

## Pay-Per-Click Marketing Case Study

We are dedicated professionals who specialize in innovative strategies that deliver measurable results. With a deep understanding of the ever-evolving digital landscape. Our data-driven approach ensures that your campaigns are closely monitored, offering actionable insights to optimize your online impact. We're committed to your growth, and tailoring strategies to align with your specific goals. Whether it's increasing website traffic, generating leads, boosting sales, or enhancing brand visibility, we work tirelessly for your long-term success.

Explore the impact of our Google Ads for Air Duct Cleaning Services, showcasing how we've helped our client achieve remarkable results and maximize their online presence.

### Campaigns Overview

#### Performance: Before Our Strategy Implementation [ August to December 2021]

##### Click Through Rate & Impression

Clicks 7.37K	CTR 0.10%	Impressions 7.58M
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##### Conversion Rate & Cost

Conversions 473.00	Cost / conv. \$38.17	Phone calls 119.00
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##### Cost Per Click

Cost \$18.06K	Avg. CPC \$2.45	Conversions 473.00
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#### Performance: After Our Strategy implementation [ February to June 22]

Clicks 10.15K	CTR 0.02%	Impressions 43.80M
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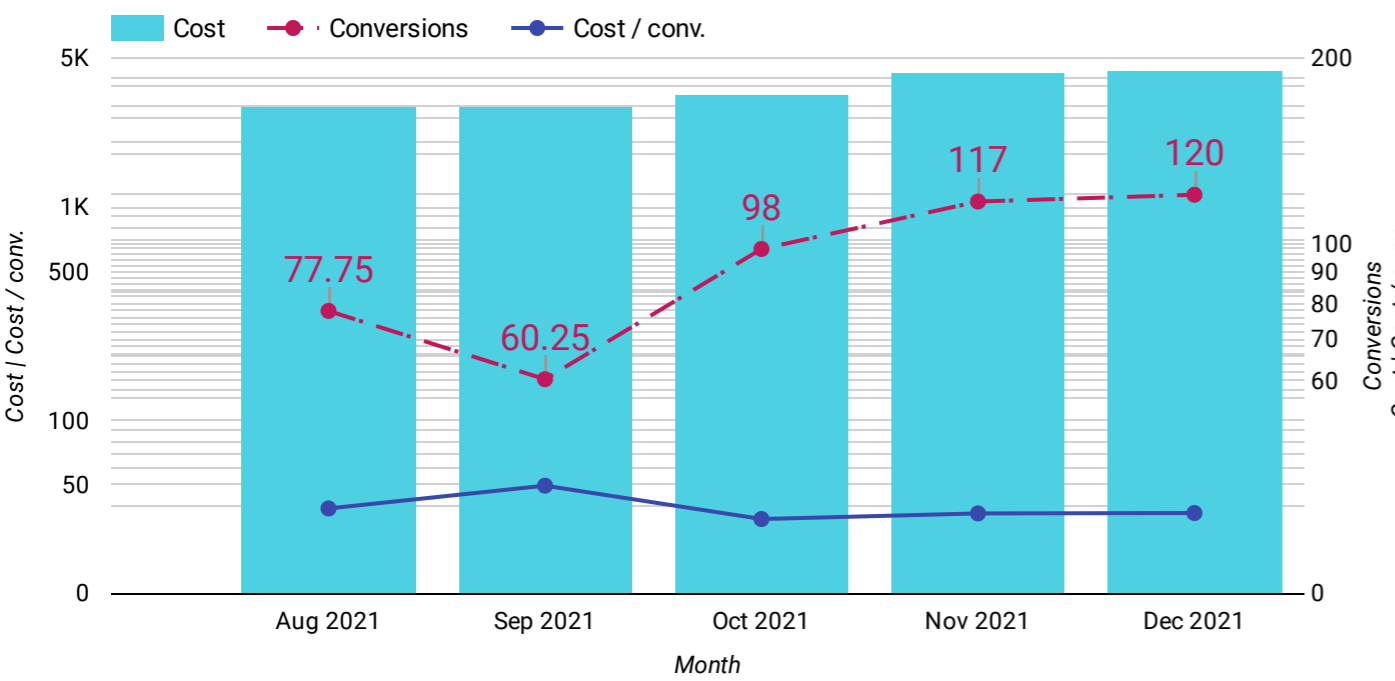
Conversions 740.50	Cost / conv. \$30.26	Phone calls 160.00
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Cost \$22.41K	Avg. CPC \$2.21	Conversions 740.50
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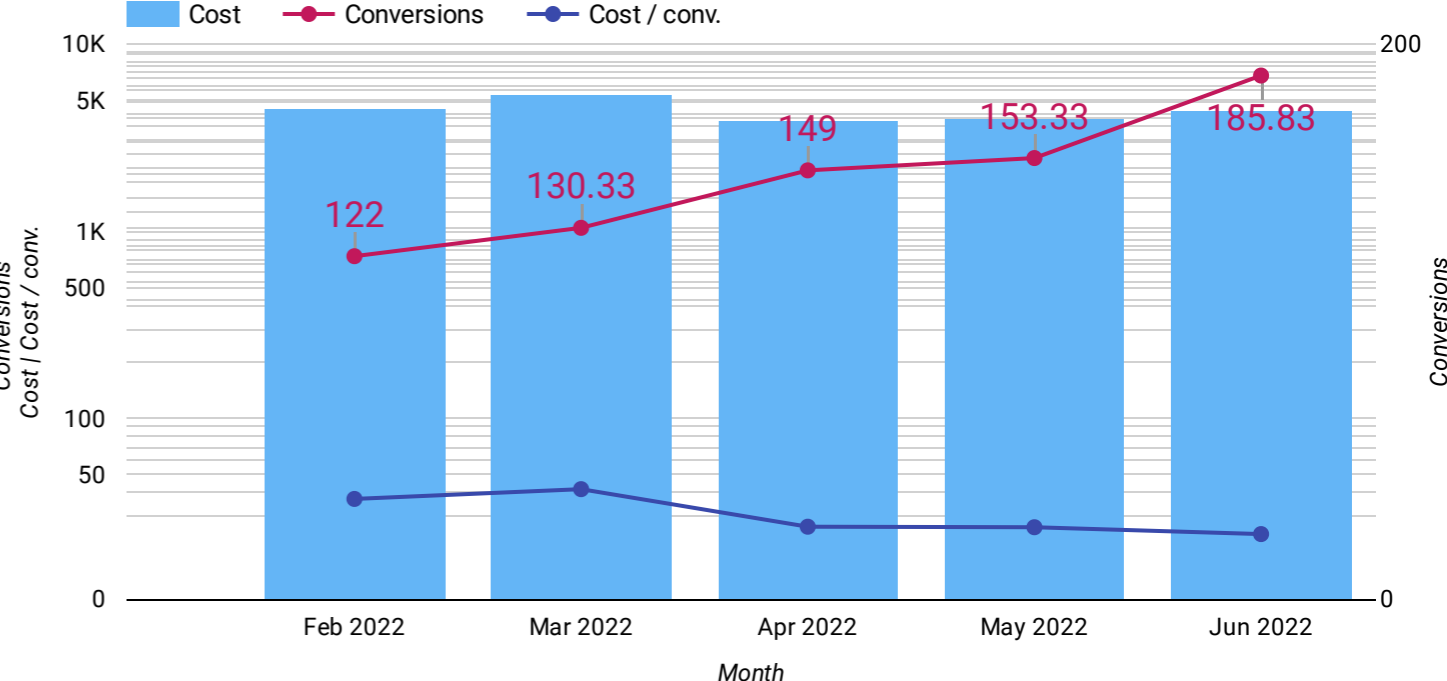
### Cost and Conversion Trends Over Time

In our marketing campaign, we've effectively lowered Avg. CPC, more conversions, and an increased Conversion Rate.

#### Performance Trends Pre-Strategy Implementation



#### Performance Metrics Post-Strategy Implementation



### Impact of Geo-Targeting Marketing

Discover the depth of our audience targeting expertise, where we tailor strategies encompassing location, demographics, and interests to maximize the campaign's impact.

