



UNLOCK YOUR GOOGLE ADS POTENTIAL

Plumbing: Water Heaters Case Study

GEO-TARGET: South Yorkshire, UK

TRUE BLUE COLLAR



CLIENT GOALS

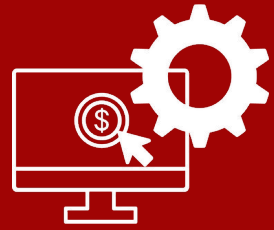
Plumbing & Water Heater Leads Between \$100-\$175 Per Lead



HOW WE HELPED

We Implemented High Converting Call-Only Plumbing Landing Page & Campaigns. We managed and fine tuned this campaigns for highest ROI

RESULTS



\$61

CPA



37

NO. OF CONVERSIONS



\$7.61

CPC



13%

CONVERSION RATE



60.44%

IMPRESSION SHARE



67%

MOBILE % OF TOTAL CONV



2/10

QUALITY SCORE



17

REMARKETING CONV



44%

% TOP IMPR SHARE



3.57%

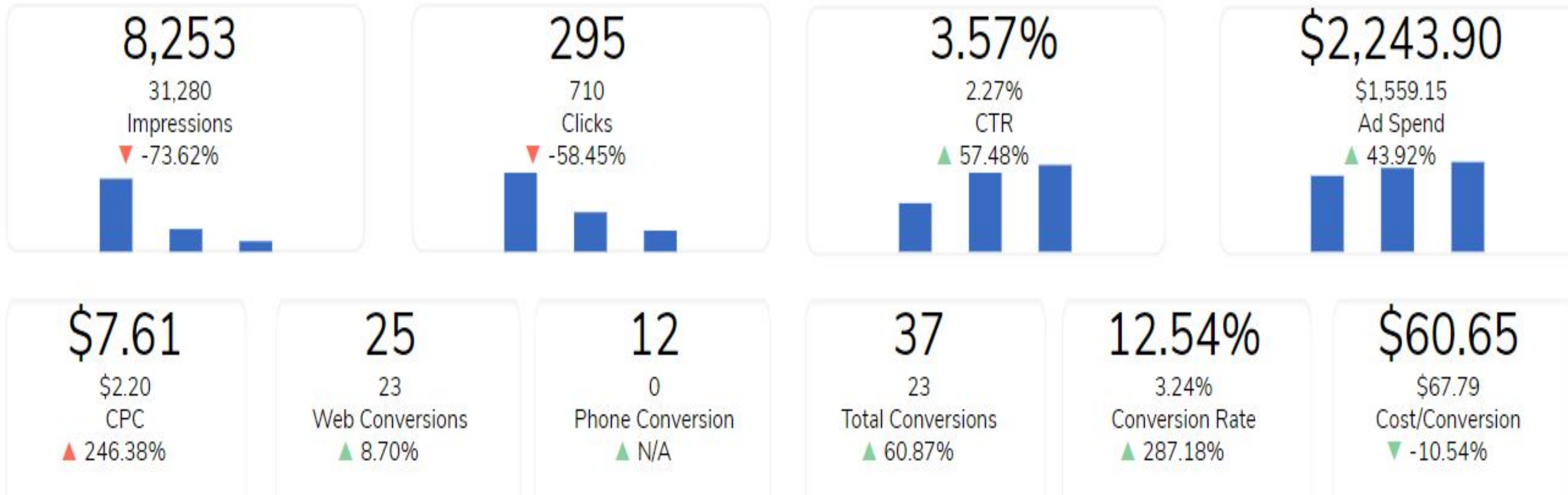
CTR

CAMPAIGN REVIEW

- By focusing on keyword performance, modifiers adjustments, Budget management and search query review, we were able to increase conversion rate of more than 200%. Total conversion went up by 60% and a very good CPA which is 10% lower compared to previous months.

ACCOUNT SNAPSHOT

Account Summary



**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