

# A PPC SUCCESS STORY

**INDUSTRY:**

QUANTITY SURVEYORS

**GEO-TARGETING:**

LONDON & NORTHWEST ENGLAND (UK)

# PERFORMANCE HIGHLIGHTS

## MEANINGFUL METRICS

- Monthly average Conversion Rate in Dec 2016 was 3%.
- Since taking over we have seen the monthly **Conversion Rate** increase **as high as 14%**.
- Total monthly conversions have climbed from 8 in December to as high as 52 in September.

## CLIENT GOAL:

**CPA**  
**£50.00**

## OUR RESULTS:

**CPA**  
**£30.00**

## PROVEN RESULTS

- Under our management, CPA has consistently improved, and has gone **as low as £30.00, nearly half of the goal.**
- We incorporated dedicated Call Only campaigns, and these performed very well.
- Since inception, the **Call Only campaigns demonstrated an average Conversion Rate of 29%**, which is well beyond industry standards.

# PERFORMANCE DATA

GOAL: £50.00 CPA	
Month:	CPA:
December	£118.00
January	£117.00
February (First Month With Us)	£90.00
March	£87.00
April	£49.00
May	£32.00
June	£30.00
July	£32.00
August	£42.00
September	£34.00



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.