



UNLOCK YOUR GOOGLE ADS POTENTIAL

HVAC - General Case Study

GEO-TARGET: Las Vegas NV

TRUE BLUE COLLAR



CLIENT GOALS

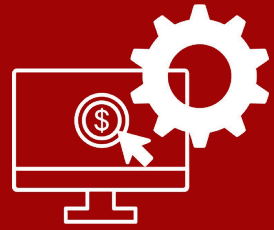
HVAC Leads Between \$25-\$175 Per Lead



HOW WE HELPED

Customized Landing Page
High Impression Share on Geo-targeted Keywords

RESULTS



\$157

CPA



88

NO. OF CONVERSIONS



\$49.96

CPC



32%

CONVERSION RATE



60%

IMPRESSION SHARE



65%

MOBILE % OF TOTAL CONV



6/10

QUALITY SCORE



250+

VISITORS TO THE PAGE



40%

% TOP IMPR SHARE



85%

CALL CONV % OF TOTAL CONV

CAMPAIGN REVIEW

- By focusing on the highest converting traffic with the best quality of leads we were able to generate a 32% Conversion Rate and drive over 88 conversions in our first 3 months of management. By testing bid strategies we were able to bring these conversions in within our CPA goal and bring a profitable ROI for the client.

**NICHE
INSIGHTS**

PPC SMART NICHEs	HVAC: General
Minimum Budget	\$1,200
Estimated CPA Range	\$91-\$175
Estimated Leads (Min Budget)	21-40
Remarketing Eligible	Yes
Recommended Offer	%off/New Customer Discount
What you need to know?	A competitive Offer is Key



We have stellar results for dozens of HVAC companies!

It is your turn now!!

Let us help YOU GROW your biz!!!



CPA: AKA COST PER CONVERSION. THIS IS A CRUCIAL METRIC THAT ESTIMATES THE EXPENSES TO ACQUIRE NEW CUSTOMERS AND MEASURES 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.

GLOSSARY



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT 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 - NUMBER OF YOUR USERS THAT ARE COMPLETING THE SET CONVERSION ACTION ON THE LANDING PAGE. THIS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING THE "CONVERSION RATE" REFERS TO GETTING MORE CONVERSIONS WITH THE SAME AMOUNT OF TRAFFIC.

GLOSSARY