

UNLOCK YOUR GOOGLE ADS POTENTIAL



Roofing - General (Residential/Commercial)

GEO-TARGETING: **Charlottesville, VA**





CLIENT GOALS

\$75-150 CPA



HOW WE HELPED

Focused efforts on managing the account by means of testing new bid strategies and focusing on keyword performance as well as factors like devices and location to increase leads and reduce CPA within goal

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

QUICK STATS



IMPRESSIONS

7,345



CLICKS

188



CONV.
RATE

12.23%



CONVERSIONS

23

Expected Conversions was 7-13, getting 23 was significantly better

RESULTS



\$112.81
CPA



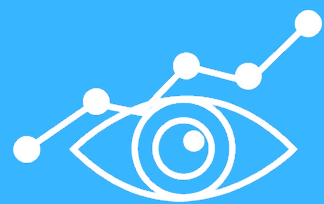
23
OF CONVERSIONS



\$13.80
CPC



12.23%
CONVERSION RATE



67.01%
IMPRESSION
SHARE



63%
MOBILE % OF TOTAL
CONV



3.71/10
QUALITY SCORE



19
PHONE CONV



44.36%
% TOP IMPR
SHARE



2.56%
CTR

This was early in the campaign, so the quality score was not maximized at this point.

CAMPAIGN REVIEW

With continuous efforts on managing high competition with constant negatives and keyword updates, paired with qualifying ad copy...we are able to drive high-quality leads within our target CPA

GLOSSARY



CPA - Cost Per Acquisition

An Estimate Of How Much Your New Customers Are Costing You To Acquire. This Helps 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 - Cost Per Click Is The Most Important Factor That Decides The Earnings Of The Business. As Far As We Have Analyzed CPC Depends On Three Simple Factors – #1 Country, #2 Keywords, And #3 Quality/Age Of The Site.



IMPRESSION SHARE - Impression Share Is An Important Metric That Shows Advertisers How Much More They Could Do With Their Current Ad Campaigns. It Is A Measure Of “What Could Be”.

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.



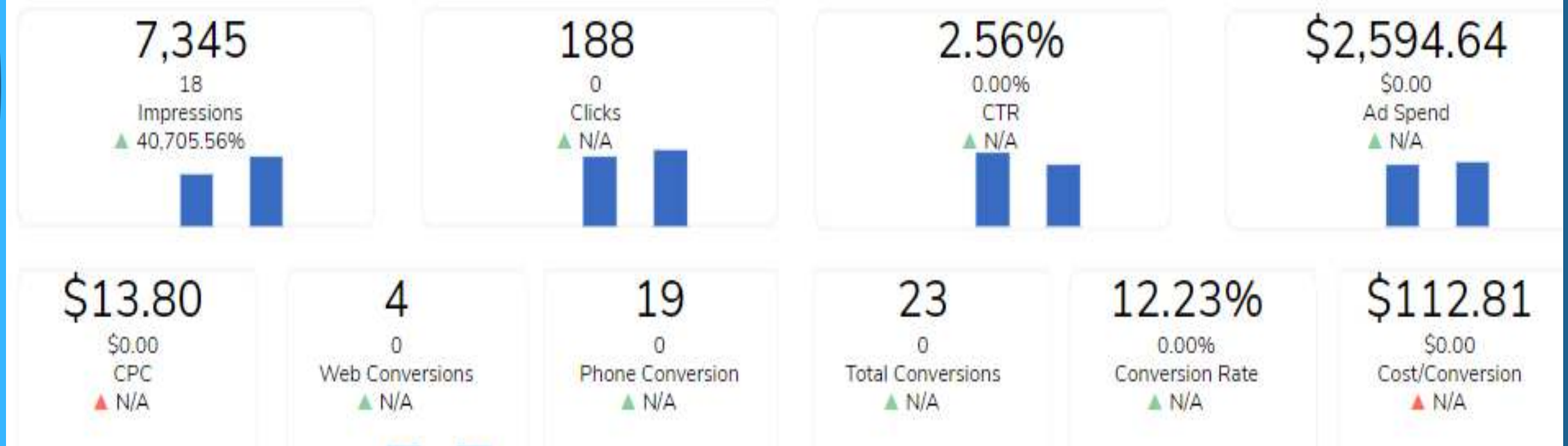
% TOP OF PAGE IMPR - The Percentage Of Time Your Ad Has Been Shown In The Top Positions Of The Serp. This Can Often Effect Impr, Click, CTR Etc.



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/Budget.

SOCIAL PROOF

Account Summary



**SMART NICHE
INSIGHT WITH
THIS INFO:**

SERVICE(s)	Roofing - General (Residential / Commercial)
MINIMUM BUDGET	\$1,000
ESTIMATE SEARCH CPC	\$9-30
ESTIMATE CPA RANGE	\$75-150
EST. LEADS FOR MIN BUDGET	7-13
OMNITARGETING ELIGIBLE	YES
RECOMMENDED OFFER	Free Inspection, New Gutters with Purchase. 0% Financing

LET US DO
THE SAME FOR
YOU!



DOWNSTREAM
DIGITAL MARKETING