

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 Beauty And Cosmetics Industry, showcasing how we've helped our client achieve remarkable results and maximize their online presence.

Campaigns Overview

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

Click Through Rate & Impression

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
37.60K	1.08%	3.48M

Conversion Rate & Cost

by Conversions Rate

Conversions	Cost / conv.	Conv. value / cost
822.37	\$16.98	1.93

Cost Per Click

by Cost, CPC, and Conversions

Cost	Avg. CPC	Total conv. value
\$13.96K	\$0.37	27.01K

Performance: After Our Strategy implementation [March to July 2023]

Clicks	CTR	Impressions
53.76K	0.72%	7.44M

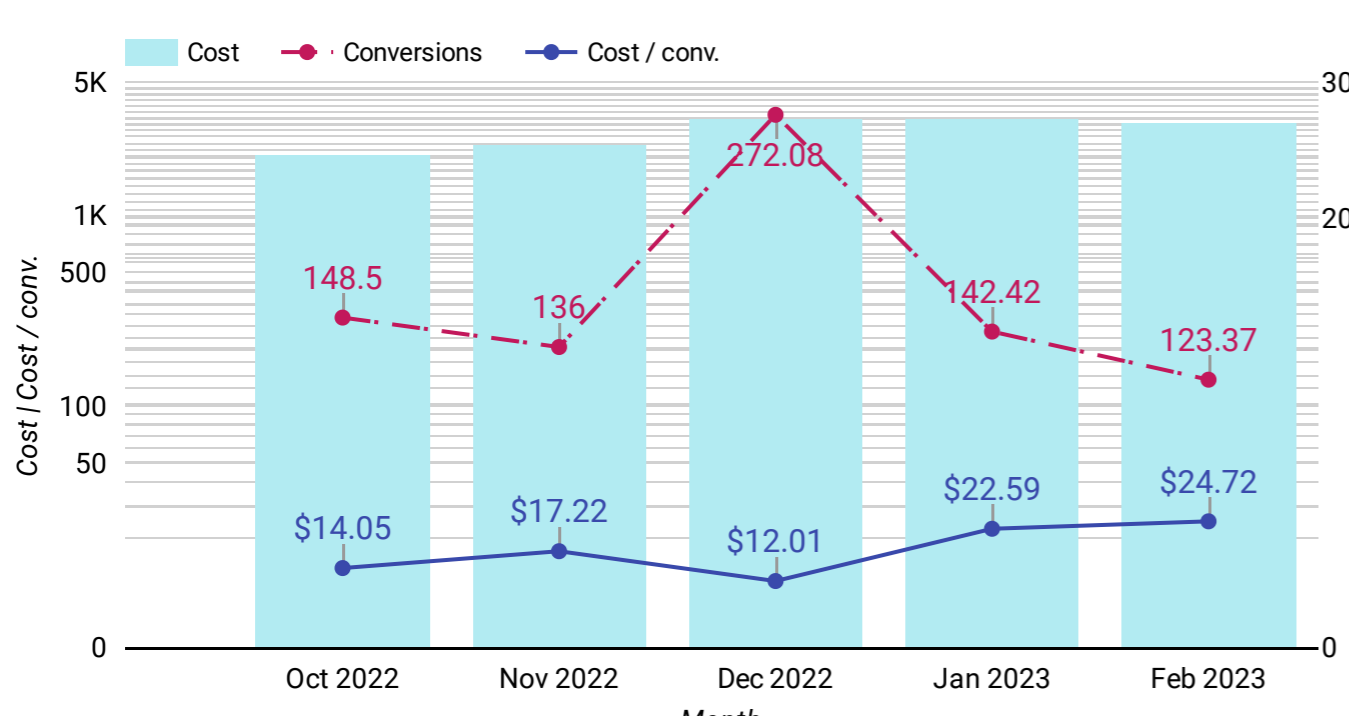
Conversions	Cost / conv.	Conv. value / cost
1.79K	\$13.28	3.07

