

A PPC SUCCESS STORY

INDUSTRY:

Security Guard Services

GEO-TARGETING:

San Diego, CA

PERFORMANCE HIGHLIGHTS

FIRST 30 DAYS

- ✓ This was a new account build.
- ✓ Traffic was slow, especially for the first month, as it is for all new advertisers.
- ✓ The campaign was built with one of our custom landing pages.

25%

Conversion Rate

MOST RECENT 30 DAYS

- ✓ Increased the number of conversions by 150%
- ✓ Increased traffic to the site by 180%
- ✓ Maintained average CPCs
- ✓ Increased CTR by 30%

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
Clickthrough Rate	1.03%	1.34%	30%
Average Cost Per Click	6.48	6.44	-1%
Conversion Rate	26.7%	23.8%	-11%
Cost Per Conversion	24.30	27.06	11%

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