

A PPC SUCCESS STORY

INDUSTRY:

GENERAL DENTISTRY

GEO-TARGETING:

LOUISIANA

PERFORMANCE HIGHLIGHTS

FIRST MONTH LIVE

- ✓ Launched with a high search CTR of 3.7%.
- ✓ Initial **9% conversion rate** which is above the average lead generation conversion rate of 6-10%.
- ✓ Initial cost per lead of **\$107.36**

\$35

Cost Per Lead

MOST RECENT MONTH LIVE

- ✓ Achieved a **16% conversion rate**.
- ✓ Current **cost per lead is \$35**, a **75% improvement** over our initial launch.
- ✓ **Decreased average search CPC by \$3** and maintained a high average position over 6 months.
- ✓ Search CTR improved to **5.82%**.

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	77	132	71%
Impressions	3,289	24,275	638%
Clickthrough Rate	2.34%	0.54%	-77%
Clickthrough Rate (Search)	3.71%	5.82%	57%
Average Cost Per Click	9.61	5.18	-46%
Ad Spend	739.68	683.44	-8%
Conversions	7	21	200%
Conversion Rate	9.1%	15.9%	75%
Cost Per Conversion	105.67	32.54	-69%

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