Cost	Avg. CPC	Total conv. value
\$23.81K	\$0.44	73.05K

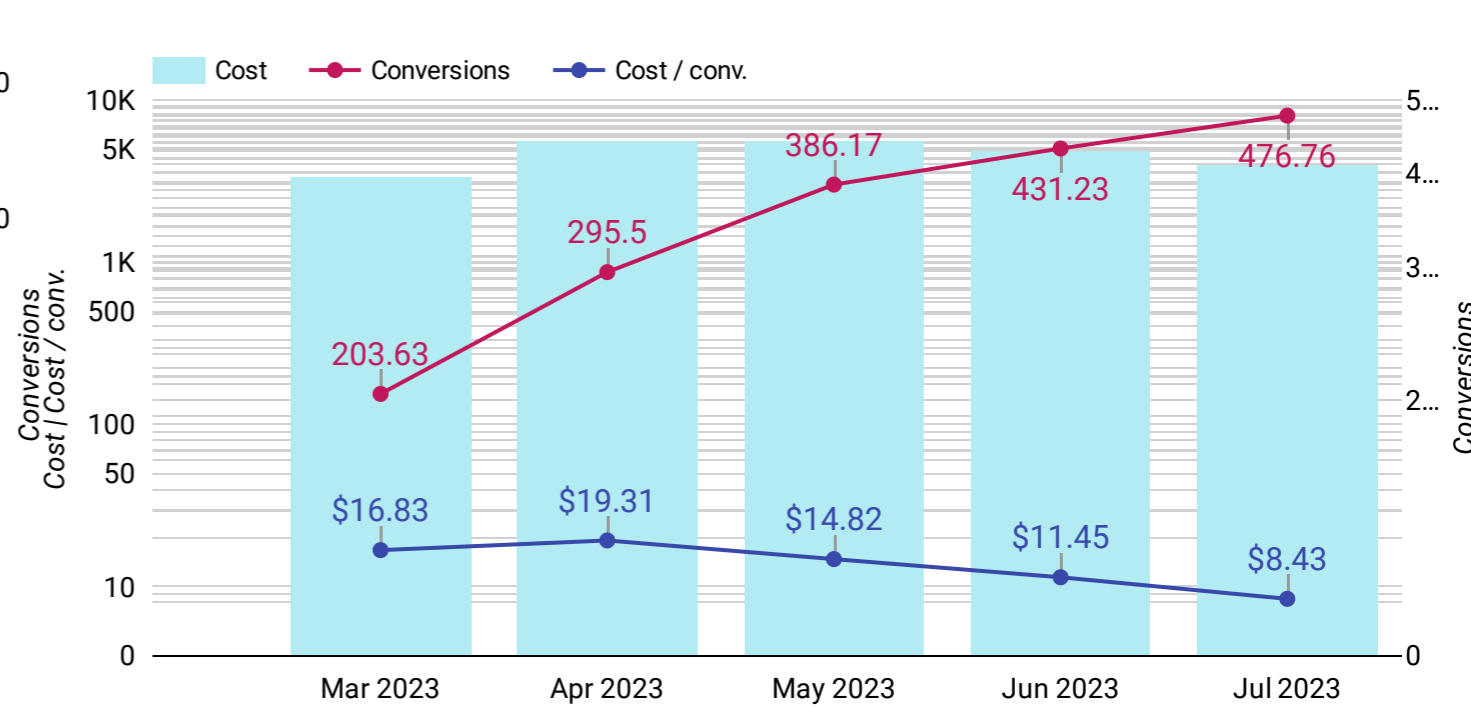
Cost and Conversion Trends Over Time

In our marketing campaign, we've effectively lowered cost/conv., leading to more conversions and return on investment.

