



UNLOCK YOUR GOOGLE ADS POTENTIAL

Plumbing: Water Heaters Case Study

GEO-TARGET: 25 Miles Around Memphis, TN

TRUE BLUE COLLAR



CLIENT GOALS

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



HOW WE HELPED

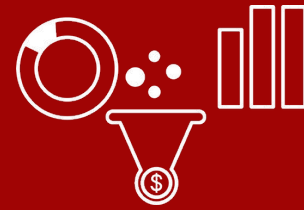
We Implemented High Converting Call-Only Plumbing Landing Page & Campaigns. We managed and fine tuned this campaigns for highest ROI

RESULTS



\$70.87

CPA



275

NO. OF CONVERSIONS



\$24.76

CPC



35%

CONVERSION RATE



81%

IMPRESSION SHARE



82%

MOBILE % OF TOTAL CONV



7/10

QUALITY SCORE



3

REMARKETING CONV



47%

% TOP IMPR SHARE



2%

CTR

CAMPAIGN REVIEW

- GEO-Target was very competitive.
- We focused on achieving the highest possible share of impressions for our targeted keywords for our budget.
- Paired with a highly competitive offer, we managed to steadily increase the number of leads earned month over month without increasing our cost per lead.

ACCOUNT SNAPSHOT



**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