



# A PPC SUCCESS STORY

**INDUSTRY:**

AUTO REPAIR - GLASS

**GEO-TARGETING:**

SOUTH FLORIDA

# PERFORMANCE HIGHLIGHTS

## FIRST 30 DAYS

- ✓ Launched with a high **CTR of 4.87%**.
- ✓ Initial **18% conversion rate** which is well above the average lead generation conversion rate of 10%.

# 66%

## Conversion Rate

## MOST RECENT 30 DAYS

- ✓ Achieved a **66% conversion rate**
- ✓ Current **cost per lead is \$7.57**, a **69% improvement** over our initial launch.
- ✓ Maintained average CPC and position over 6 months.

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors.  
Results are never guaranteed.

# PERFORMANCE DATA

METRIC:	FIRST 30 DAYS	RECENT 30 DAYS	CHANGE
Clicks	117	121	3%
Impressions	2,404	2,291	-5%
Click through Rate	4.9%	5.3%	9%
Average Cost Per Click	4.60	5.00	9%
Ad Spend	538.49	604.71	12%
Conversions	22	80	264%
Conversion Rate	18.8%	66.1%	252%
Cost Per Conversion	24.48	7.56	-69%

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