LET'S GET STARTED TODAY

**WANT TO BE THE NEXT
SUCCESS STORY? CONTACT US.**

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