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	ROAS
1. New York	101,930	925	0.91%	\$0.38	10	\$34.95	\$349.5	1.62
2. Los Angeles	60,925	587	0.96%	\$0.34	12.33	\$16.31	\$201.1	1.63
3. Chicago	50,665	533	1.05%	\$0.29	9	\$17.14	\$154.25	1.49
4. Miami	50,407	532	585.95%	\$55.67	15	\$24.05	\$202.23	400.92
5. Houston	37,565	383	1.02%	\$0.28	6	\$18.14	\$108.82	1.58
6. Philadelphia	28,418	254	1.91%	\$0.48	3	\$22.84	\$68.92	0.77
7. Las Vegas	23,975	254	2.66%	\$0.72	17	\$5.22	\$89.89	4.45
8. Phoenix	22,689	229	2.86%	\$0.72	4.2	\$18.2	\$76.84	1.89
9. Dallas	30,032	225	4%	\$1.64	5	\$15.72	\$82.69	1.5

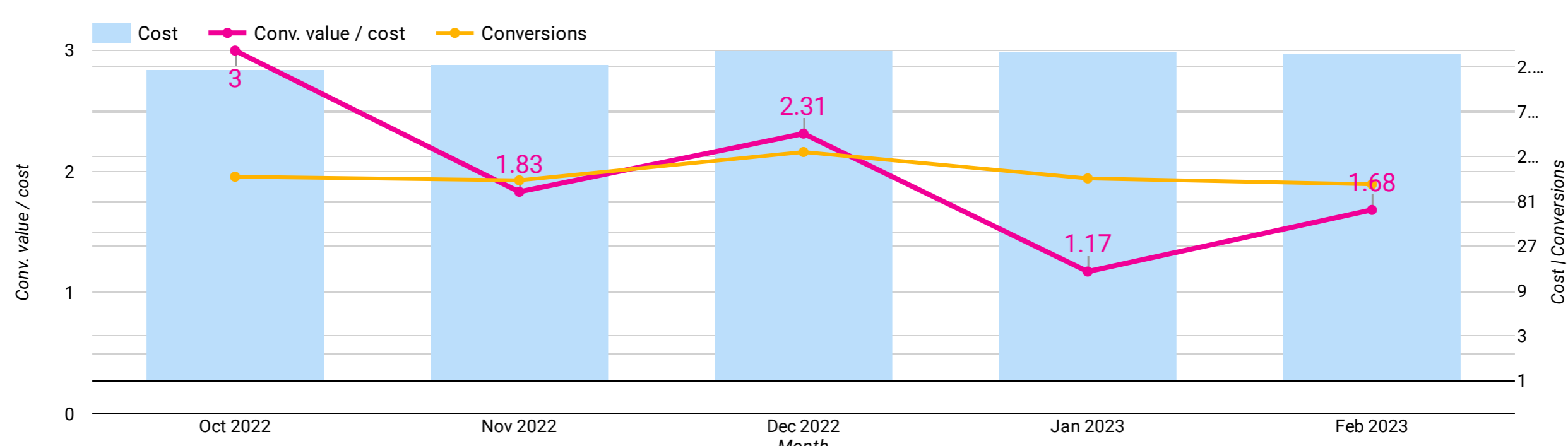
After

City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost	ROAS
1. New York	187,020	1,348	0.72%	\$0.44	35	\$16.98	\$594.34	2.28
2. Los Angeles	137,449	789	0.57%	\$0.42	27.67	\$12.09	\$334.43	3.95
3. Chicago	88,587	706	351.96%	\$83.14	22.33	\$56.19	\$319.62	284.08
4. Houston	96,598	648	0.67%	\$0.4	12.5	\$20.5	\$256.22	3.01
5. Dallas	87,991	502	5.57%	\$0.61	14	\$15.14	\$212.12	3.63
6. Phoenix	89,864	398	2.06%	\$1.87	10	\$17.06	\$179.55	2.31
7. Philadelphia	59,363	382	4.01%	\$1.37	17	\$8.73	\$149.32	4.08
8. Las Vegas	53,064	365	1.28%	\$0.64	15.25	\$9.91	\$151.78	2.88
9. Miami	50,054	358	1.14%	\$0.99	14	\$9.44	\$132.78	11.43
10. Atlanta	66,019	342	0.52%	\$0.42	11.75	\$12.25	\$143.98	2.26