#### Before

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Chicago	576,046	4,198	0.73%	\$1.18	293.6	\$16.88	\$4,956.48
2. Skokie	38,544	159	0.41%	\$1.27	5	\$40.45	\$202.27
3. Evanston	31,982	108	0.34%	\$1.18	5	\$25.42	\$127.09
4. Niles	11,083	85	0.77%	\$0.57	3	\$16.28	\$48.83
5. Oak Lawn	3,351	76	2.27%	\$1.58	4	\$29.93	\$119.71
6. Aurora	2,482	67	2.7%	\$2.03	4	\$33.95	\$135.79
7. Des Plaines	13,297	64	0.48%	\$1.18	5	\$15.05	\$75.27
8. Schiller Park	8,644	62	0.72%	\$1.25	2	\$38.85	\$77.71
9. Lincolnwood	11,656	56	0.48%	\$1.58	3	\$29.4	\$88.2
1... Gary	2,235	52	2.33%	\$1.13	3	\$19.51	\$58.53

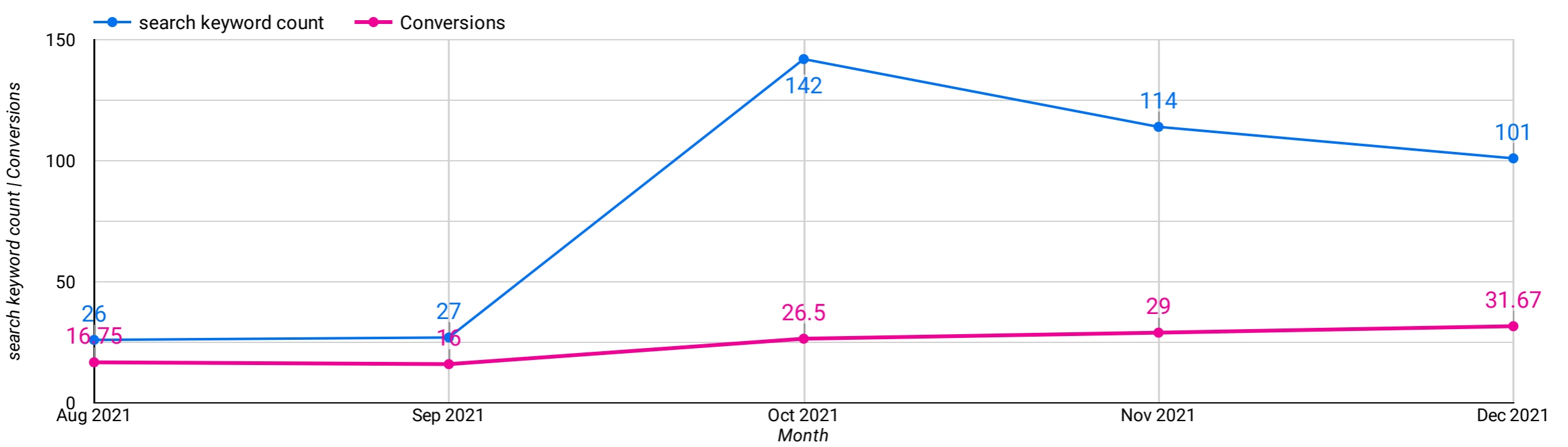
#### After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Chicago	29,653,330	4,880	0.02%	\$1.95	342.75	\$27.82	\$9,534.89
2. Skokie	1,040,172	195	0.02%	\$2.65	18.75	\$27.51	\$515.88
3. Aurora	4,243	119	2.8%	\$2.56	15.33	\$19.9	\$305.09
4. Oak Lawn	19,090	110	0.58%	\$2.06	11.17	\$20.26	\$226.28
5. Naperville	3,581	90	2.51%	\$3.43	9	\$34.32	\$308.9
6. Evanston	1,896,848	85	+0%	\$5.16	11	\$39.85	\$438.35
7. Gary	2,459	82	3.33%	\$1.77	5	\$29.09	\$145.45
8. Hammond	2,074	78	3.76%	\$2.38	5	\$37.17	\$185.86
9. Hoffman Estates	30,583	76	0.25%	\$2.75	7	\$29.87	\$209.08

