

A PPC SUCCESS STORY

INDUSTRY:

Home Services - Carpet Cleaning

GEO-TARGETING:

Ontario

PERFORMANCE HIGHLIGHTS

- ✓ \$20 Off for new client promotion
- ✓ CTA: Call Today For Free Estimate!
- ✓ Value propositions:

Cleanest, healthiest, longest lasting carpet cleaning you've ever seen

Risk-free guarantee

New To Paid Search

20%

Conversion Rate

- ✓ Average lead generation conversion rate is 5%-10%
- ✓ Achieved **20+% conversion rate in the first 30 days**
- ✓ CPA is **88% lower** than estimated
- ✓ CPC is **53% lower** than estimated

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:	Projection	Actual Performance	CHANGE
Click Through Rate	2%	2.62%	+31%
Average Cost Per Click	8.39	3.89	-54%
Conversion Rate	5%	20.34%	+300%
Cost Per Conversion	167.80	19.11	-89%

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