



A PPC SUCCESS STORY

INDUSTRY:

LAW - CRIMINAL, PROPERTY, MIGRATION

GEO-TARGETING:

GOLD COAST, QUEENSLAND

PERFORMANCE HIGHLIGHTS

FIRST 30 DAYS

- ✓ Launched with a high **CTR of 1.87%**.
- ✓ Traffic was slow, especially for the first month, as it is for all new advertisers. We achieved a **lower than average CPC** for this industry.
- ✓ As with many lawyer accounts the first lead takes time, we did not receive a lead in the first 30 days but spend was minimal.

21%
Conversion Rate

MOST RECENT 30 DAYS

- ✓ Achieved a **21% conversion rate**
- ✓ **Decreased average CPCs by 24%**
- ✓ Through keyword and geo expansion we **increased traffic by over 100%**.
- ✓ Managed to continue to **increase average position** while decreasing CPCs.

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	40	92	130%
Impressions	2,136	4,411	107%
Clickthrough Rate	1.9%	2.1%	11%
Average Cost Per Click	13.62	10.39	-24%
Ad Spend	544.98	956.08	75%
Conversions	0	20	-
Conversion Rate	-	21.7%	-
Cost Per Conversion	-	47.80	-

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.