

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.

Discover how our PPC campaign helped our client, a gifting item retailer, achieve remarkable results and maximize their online presence.

Campaign Overview

Performance: Before Our Strategy Implementation [October'22 to January 2023]

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
26.85K	1.53%	1.75M

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions	Cost / conv.	Conv. value / cost
599.00	\$31.81	0.21

Cost Per Click

by Cost, CPC, and Conversions

Cost	Avg. CPC	Total conv. value
\$19.05K	\$0.71	4.06K

Performance: After Our Strategy implementation [February to May 2023]

Clicks	CTR	Impressions
28.53K	1.16%	2.45M

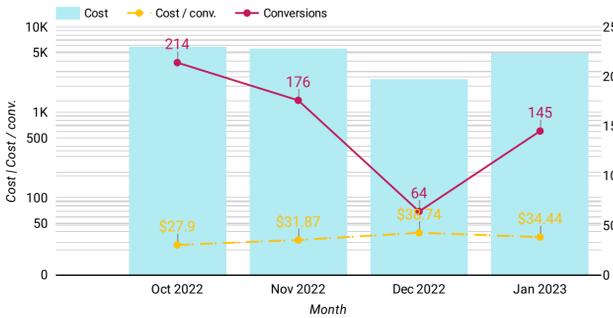
Conversions	Cost / conv.	Conv. value / cost
1.09K	\$18.68	4.25

Cost	Avg. CPC	Total conv. value
\$20.36K	\$0.71	86.54K

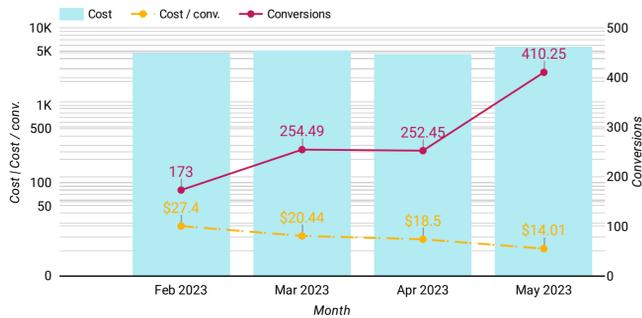
Cost and Conversion Trends Over Time

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

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. Sydney	154,269	2,427	1.57%	\$0.73	76	\$23.31	\$1,771.83
2. Brisbane	101,992	1,540	1.51%	\$0.72	21	\$53.15	\$1,116.05
3. Melbourne	81,873	1,080	1.32%	\$0.7	16	\$47.16	\$754.58
4. City of Canterbury-Bankstown	39,914	582	1.46%	\$0.66	20	\$19.17	\$383.5
5. City of Blacktown	31,273	517	1.65%	\$0.79	8	\$51.21	\$409.67
6. Gold Coast	25,781	430	1.67%	\$0.74	7	\$45.31	\$317.14
7. Perth	27,667	330	1.19%	\$0.68	6	\$37.13	\$222.78
8. City of Penrith	17,333	315	1.82%	\$0.75	10	\$23.69	\$236.88
9. Adelaide	18,433	292	1.58%	\$0.64	5	\$37.32	\$186.61
10. City of Casey	19,240	290	1.51%	\$0.69	8	\$25.09	\$200.7

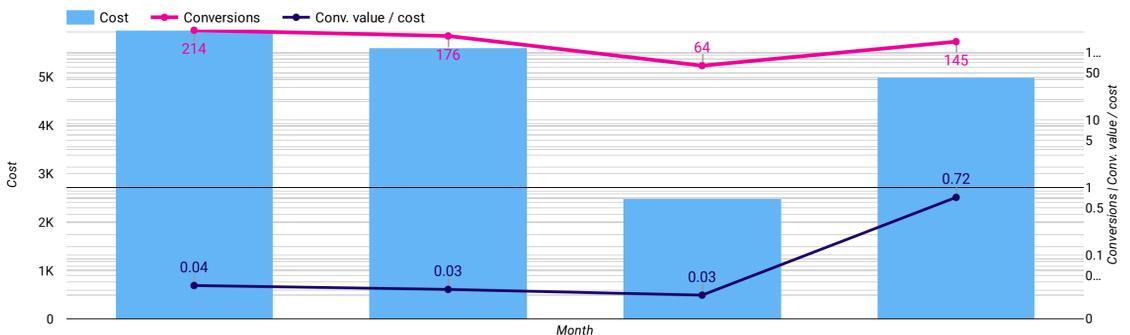
After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Sydney	226,546	2,599	1.15%	\$0.74	111.72	\$17.28	\$1,930.75
2. Brisbane	150,757	1,615	1.07%	\$0.71	63.45	\$17.95	\$1,139.24
3. Melbourne	124,925	1,210	0.97%	\$0.65	40.99	\$19.28	\$790.55
4. City of Canterbury-Bankstown	76,996	674	0.88%	\$0.61	22.08	\$18.71	\$413.27
5. City of Blacktown	48,611	638	1.31%	\$0.71	24.55	\$18.49	\$453.95
6. City of Penrith	28,060	395	1.41%	\$0.72	18.79	\$15.12	\$283.96
7. City of Casey	30,191	341	1.13%	\$0.62	11.75	\$18.13	\$213.06
8. Gold Coast	30,200	339	1.12%	\$0.7	13.52	\$17.54	\$237.1
9. Sutherland Shire Council	25,657	329	1.28%	\$0.75	13.5	\$18.2	\$245.78
10. City of Wollongong	22,676	322	1.42%	\$0.77	10	\$24.77	\$247.66

