



UNLOCK YOUR GOOGLE ADS POTENTIAL

Plumbing: Water Heaters Case Study

GEO-TARGET: Greater Little Rock, AR

TRUE BLUE COLLAR



CLIENT GOALS

Plumbing & Water Heater Leads Between \$100-\$175 Per Lead



HOW WE HELPED

Focused efforts on testing new high-traffic converting terms or keywords.

RESULTS



\$132.31

CPA



19

NO. OF CONVERSIONS



\$30.66

CPC



23.17%

CONVERSION RATE



72.63%

IMPRESSION SHARE



90%

MOBILE % OF TOTAL CONV



8/10

QUALITY SCORE



10.5%

PHONE CALL CONV RATE



52.32%

% TOP IMPR SHARE



1.43%

CTR

CAMPAIGN REVIEW

- GEO-Target was very competitive.
- By focusing on testing new high-traffic converting terms/keywords and bid adjustments, we were able to almost double the conversions by mid-quarter. Resulting to a large number of high quality phone calls.
- By continuing to focus on the best traffic we will be able to further reduce CPA and drive more conversions.

ACCOUNT SNAPSHOT

Impressions : Google Ads

5752

▼ -40.85%

Clicks : Google Ads

82

▼ -59.61%

Average CPC : Google Ads

30.66 USD

▲ 127.79%

CTR (%) : Google Ads

1.43

▼ -31.58%

Cost : Google Ads

2513.81 USD

▼ -8.03%

Google Ads Forms + Calls : Cu...

19

▼ -0.84%

Google Ads: Conversion Action: A_Online
Lead_Form Submission,

Cost per G Ads Conv : Custom...

132.31 USD

▲ 1,921.36%

Google Ads: Conversion Action: A_Online
Lead_Form Submission,

G Ads Conv Rate : Custom Wid...

23.17 %

▼ -0.88%

Google Ads: Conversion Action: A_Online
Lead_Form Submission,

Conversions : Google Ads

2

▼ -66.67%

Conversion Action: A_Online Lead_Form
Submission,

Total Calls : Calltrackingmetrics

17

▼ -66%

Missed Calls : Calltrackingmet...

1

▼ -91.67%

Average Duration : Calltrackin...

01:48

▲ 63.64%

TRUE BLUE COLLAR

**NICHE
INSIGHTS**

PPC SMART NICHE	PLUMBING: WATER HEATERS
Minimum Budget	\$1,000
Estimated CPA Range	\$25-\$175
Estimated Leads (Min Budget)	6-40
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 Plumbers!

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