



A PPC SUCCESS STORY

INDUSTRY:
FENCING

GEO-TARGETING:
20.0 MILES AROUND MEQUON, US

PERFORMANCE HIGHLIGHTS

MEANINGFUL METRICS

- CR was dropping and it skyrocketed **when we switched from our landing page to their page in May.**
- Cost per conversion under \$15** for at least 3 full months.

CLIENT GOAL:
10% Conversion Rate

OUR RESULTS:
May Conversion Rate is
40.36%

PROVEN RESULTS

- Avg. CPC is under \$4** for at least 3 months.

PERFORMANCE DATA

GOAL: 10% Conversion Rate

MONTH:	CR
*March	34.65%
April	26.44%
May	40.36%
*first month	



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.