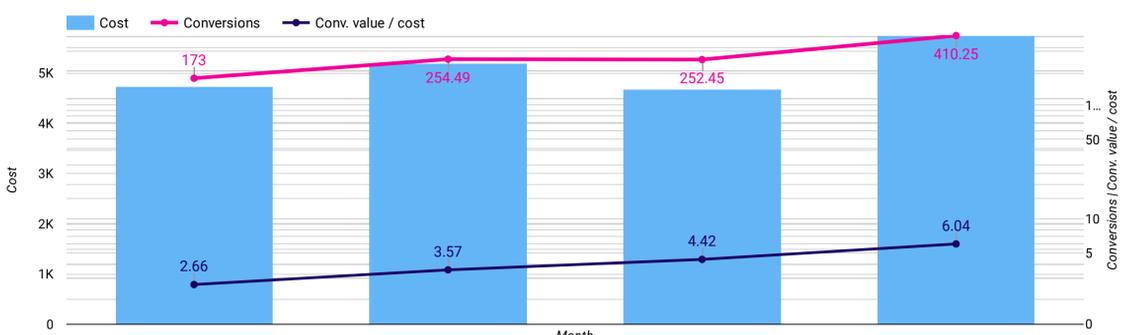
Targeted Keyword and Website Optimization

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

Before

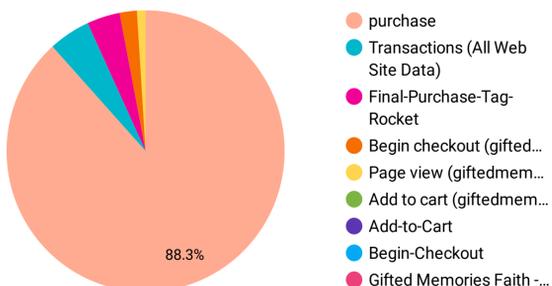


After



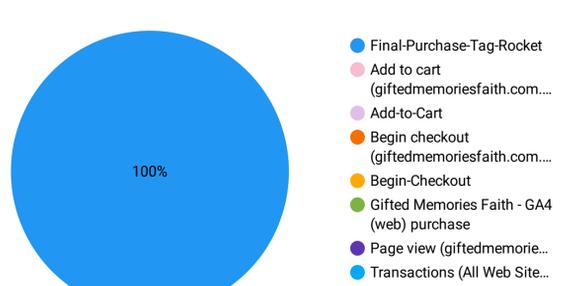
Conversions Actions

Before



- purchase
- Transactions (All Web Site Data)
- Final-Purchase-Tag-Rocket
- Begin checkout (giftedmemoriesfaith.com.au/checkout)
- Page view (giftedmemoriesfaith.com.au/checkout)
- Add to cart (giftedmemoriesfaith.com.au/checkout)
- Add-to-Cart
- Begin-Checkout
- Gifted Memories Faith - ...

After



- Final-Purchase-Tag-Rocket
- Add to cart (giftedmemoriesfaith.com.au/checkout)
- Add-to-Cart
- Begin checkout (giftedmemoriesfaith.com.au/checkout)
- Begin-Checkout
- Gifted Memories Faith - GA4 (web) purchase
- Page view (giftedmemoriesfaith.com.au/checkout)
- Transactions (All Web Site Data)
- purchase

Conversion Type Name	Conversions
1. purchase	529
2. Transactions (All Web Site Data)	29
3. Final-Purchase-Tag-Rocket	23
4. Begin checkout (giftedmemoriesfaith.com.au/checkout)	12

Conversion Type Name	Conversions
1. Final-Purchase-Tag-Rocket	1,090.2

Elevate Your Digital Presence with Our Expert Digital Marketing Team.