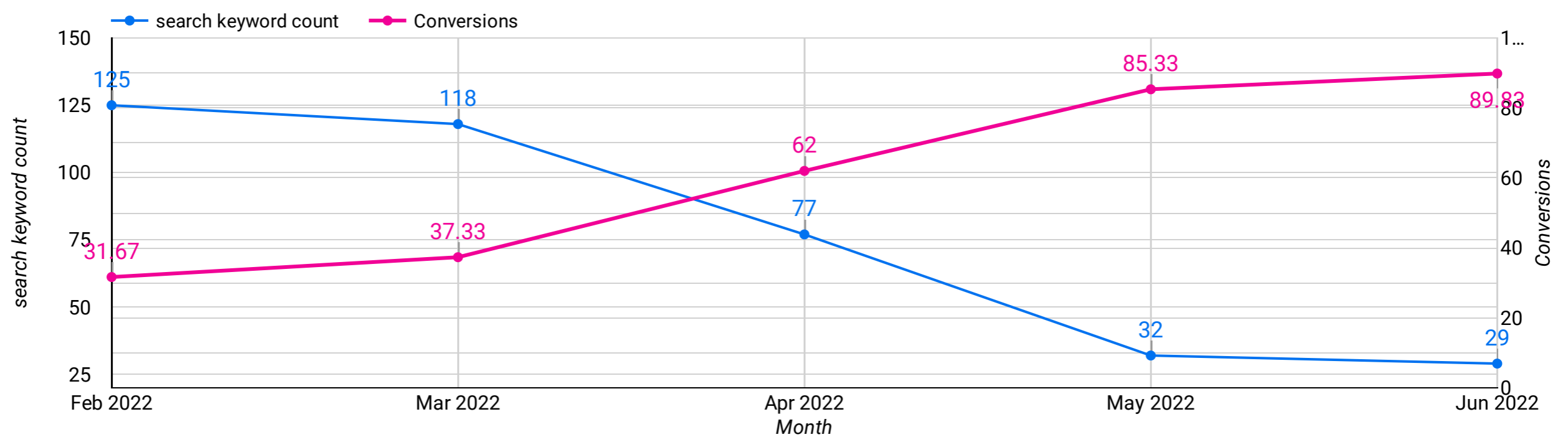
### Targeted Keyword and Website Optimization

Our strategic reduction of target keywords yielded positive results, leading to an increase in conversions.

