



UNLOCK YOUR GOOGLE ADS POTENTIAL

Plumbing: Service Plumber, Drains, Sewer, Water Heater etc. Case Study

GEO-TARGET: Chicagoland, IL & WI



CLIENT GOALS

Plumbing & Water Heater Leads Between \$100-\$300 Per Lead



HOW WE HELPED

Continuous efforts on campaign optimization through keyword management, bidding strategy set up, optimizing search terms through call auditing and minimizing spanish calls also maximize potential calls to the business

RESULTS



\$130

CPA



870

NO. OF CONVERSIONS



\$13.35

CPC



10.2%

CONVERSION RATE



33.33%

IMPRESSION SHARE



10.25%

MOBILE % OF TOTAL CONV
%



5/10

QUALITY SCORE



8.5K

TOTAL CLICKS



85.90%

% TOP IMPR SHARE



4.4%

CTR

CAMPAIGN REVIEW

- GEO-Target was very competitive.
- Campaign structure was bifurcated by Illinois & Wisconsin in addition to separate services which allowed for maximum budget optimization for high performing areas
- Tested PMax campaigns
- Eliminated “Search Partners” to drop the spanish callers looking for jobs
- Eliminated audience segment “job-seekers”
- Landing Pages optimized to allow only English language input

ACCOUNT SNAPSHOT

Impressions



Clicks



Cost Per Click



Cost Per Conversion



**NICHE
INSIGHTS**

PPC SMART NICHE	PLUMBING: WATER HEATERS
Minimum Budget	\$4,000
Estimated CPA Range	\$150-\$475
Estimated Leads (Min Budget)	15-30
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