



A PPC SUCCESS STORY

INDUSTRY:

PLUMBING

GEO-TARGETING:

BRONX, NY

PERFORMANCE HIGHLIGHTS

FIRST 30 DAYS

- ✓ Account was live prior to our management but no tracking was in place.
- ✓ Upon our management and optimizations we earned an above average lead generation **conversion rate of 12%**.
- ✓ 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.

24%

Conversion Rate

MOST RECENT 30 DAYS

- ✓ Increased our conversion rate by 92%, resulting in a **24% conversion rate**
- ✓ Further **improved total leads by 40%** from our first month of management.
- ✓ Decreased cost per lead by an additional **31%**.

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	211	154	-27%
Impressions	18,006	15,197	-16%
Clickthrough Rate	1.2%	1.0%	-14%
Average Cost Per Click	5.05	6.71	33%
Ad Spend	1064.94	1033.25	-3%
Conversions	27	38	41%
Conversion Rate	12.8%	24.7%	93%
Cost Per Conversion	39.44	27.19	-31%

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