#### Before

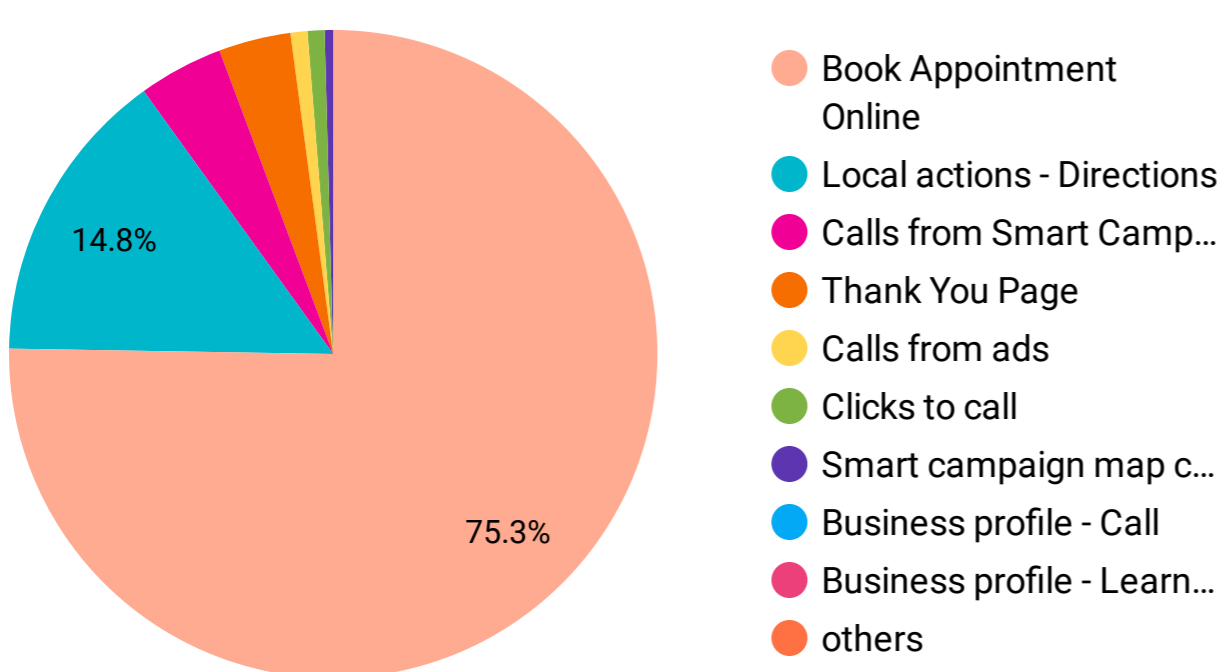


#### After

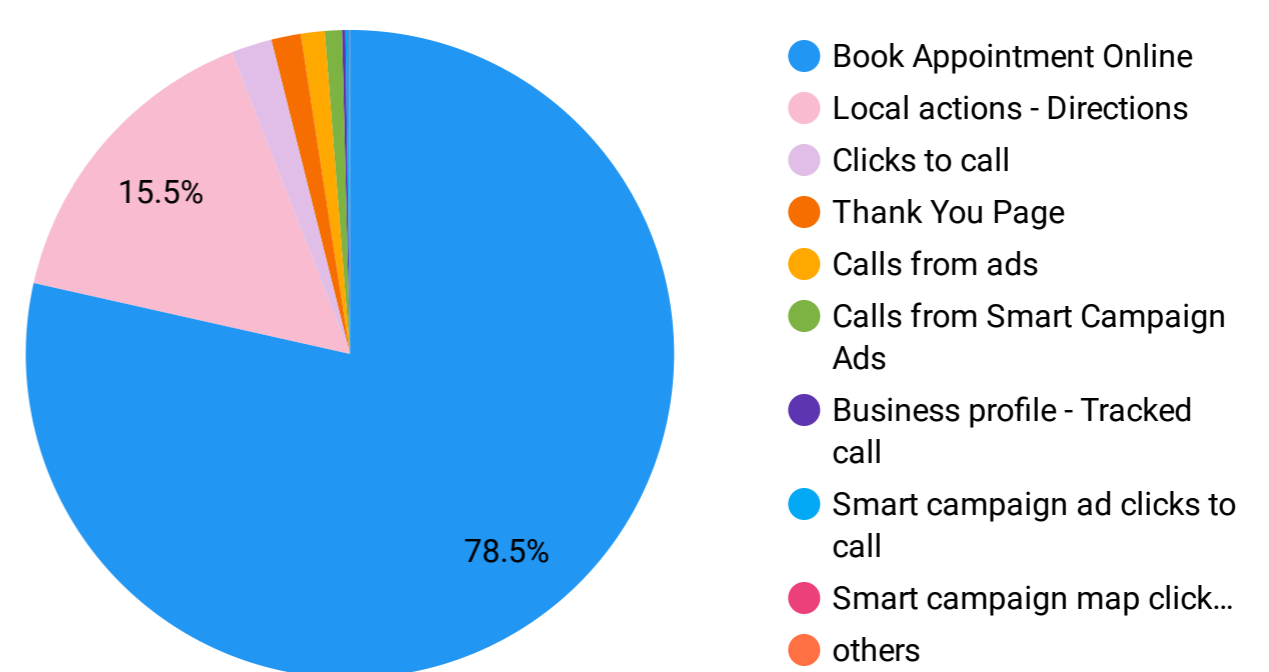


### Conversions Actions

#### Before



#### After



Conversion Type Name	Conversions	Conversion Type Name	Conversions
1. Book Appointment Online	356	1. Book Appointment Online	1,388.5
2. Local actions - Directions	70	2. Local actions - Directions	275
3. Calls from Smart Campaign Ads	20	3. Clicks to call	36
4. Thank You Page	17	4. Thank You Page	26
5. Calls from ads	4	5. Calls from ads	21
6. Clicks to call	4	6. Calls from Smart Campaign Ads	15
7. Smart campaign map clicks to call	2	7. Business profile - Tracked call	3
		8. Smart campaign ad clicks to call	3

Elevate Your Digital Presence with Our Expert Digital Marketing Team.