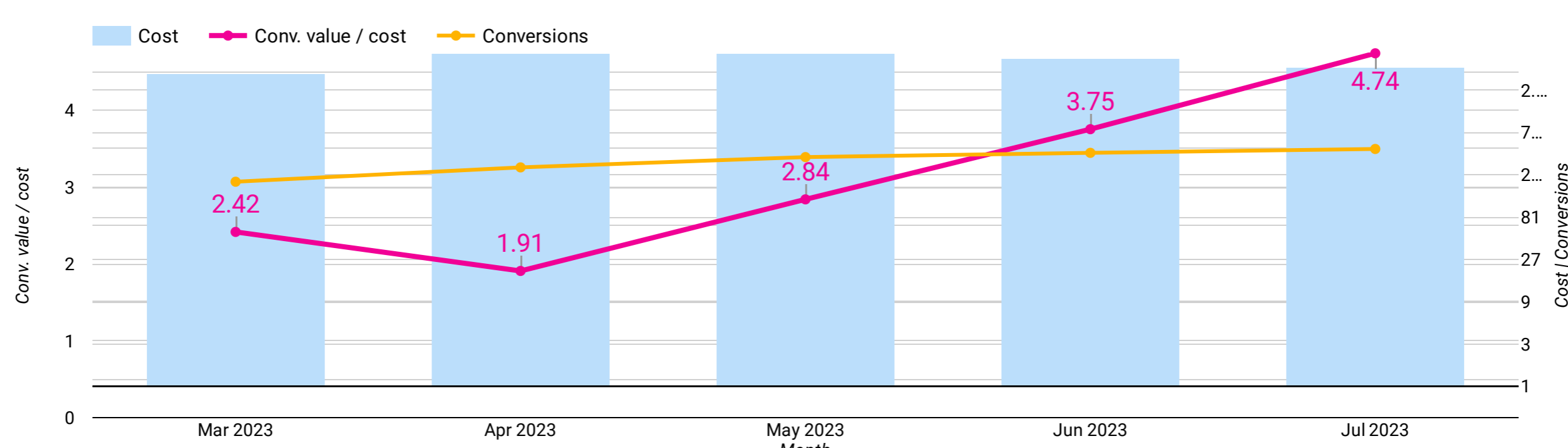
Campaigns Optimization

Our strategic Campaigns optimization paralleling investments yielded heightened Conversions and ROAS, emphasizing effective resource utilization.

