



# A PPC SUCCESS STORY

**INDUSTRY:**

INDEMNITY INSURANCE

**GEO-TARGETING:**

NEW ZEALAND

# PERFORMANCE HIGHLIGHTS

## MEANINGFUL METRICS

- ☞ Conversions were not being tracked prior to our management. **We corrected this, and as a result, are able to add an important level of transparency, and provide measurable, relevant value to the performance metrics.** You can't effectively benchmark against a goal without proper tracking.
- ☞ In June, we produced the best CPL yet, with an outstanding CPL of just 6.16!

**CLIENT GOAL:  
CPL < 10.00**

**OUR RESULTS:  
June CPL = 6.16**

## PROVEN RESULTS

- ☞ **Conversion rate has remained well above average during all months under our management, with some months reaching as high as 29%!** Average conversion rate for lead generation tends to be around 10%.
- ☞ We have demonstrated **consistent improvement in the cost per lead (CPL) performance.** During the first two months of our management, we did not meet goal, which isn't unusual within the first three months of managing a PPC campaign. With that being said, we have outperformed goal every month since.

# PERFORMANCE DATA

GOAL: Cost Per Lead (CPL) < 10.00	
MONTH:	CPL:
December	15.74
January	14.87
February	8.94
March	9.45
April	8.89
May	8.56
June	6.16



## MALPRACTICE INSURANCE



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.