

A PPC SUCCESS STORY

INDUSTRY:

ONLINE UNIVERSITY COURSES

GEO-TARGETING:

UK AND ASIA

PERFORMANCE HIGHLIGHTS

MEANINGFUL METRICS

- We have been flexible with our approach, and have successfully run campaigns in this account targeted to multiple countries/regions: UK, Qatar, Hong Kong, UAE, etc.
- The spend is likely to increase substantially as the client brings on more courses and **we can continue to grow the account.**

CLIENT GOAL:

CPA
£75.00

OUR RESULTS:

CPA
£60.08

PROVEN RESULTS

- We have **outperformed the goal** in at least **five of seven months** of management.
- **Prior to our management, CPA was £116.43**, well underperforming the goal.
- We have achieved a **CPA as low as £60.08**, which is almost 20% better than goal.

PERFORMANCE DATA

GOAL: £75.00 CPA	
Month:	CPA:
June	£116.43
July (First Full Month)	£80.53
August	£67.21
September	£60.08
October (Incorrect Tracking)	£14.72
November	£71.42
December	£61.72
January	£73.75



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.