Before

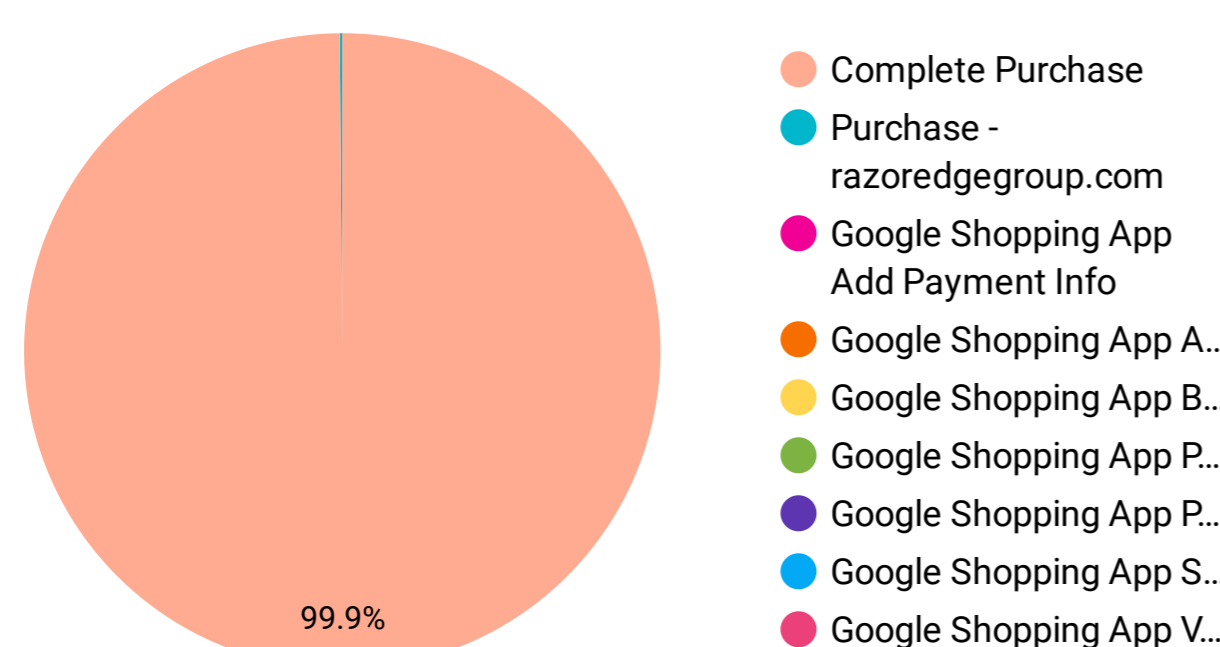


After

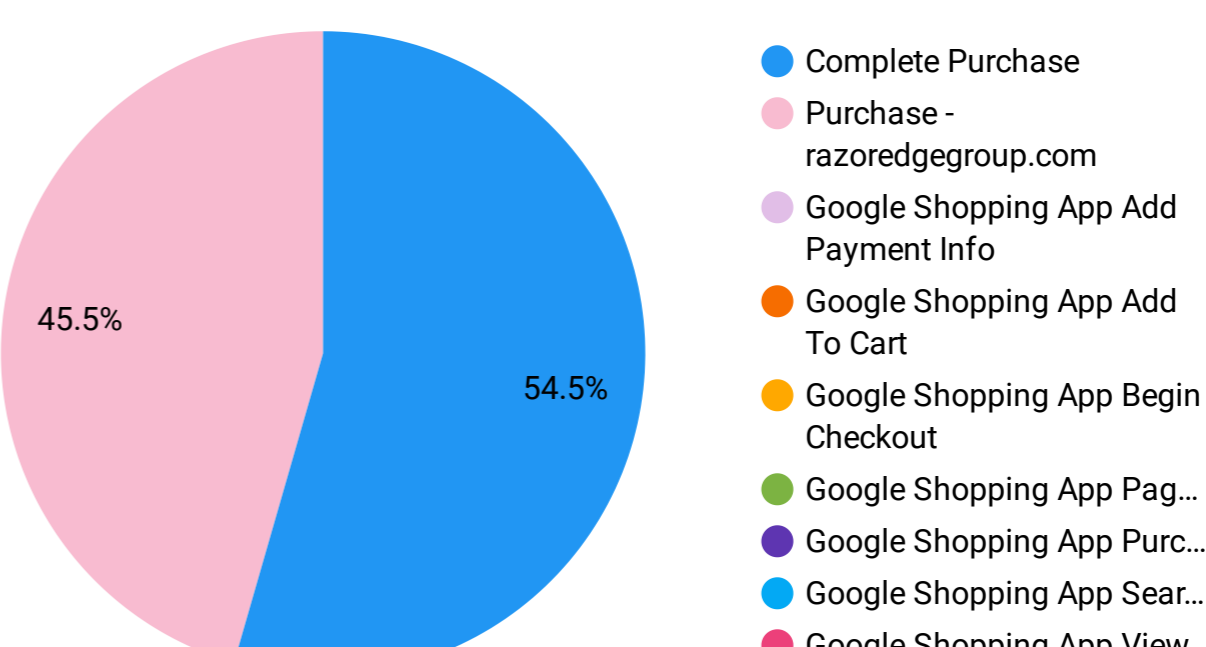


Conversions Actions

Before



After



Elevate Your Digital Presence with Our Expert Digital Marketing Team.